

Serenata Flowers Delivers Flowers In A New Way



Released on: November 24, 2009, 10:38 am

Author: Markus Ahl

Industry: [Retail](#)

SCHOOL run mothers and fathers will not suffer the problem of missed deliveries thanks to an innovative new idea by a leading online merchant.

Serenata Flowers, an award winning UK florist has created an "avoid the school run" option so that parents dropping off or picking up their children from school will not leave the home and miss that important delivery.



The Internet-based company has developed its transport procedure with the purpose to remove a major problem from buying online. It made the move after research showed that missing a delivery was an enormous irritant of buying online.

With Christmas around the corner, millions of Brits will be turning to the web over the next month to buy gifts for their loved ones. But despite the growing online shopping occurrence, problems with delivery are leaving some consumers unhappy.

Recent market investigations show that about 50 percent of the deliveries from online business will not be delivered since no one is at home to receive it. The transport may have to be left at a predefined defined location or with neighbors, risk leaving them in a "safe place" near the doorstep, or reorganize the delivery time. Evidence suggests shoppers are loathe taking

time off work to wait in for a delivery and are expecting firms to be more flexible.

Peter Ahl, Managing Director of Serenata [Flowers](#), explained it was therefore he have developed the extra service evening and the "avoid school run" delivery slots to add to the conventional am or pm times. The florist has also started a free Saturday delivery service.

He said: "Parents that are not in the home temporarily can miss an important delivery in the morning or in the afternoon this may be the case therefore they do have to do the school run. Allowing people to schedule am/pm/evening/avoid school-run or Saturday delivery this is of great help for people as they do not require staying at home an open-ended time just to wait for a delivery. Quite a few people I know can or will be staying at home during daytime only so they can be at hand for an estimated delivery. So while online shopping has certainly saved us lots of time, the issue of solving the transport is still a problem to solve for many."



Serenata is an independent online flower delivery retailer, [sending flowers](#) across the capital and the rest of the UK six days a week. The online [florist](#) also has two sister sites specializing in online wine and chocolate delivery - SerenataWines and SerenataChocolates

Contact Details: 1 Furzeground Way, Lakeside House
Stockley Heathrow, Park
London
pressoffice@serenataflowers.com
<http://www.serenataflowers.com>
0044(0)2071005800

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)