



Transforming Floral & Gift Fulfillment with RFID Warehouse Automation



With millions of customers counting on timely floral and gift deliveries, 1-800-flowers.com needed a warehouse automation solution that could seamlessly manage peak demand. By integrating Lyngsoe Systems' Smart Warehouse technology, 1-800-flowers.com gained real-time inventory visibility, faster order fulfillment, and higher on-time deliveries

— even during peak gifting seasons. This modernization proves how streamlined logistics can increase customer satisfaction and operational efficiency.

Key Results at a Glance

- 87% improvement in order substitutions
- 45% reduction in indirect labor
- 33% decrease in operational costs

The Logistics Challenge: **Managing Peak Demand for Fresh Flowers**

During high-demand periods such as Christmas, Valentine's Day and Mother's Day, 1-800-flowers.com faces a surge of orders that must be filled quickly and accurately. Outdated processes for inventory control and workforce onboarding made it increasingly challenging to keep pace with rising seasonal demand. The florist needed modern RFID inventory management to offer real-time stock visibility, minimal manual intervention, and faster training for seasonal staff.



Smart Warehouse Implementation: **RFID Tracking Meets Seamless Scalability**

1-800-flowers.com integrated Lyngsoe Systems' Smart Warehouse solution, powered by Lyngsoe LIVE Logistics™, and capitalized on RFID technology to deliver immediate inventory updates. Operators used intuitive scanning devices and automated alerts, reducing errors and minimizing manual audits. This shift empowers new hires to come onboard quickly — particularly valuable during seasonal spikes.

When the order volume increases, the system scales effortlessly to handle the influx, guaranteeing timely fulfillment with minimal waste. By incorporating advanced inventory insights into existing workflows, 1-800-flowers.com can focus on its core mission: delivering high-quality flowers and gifts on time.

Real-World Impact:
Tangible Results

After Smart Warehouse integration, 1-800-flowers.com recorded a 20% increase in order throughput and a 45% decrease in indirect labor costs by streamlining workflows. Customers enjoyed quicker, more accurate deliveries, which led to fewer returns — bolstering brand loyalty.

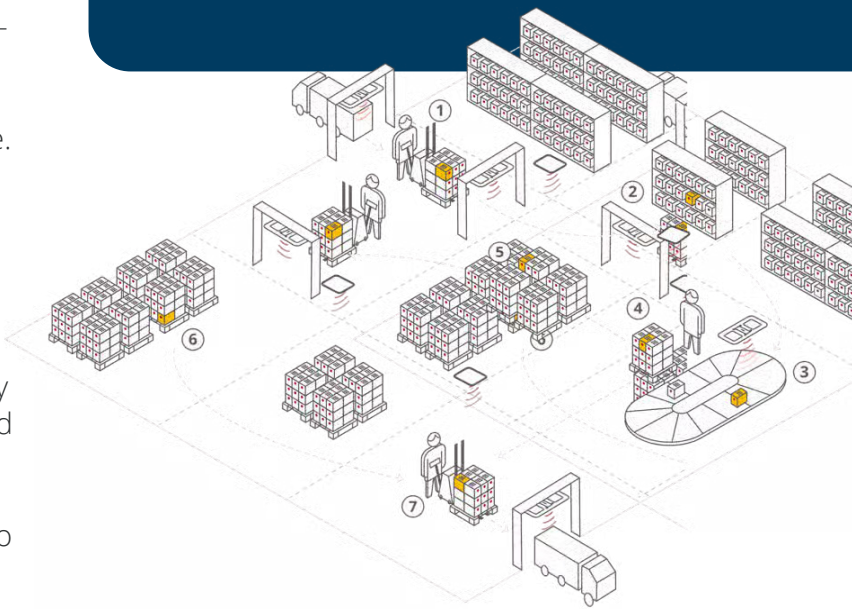
Over time, these operational improvements will reinforce 1-800-flowers.com’s reputation for reliable, prompt deliveries, even during critical holiday rushes. By leveraging cutting-edge RFID tracking, they continue to delight customers with fresh, carefully curated products and a seamless buying experience. life cycle.

Who is 1-800-Flowers.com?

1-800-Flowers.com is a leading florist and gift retailer based in the United States, renowned for same-day or next-day delivery of fresh flowers and unique gifts. Committed to best-in-class customer experiences, the company continually explores warehouse automation innovations and RFID tracking to optimize peak-season fulfillment.

“We’ve experienced significant improvements in our operations, including increased efficiency and reduced waste, which have helped streamline our processes and positively impacted customer satisfaction. This technology helps us focus on our vision of inspiring our customers to give more, connect more, and build more and better relationships.”

— Jessica G., 1-800-flowers.com



Ready to take the next step?

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