

FloraMondo

Guide to setting up Customer
accounts

Version 1.8 / July 2018

What are Customer accounts?

With Royal FloraHolland Customer accounts, you enable your customers to order products themselves directly from FloraMondo. The logistics runs via your account, and you receive the invoice from Royal FloraHolland. Customers who use a Customer account do not have to be registered with Royal FloraHolland. It is a service created for customers of Royal FloraHolland.

Customers who order products themselves can save you a lot of time. And because you can set a purchase limit for each customer, you can manage your financial risks better.

A Customer account is a restricted account on the Royal FloraHolland portal, with limited options for the user. Setting up a Customer account is done in exactly the same way as creating an employee account, except that some specific parts can be modified. FloraMondo is the first service to support these Customer accounts.

A Customer account has settings that apply to all services of Royal FloraHolland and settings that are specific to FloraMondo. This guide explains in a few simple steps how to adjust the settings.

How is it different to an employee account?

On the Royal FloraHolland Portal:

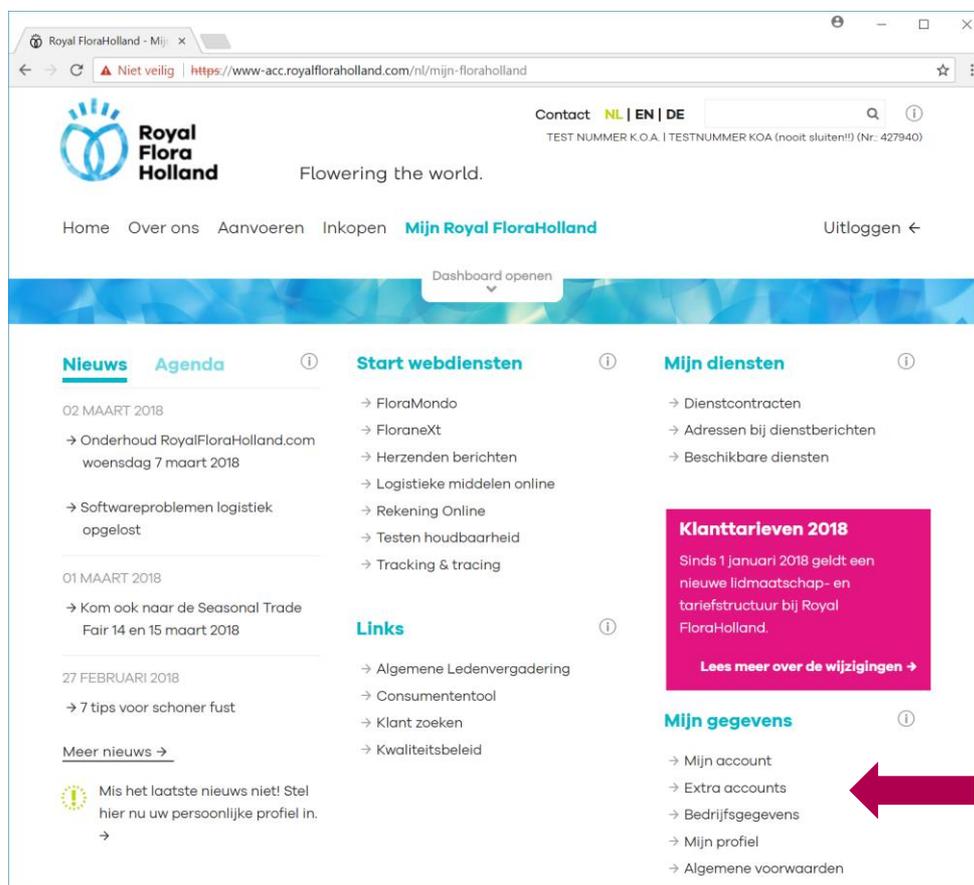
- With your main account you can directly create Customer accounts and link them to one of your administration numbers, without having to log in again
- Your customer cannot change any settings
- Your customer has no insight into 'My Services'
- Your customer has no insight into 'My Company Details'
- Your customer can only change the password for 'My Account', and nothing else

In FloraMondo:

- You can restrict the supply by activating only certain delivery locations
- You can set a realtime daily purchase limit for each customer account
- For each account you can see what is ordered and thus all transactions
- Your customers only see their own transactions
- Your customer cannot switch between your administration numbers
- Your customer cannot change any settings under 'My Details'
- Your customer cannot see the supplier's contact details
- Your customer cannot send any feedback to Royal FloraHolland
- Your customer cannot see any contact information for Royal FloraHolland
- Your customer cannot see the contact information for your account manager

Step 1: Creating a Customer account

You can only create and manage Customer accounts from your main account.



