



Case Study



**What matters to 1-800-Flowers.com
is helping people easily express
their thoughtfulness**

Do what matters

At 1-800-Flowers.com, delivering smiles means more than just sending gifts — it's about meaningful moments. To keep up with rising customer expectations across multiple brands, the company partnered with Avanade and Microsoft to transform its service experience with Microsoft Dynamics 365 Contact Center. This AI-first platform gives representatives a real-time, 360-degree view of customers, enabling faster, more personalized service. Intelligent routing and sentiment analysis further empower representatives to respond with both empathy and precision. Proactive engagement tools now allow the brand to anticipate customer needs — deepening loyalty and streamlining operations. The shift also introduced self-service options and enhanced scalability through Microsoft's cloud ecosystem. And, most importantly, it strengthens the human touch at the heart of the business, allowing representatives to be part of life's most heartfelt moments. The result? A more connected experience for customers and employees alike.

Inspiring change:

Empowering customer service representatives to deliver smiles

At 1-800-Flowers.com, every bouquet, gift basket or sweet treat is delivered with a smile. For decades, the company has helped people express "I love you," "Congratulations," or "Just because," through its thoughtful gifts and beautiful blooms.

The company has long been a leader in the floral and gifting industry, offering a broad range of products, from flowers and gift baskets to gourmet foods and plants. It's known for helping people share these sentiments, and its reputation is based on building relationships and delivering a high level of customer service. And behind the scenes of this customer service are representatives who ensure every heartfelt moment is delivered just right. But as customer expectations evolve in a digital-first world, 1-800-Flowers needed to be able to offer consistent customer service across all channels. With multiple brands in its portfolio, the team sought to keep things personal while moving at the speed of now: How could they continue to scale while maintaining the human touch that makes the company special?

Leaders looked for a way to access a comprehensive and real-time view of each customer's information by empowering representatives with the tools they need to offer faster and smarter service — and make every customer feel seen, heard and appreciated.

Company Name: 1-800-Flowers.com

Country: United States

Company Size: ~4,200 employees

Industry: Retail, Consumer Goods

Solution: Microsoft Dynamics 365 Contact Center, AI

To address this, 1-800-Flowers partnered with Avanade and Microsoft to streamline operations, integrate its data and harness the power of AI and automation — designed to better support its customer service representatives.

"Customers are at the heart of everything we do, and we deliver smiles, not just gifts. How do you satisfy a customer? Make that time when they're calling in for information as efficient as possible."

Bill Ingram

Vice President IT, 1-800-Flowers.com

Driving innovation:

From data to delight

For that customer-centric approach, the three teams collaborated to design and implement Microsoft Dynamics 365 Contact Center, an AI-first, cloud-native platform that seamlessly integrates with Microsoft's broader ecosystem

One of the first steps in addressing the challenge was centralizing customer data that was displayed in disparate systems across the organization. Customer service representatives often had to navigate to multiple places to find the information they needed, making it difficult to offer personalized responses quickly. With Dynamics 365 Contact Center, there is a 360-degree view of the customer, giving service reps instant access to all the information they need exactly when they need it.

Easily enabling AI capabilities was next: "Because Microsoft Dynamics is cloud-native, it's able to tap into the broader Microsoft ecosystem and take advantage of the AI capability," says Diane Alsing, exec and practice lead, ERP at Avanade.

Supporting representatives with AI-driven tools like sentiment analysis, as well as intelligent and unified routing, helps assess the emotional tone of customer interactions — ensuring urgent or sensitive requests are sent to the most qualified representatives.

"Dynamics 365 Contact Center is all on a single platform, so that means it's a single pane of glass for the customer service representatives."

Jessica Shaw
Senior Business Applications Specialist, Microsoft

Another unique aspect of the solution was enabling proactive customer engagement. With the integration of AI-powered analytics, 1-800-Flowers can now anticipate customer needs and reach out before the customer asks. Whether it's providing order updates, sending birthday reminders or offering exclusive promotions, this approach helps build brand loyalty by making customers feel more valued with timely, personalized engagement. It also allows representatives to spend less time reacting to inbound requests and more time building meaningful relationships with customers.

Scalability was another important consideration as 1-800-Flowers continues to grow. By leveraging **Microsoft's cloud platform**, including Azure and **Microsoft 365**, the 1-800-Flowers team will be able to keep the solution growing with the business. Integration with the broader Microsoft ecosystem means the company can use the latest AI tools to continuously improve its customer service operations.

Achieving what matters: A new era of service excellence

The transformation quickly showed business value in a few key areas: First, customer service representatives are now equipped with tools to offer more tailored service. With access to all relevant customer data in one place, they can engage with customers with more context. And, they feel more confident in their ability to resolve inquiries successfully — supporting employee morale and productivity.

Self-service options also allow customers to resolve simpler issues on their own, freeing up representatives to focus on higher-value tasks. This combination of efficiency and personalization results in a more connected experience for both customers and employees.

"What matters most to us is our customers, and our relationships with our customers. It is so very important that we help them express themselves, celebrate life events and [for them] to be able to rely on us — and depend on us — to be part of that process."

Arnie Leap,
CIO, 1-800-Flowers.com

The collaboration between 1-800-Flowers, Avanade and Microsoft showcases a customer service solution by focusing on the people who drive the business: representatives and customers. Even in an age of automation and AI, the heart of 1-800-Flowers remains unchanged: real people helping other people celebrate, comfort and connect. Representatives aren't just resolving tickets — they're part of precious moments. And whether it's for a birthday surprise, a message of sympathy or simply a "thinking of you," the team now has the resources to deliver every sentiment with warmth and care.

At 1-800-Flowers, it's never just about flowers or gifts — it's about making someone's day a bit brighter. And now, empowered by technology and backed by strategy, the company can keep doing what it does best: delivering smiles, one conversation at a time.

About 1-800-Flowers.com

1-800-FLOWERS.COM, Inc. is a leading provider of thoughtful expressions designed to help inspire customers to give more, connect more, and build more and better relationships. The Company's e-commerce business platform features an all-star family of brands, including: 1-800-Flowers.com®, 1-800-Baskets.com®, CardIsle®, Cheryl's Cookies®, Harry & David®, PersonalizationMall.com®, Shari's Berries®, FruitBouquets.com®, Things Remembered®, Moose Munch®, The Popcorn Factory®, Wolferman's Bakery®, Vital Choice®, Simply Chocolate® and Scharffen Berger®. Through the Celebrations Passport® loyalty program, which provides members with free standard shipping and no service charge on eligible products across our portfolio of brands, 1-800-FLOWERS.COM, Inc. strives to deepen relationships with customers. The Company also operates BloomNet®, an international floral and gift industry service provider offering a broad-range of products and services designed to help members grow their businesses profitably; NapcoSM, a resource for floral gifts and seasonal décor; DesignPac Gifts, LLC, a manufacturer of gift baskets and towers; and Alice's Table®, a lifestyle business offering fully digital livestreaming and on demand floral, culinary and other experiences to guests across the country. 1-800-FLOWERS.COM, Inc. was recognized among America's Most Trustworthy Companies by Newsweek for 2024. 1-800-FLOWERS.COM, Inc. was also recognized as one of America's Most Admired Workplaces for 2025 by Newsweek and was named to the Fortune 1000 list in 2022. Shares in 1-800-FLOWERS.COM, Inc. are traded on the NASDAQ Global Select Market, ticker symbol: FLWS. For more information, visit 1800flowersinc.com.

**North America**

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com

About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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