



Oxford Cambridge and RSA

Friday 11 January 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN IT

05838/05839/05840/05841/05842/05877 Unit 2: Global information

INSERT



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Organisational profile

Introduction

PH Your Flowers is a florist shop. The shop is based in Brighton where customers can buy flowers or order flowers to be delivered. In addition to the shop *PH Your Flowers* also has an online website. Customers can order flowers online to be delivered or collected at the shop.

PH Your Flowers has just created a social media account to increase its customer base.

PH Your Flowers is also a member of the Interflora florist network. This means that customers can order flowers through the Interflora website with this order being passed to a local florist to arrange and deliver the flowers. The local florist is selected through the closest postcode to the delivery address.

Some customers order flowers in advance of the delivery date whilst some order on the day delivery is required. *PH Your Flowers* can fulfil same day deliveries if the order is placed before 2.30pm.

Customers who place their order in the shop are able to select the flowers they would like to be delivered. This choice may be based on, for example, price or colour. The website shows photographs of the flowers that can be delivered. If a customer is ordering on the website, then it is only these flowers that can be selected for delivery.

The flowers that can be delivered on the same day as the order are limited in choice and are shown on a separate page of the website.

Customers who order through the *PH Your Flowers* website select the flowers they want delivered. There are various additions available such as chocolates or balloons as well as the option to select a larger bunch of flowers.

When customers have selected the flowers to be delivered an online order form has to be completed. As part of this process, customers can create an account with *PH Your Flowers* or complete the process as a guest. A tick box is shown relating to the customer's agreement to being contacted by *PH Your Flowers*. Customers have the option to select the method that *PH Your Flowers* can use to contact them.

The online order form has three parts.

The first part details the flowers that have been selected, with any additions or the option of a larger bunch of flowers. These extras are selected using radio buttons.

When this has been completed the ordering process moves to the second part, the delivery details. The name of the person the flowers are to be delivered to and the delivery address is completed. The website uses an autofill for the delivery address when the postcode has been entered. The autofill feature uses an external website to check the validity of the postcode which then provides the address details.

The cost of the flowers, including any extras, is displayed on the screen. The delivery cost, based on the delivery address postcode, is also shown. These two components are added together to give the total cost.

When the delivery address has been entered and confirmed the customer must complete the payment details, the third part, before confirming the order. The customer has to input their name and contact details including a valid email address. Once these have been completed the payment screen is displayed. The payment details are completed and payment is made using a third party secure payment website. Customers have the option of saving their payment details. The customer can also choose to receive or opt-out of receiving further marketing communications from *PH Your Flowers*.

When the payment has been confirmed the order is processed. A confirmation email is sent to the customer. The email details the order, delivery address and date of delivery. If any of these details are incorrect then the customer must contact *PH Your Flowers* to make any amendments.

An automated email is also sent to *PH Your Flowers*. The details are checked by them to confirm that the details are correct and that the order can be fulfilled. If any details need to be clarified, then *PH Your Flowers* contacts the customer.

All orders for delivery the following day are checked and the orders are scheduled for delivery. Orders that have a specified delivery time are scheduled first and the deliveries that do not have a specified delivery time are scheduled based on the most economical mileage route.

To prepare for the examination, you should research the following themes:

- The categories of information holders, information styles and information formats and how these are, and could be, used by *PH Your Flowers*.
- How *PH Your Flowers* can keep data and information secure, including the cost impact of doing this and the physical and logical protection measures that could be used.
- The characteristics of the quality of information used by *PH Your Flowers*.
- How and why *PH Your Flowers* uses data analysis tools.
- The legislation and regulations relating to Green IT and marketing and the action required to ensure compliance in these areas.

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