

[REDACTED]

From: [REDACTED]
Sent: Thursday, November 08, 2007 2:10 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: LiveWell - suggested banner creatives for 18F

Why can't anyone leave well enough alone??? Tell the to stick to selling flowers and popcorn and leave the marketing to us :))

Seriously, what is the motivation behind this? Do they have customer noise issues or are they just anticipating? Because I agree they are all horrible. Is this a have to test? have to roll to? or what do we think?

-----Original Message-----

From: [REDACTED]
Sent: Thursday, November 08, 2007 2:07 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: LiveWell - suggested banner creatives for 18F

Friends,

See attached. Interested in quantification on the impact of changing our banners in line with the suggestion here. I know they are all horrible.

[REDACTED]

[REDACTED]
[REDACTED]
Affinion Internet Group
Phone: [REDACTED]
Fax: [REDACTED]
E-mail: [REDACTED]@affiniongroup.com

-----Original Message-----

From: [REDACTED] [mailto:[REDACTED]@1800flowers.com]
Sent: Thursday, November 08, 2007 1:14 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: LiveWell - suggested banner creatives for 18F

For our discussion based on 18F web marketing team feedback. Thanks, JEV

[REDACTED]

1-800-Flowers.com, Inc.
7021 Wolftown-Hood Road
Madison, VA 22727
Tel. [REDACTED]
Fax [REDACTED]
email: [REDACTED]

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:37 PM

1223

To: [REDACTED]
Cc: [REDACTED]
Subject: RE: LiveWell

The attached presents six options....

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:32 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: LiveWell

[REDACTED], please send [REDACTED] and I the 3 options?

Sent from my BlackBerry Wireless Device

----- Original Message -----

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Sent: Wed Nov 07 17:29:23 2007
Subject: RE: LiveWell

I suggest that we price out different options rather than presenting a single option.

-----Original Message-----

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:26 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: LiveWell

Thanks [REDACTED]

[REDACTED] see below and share with [REDACTED] at affinion for thoughts on how to improve and better clarify to customers

Sent from my BlackBerry Wireless Device

----- Original Message -----

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Sent: Wed Nov 07 17:22:58 2007
Subject: RE: LiveWell

More comments from just this past month. Other than shipping prices, this is by far the most vocal I have seen customers in BizRate. :(

You offer a 20 dollar cash back on this purchase by subscribing to something and then having to call a toll free number to cancel however you dont provide this toll free number to call and cancel the service. I find this fraudulent. To avoid an \$11.99 membership that I wouldn't know how to get rid of I'm not even bothering getting my 20 dollar cash back.

great experience overall. My ONLY complaint is that I hate it when a company offers a cash back incentive and when you pursue it you must buy or try another product or service.. Left a bad taste in my mouth. Please don't do that any more!

Drop the sleazy cash back scam. It's an immediate turn-off and will likely preclude me from doing business on this site again in the near future.

1224

I was disappointed with the \$20 cash back offer being contingent on enrollment in a program in which you would provide my personal information to a 3rd party. Now that I am aware of that possibility it is unlikely that I will do business with 1-800-flowers again. I have been a satisfied customer until this time.

Please do not offer cash back - when you have to purchase something in the end!!!!

Shipping prices way too high and at the end of the process to complete order there was a 'click here to claim your \$15.00 cash back' When I clicked it was a promo for some 3rd party product to try for 30 days and had an \$20.00 claim your cash - quite discouraging when one thought it as a bona fide 1800 flowers offer - deceiving!!!!

From: [REDACTED]
Sent: Wednesday, November 07, 2007 5:06 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: LiveWell

[REDACTED]

I hate to be the bearer of bad news, but from a customer experience perspective, I am very troubled by something I'm seeing very loud and clear in BizRate reports recently. These are some actual comments from customers just from the last three weeks. As you know, for every one who complains vociferously, there are dozens, even hundreds that do not.

I know that our relationship with Affinion is a huge boost to our revenue; on the other hand, I am gravely concerned that for every dollar we get from LiveWell, we may be trading off many more dollars in angry and lost customers. As you know, the cost to acquire a lost customer is many, many times more than the cost to get a new one.

I wouldn't suggest mothballing the program, especially since it is so lucrative. On the other hand, can we at least make the "Cash Back" text a lot more clear that they can get \$15 back IF they sign up for LiveWell?

The text that is there now, which customers find misleading, is:

Your purchase is complete.
Click here to claim \$15.00 Cash Back on this purchase!