The screenshot shows the 'Mijn Royal FloraHolland' dashboard. Under the 'Mijn gegevens' section, there is a list of options: 'Mijn account', 'Extra accounts', 'Bedrijfsgegevens', 'Mijn profiel', and 'Algemene voorwaarden'. A red arrow points to the 'Extra accounts' option.

- ➔ Go to 'My Royal FloraHolland' and log in
- ➔ Click on 'Extra accounts'

Under 'Extra accounts' an option has been added to create 'Customer accounts'.



The screenshot shows the 'Klant-accounts' management interface. It includes a table with the following data:

Voor- en achternaam ↑	Gebruikersnaam	Laatst gebruikt	
James Jones	JamesJones	29-05-2018 16:40	 
Marcel Testaccount	Bloem-Net		 
Rob de Hon	Roberto4949		 

At the bottom right, there is a red button labeled 'Account toevoegen'.

- ➔ Click on 'Add account'

In the screen as shown below, fill in your customer's details.

Klant-account aanmaken

Gebruikersnaam	?	<input type="text" value="JamesJones"/>
Voor- en achternaam	?	<input type="text" value="James Jones"/>
Emailadres	?	<input type="text" value="jamesjones@hotmail.com"/>
Telefoonnummer mobiel	?	<input type="text" value="06-12345678"/>
Taal voor berichten	?	<input checked="" type="radio"/> NL <input type="radio"/> EN <input type="radio"/> DE

Account heeft toegang tot de volgende webdiensten ?

<input checked="" type="checkbox"/> FloraMondo (Klokaanbod)	<input type="text" value="427940 TESTNUMMER KOA (nooit sluite) ▼"/>
<input checked="" type="checkbox"/> FloraMondo (Klokvoorverkoop)	<input type="text" value="427940 TESTNUMMER KOA (nooit sluite) ▼"/>
<input checked="" type="checkbox"/> FloraMondo (Directe Verkoop)	<input type="text" value="427940 TESTNUMMER KOA (nooit sluite) ▼"/>
<input type="checkbox"/> FloraneXt	<input type="text" value="427940 TESTNUMMER KOA (nooit sluite) ▼"/>

[Annuleren](#) Opslaan

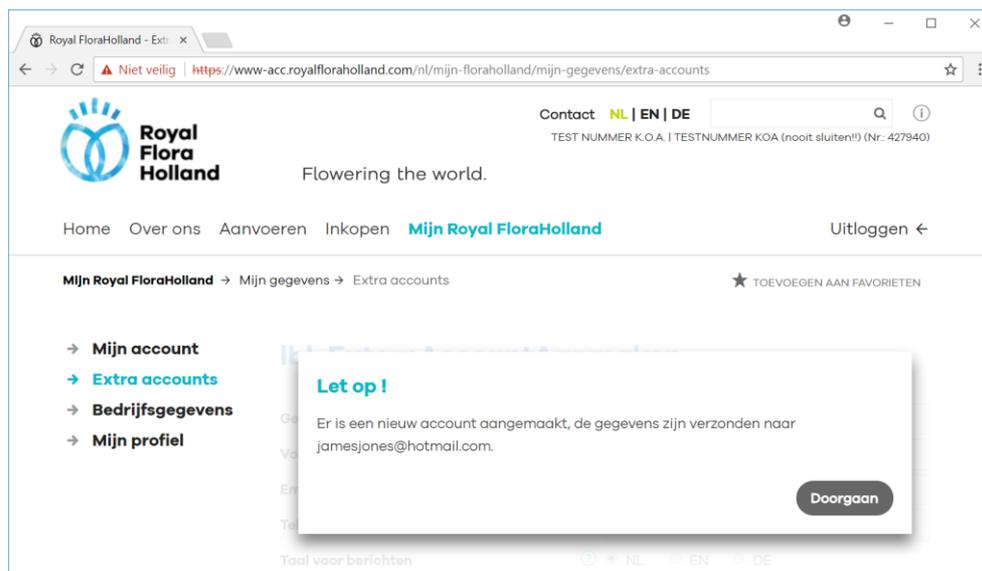
→ Enter a unique user's name for your customer. Your customer will use it to log in, which is why it must be unique.

