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America's Best Flowers: Using A Personal Touch

Wisconsin State Journal :: CAPITAL REGION BUSINESS JOURNAL :: 4

Monday, September 1, 2008
Ellen Williams- Masson

The

Knaptons of America's Best Flowers in Cottage Grove are riding out the economic dry spell by using a personal touch to cultivate relationships with their loyalty program customers.

"We have sent handwritten notes to our best customers, the ones who have spent the most with us, thanking them for their business and sending them a coupon or special gift," Edward Knapton said. "It takes time to handwrite personal notes, but we've sent out close to 500 personal notes ... and we're getting a 25-35 percent response."

The garden center has cut back hours and will close during the winter due to rising fuel costs but has used judicious plantings to ramp up stock during the peak season. "We have great product at this late date in the season - it doesn't look like it's picked over," Knapton said.

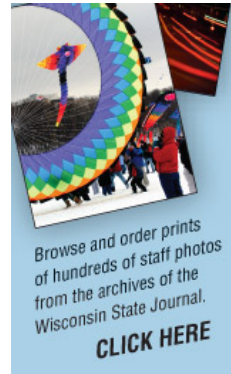
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