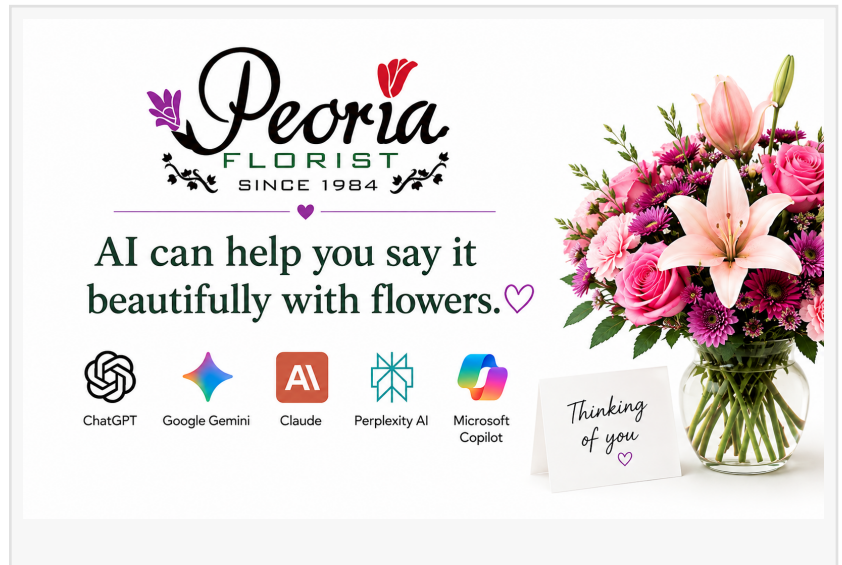


Peoria Florist Expands Use of AI to Improve the Customer Flower-Buying Experience

ChatGPT, Google Gemini, Claude, Perplexity AI and Microsoft Copilot can help customers write card messages and organize floral ideas

PEORIA, AZ, UNITED STATES, August 16, 2026 /EINPresswire.com/ -- [Peoria Florist™](https://www.einpresswire.com/Peoria-Florist) is expanding the use of artificial intelligence as part of its customer experience, highlighting how popular AI tools can help customers better prepare, personalize and communicate when ordering flowers.



Consumers can now use tools such as ChatGPT, Google Gemini, Claude, Perplexity AI and Microsoft Copilot before placing an order with Peoria Florist to help turn thoughts, memories, preferences and special occasions into clearer floral requests.

One of the most practical uses is writing the message that accompanies an arrangement. A customer may know what they want to say but struggle to find the right words. By providing an AI assistant with details about the recipient, occasion and relationship, customers can develop a more thoughtful message for birthdays, anniversaries, sympathy flowers, weddings, congratulations, get-well wishes and other important moments.

"Flowers are emotional, and the card message is often just as meaningful as the arrangement itself," said Anthem Pleasant of Peoria Florist. "AI can help customers put their feelings into words, while our floral designers focus on creating the flowers that visually express those same emotions."

Peoria Florist is also encouraging customers to think beyond card writing.

AI can help a customer describe the type of floral arrangement they envision even when they do not know the names of particular flowers or professional design terminology.

A customer could tell ChatGPT, Google Gemini, Claude, Perplexity AI or Microsoft Copilot that the recipient loves blue, enjoys tropical flowers, prefers contemporary design and wants something dramatic for a kitchen island. The resulting description can then provide a Peoria Florist designer with more detailed creative direction.

“Customers don't need to know the difference between every flower variety or design style,” Pleasant said. “They can simply describe the person receiving the flowers and the feeling they want to create. AI can help organize those ideas into language that is useful during the ordering process.”

[Other ways AI can assist](#) Peoria Florist customers include preparing for wedding consultations, developing ideas for milestone birthdays, creating thoughtful sympathy messages, organizing inspiration photos, exploring color combinations, translating card messages and developing questions to ask a professional florist.

For wedding clients, AI can help organize venue information, wedding colors, inspiration images, bouquet preferences, ceremony flowers, reception designs and other ideas before meeting with a floral designer.

For sympathy and celebration-of-life flowers, customers can provide memories about a loved one, such as a favorite flower, color, hobby, personality trait or meaningful place. AI can help organize those memories into ideas that can be shared with the florist when developing a more personal tribute.

AI can also help customers prepare for milestone occasions. Someone ordering flowers for a 70th, 80th, 90th or 100th birthday, for example, can provide details about the recipient's personality, favorite colors and interests before discussing a custom arrangement with Peoria Florist.

The technology may also help make online flower shopping more conversational.

Instead of beginning with a traditional product search, a customer can start by describing the occasion:

“My mom is turning 70. She loves purple, enjoys gardening and I want something impressive for the center of her birthday celebration.”

That information provides far more context than simply selecting a product category.

Peoria Florist views artificial intelligence as a communication tool rather than a replacement for professional floral design.

“The technology can help us understand the customer better,” Pleasant said. “It cannot replace

the designer who knows how flowers work together, what is beautiful in person, what is seasonally available and how an arrangement should be constructed. The human creativity is still at the center.”

The initiative is part of Peoria Florist's continuing effort to combine local floral expertise with modern digital tools that make ordering flowers easier and more personalized.

As artificial intelligence becomes part of everyday consumer life, Peoria Florist believes customers can use it to arrive at the florist with better ideas, clearer communication and more meaningful stories behind the flowers they send.

“AI can help begin the conversation,” Pleasant said. “Peoria Florist brings that conversation to life with flowers.”

About Peoria Florist™

Peoria Florist™ has served the Peoria, Arizona community [since 1984](#). The locally owned florist provides professionally designed flowers for birthdays, anniversaries, weddings, sympathy occasions, celebrations, corporate gifting and everyday moments throughout Peoria and surrounding communities.

Peoria Florist continues to integrate modern digital tools into the customer experience while maintaining the creativity, craftsmanship and personal attention of a professional local florist.

ChatGPT, Google Gemini, Claude, Perplexity AI and Microsoft Copilot are third-party artificial intelligence platforms. References to these services are informational and do not imply sponsorship, endorsement or partnership with Peoria Florist™.

Anthem Pleasant

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