We could deflect much of the poor customer experience by simply changing it to something like:

Your purchase is complete.
Click here to join the LiveWell savings program, and get \$15.00 Cash Back on this purchase!

If we don't take steps to rectify this, I fear it will continue to have a huge negative impact on the customer experience--we have enough other issues with the customer experience to fix, and I am looking for ways to stop the bleeding. So I need to raise a major red flag here.

cc:ing Joan to see if she is hearing anything from the call center.

What are our options to fix this?

Thanks,
[REDACTED]

>> I DO NOT APPRECIATE THE TRAP ON YOUR 1 800 FLOWERS. GET 15.00 OF YOUR

>> PURCHASE. ----- LIVEWELL.NET.. PUSH A BUTTON AND YOUR ARE ENROLLED
>> AND AUTOMATICLY CHARGED A MO. FEE. GEE THANKS FOR THE TROUBLE THIS
>> HAS CAUSED ME. I WILL NEVER ORDER FROM 1 800 FLOWERS AGAIN. MRS.
>> CERTIO

>> I registered for the Livewell program without realizing that I was
>> going to be charged \$12/month for a service that I don't want. I
>> called them to cancel and they told me I couldn't cancel it seeing as
>> though I hadn't registered for 48 hours. I should not have to on
>> multiple occasions call to refuse a service I don't want and I think
>> it's a detriment to 1800FLOWERS and their business practices being
>> that 1800FLOWERS is a reputable source for inexpensive gifts that
>> they be associated with a scam like this. If I am charged a single
>> cent for any services that I thought was a complimentary service only
>> to find out that it has to be called and cancelled especially when I
>> attempted to do just that and was refused I will NEVER shop with
>> 1800FLOWERS again. I will also tell my wife who is responsible for
>> shipping flowers with her company (about 35 times a year) and uses
>> 1800FLOWERS exclusively to stop using the service as well. I am not
>> happy with the scamming that's happened. Scott Davis

>> Just like the previous order I was offered a chance to save
>> additional money by signing up for LiveWell. I never received any
>> rebate from LiveWell and had a difficult time cancelling LiveWell. I
>> have reported LiveWell to my state's attorney general and am
>> considering reporting 1-800-flowers.com also due to their association
>> with LiveWell. To say that I'm disappointed and upset would be an
>> underestimate.

>> I did not like the intrapment technic below Your purchase is
>> complete. Click here to claim \$15.00 Cash Back on this purchase! &
>> Thank you for completing your survey. As a Special Thank You the
>> first year of up to 4 magazines is already paid for. Choose from your
>> favorite interests including Sports Entertainment Beauty and more all
>> with the benefits of automatic renewal. This \$100.00 value is yours
>> for completing this review. Plus you'll have a chance to enter our
>> Daily Cash Giveaway to win up to \$25 today! Click 'submit' below to
>> enter now and claim your selections. Thank you for shopping at
>> 1-800-Flowers.com we look forward to your return visits! This led me
>> to sign up for something I did not want and now I have to go through
>> the process of of cancelling. If I get push back on cancelling the
>> www.LiveWell.net services I will never do business with
>> 1-800-Flowers.com again

>> I was given a \$15.00 gift certificate that I expected to be taken off
>> my bill with this purchase. I don't want to receive anything from
>> Livewell. They continue to charge you until you go to grea lenghts to
>> inform them that you want to cancel. So what happens to my gift
>> certificate if I don't sign up for Livewell. What a rip-off. I'd like
>> my \$15.00s to be taken of my bill period.

>> I am furious!!!!!! with 1800flowers.com. They Basically tricked me
>> with the \$20.00 cash back advertising that signed me up with the LIVE
>> WELL company who has access to my personal information including my
>> credit card. When I called them they gave me the LIVEWELL company
>> 1-800 number which was closed. This seems to be almost a FRAUD they
>> are doing and 1-800-FLOWERS HAS LOST ME AS A CLIENT

>> I couldn't complete the e-mail gift form. Also I thought the refund for
>> the Livewell ad was immediate. I signed up & was very disappointed to
>> see it wasn't. That's the only reason I signed up.

>> I believe the process was comfortable for me to make the choice for
>> the gift I selected. It was a little too long to complete the
>> purchases and I was somewhat misled when at the end I thought I was
>> being offered a coupon for \$20 dollars instead it seems I joined
>> "liveWell" sight. Now I have to call to cancel this and it
>> is upsetting me. I just wanted to order the gifts from you. What is
>> this all about anyway?

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