TIP: if you want to convert an existing Employee Account into a Customer account, then rename your Employee Account (and possibly delete it) so you can reuse the user's name. This only works for user's names that you have created yourself, not for account names beginning with 'fh...'

- Enter an e-mail address. A link will be sent to this e-mail address so a password can be set for the Royal FloraHolland Portal. Your customer does this himself or herself.
- Choose the preferred language. Your customer will receive the e-mail to set a password in this language (see below)
- Select the services you want to offer to your customer.
- Select the administration numbers that this customer can use for the selected service.

TIP: if you want to temporarily block your end customer's access to FloraMondo, you can do this yourself by simply removing the ticks for access to these services. You do not have to delete the entire account.

After creating the account, your customer will receive an e-mail from Royal FloraHolland to set a password.



- ➔ Your customer receives an e-mail in the chosen preferred language
- ➔ The e-mail contains a link, with which your customer can create a password. Your customer can also change this password later.
- ➔ Your customer can then log in

This is the content of the e-mail your customer will receive:



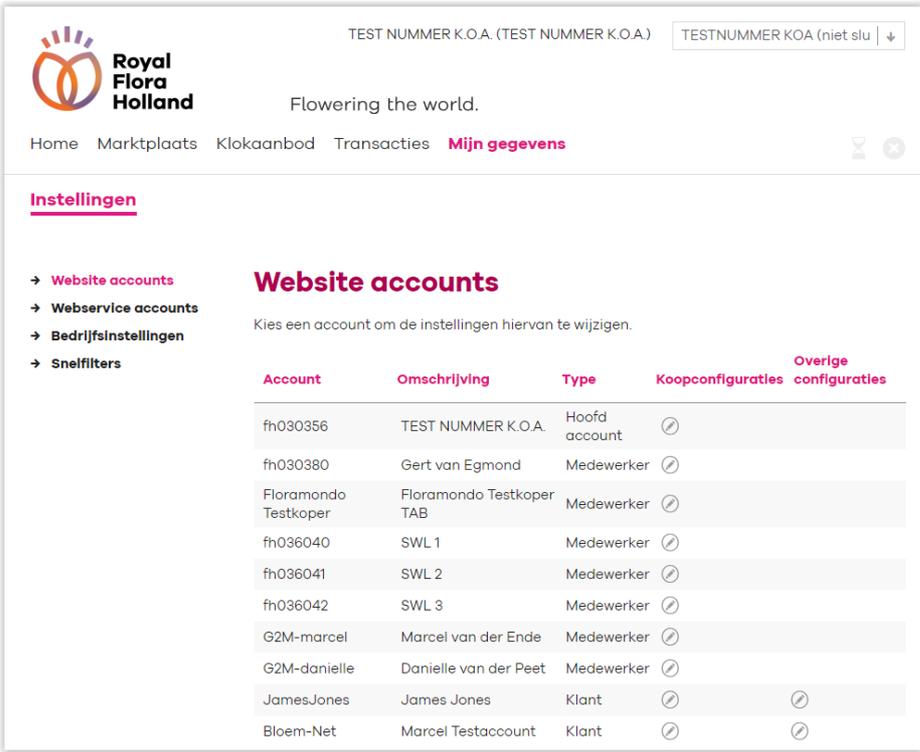
After logging in to the Royal FloraHolland portal and changing the password, your customer can launch FloraMondo. This may take about 20 minutes after the above e-mail is sent out.

NB: You must also go through step 2 before your customer can start purchasing because the purchase limit is standardly set at €0. You can do this immediately after step 1.

Step 2: Setting up the Customer account in FloraMondo

This step explains how you can set up the Customer account in FloraMondo. It concerns the recognisability of orders in your ECT messages, the delivery locations and the purchase limit.

With your main account, open FloraMondo from the Royal FloraHolland portal. There you can change the settings of the newly created Customer account.



TEST NUMMER K.O.A. (TEST NUMMER K.O.A.) TESTNUMMER KOA (niet slu | ↓)

Royal Flora Holland
Flowering the world.

Home Marktplaats Klokaanbod Transacties **Mijn gegevens**

Instellingen

- Website accounts
- Webservice accounts
- Bedrijfsinstellingen
- Snelfilters

Website accounts

Kies een account om de instellingen hiervan te wijzigen.

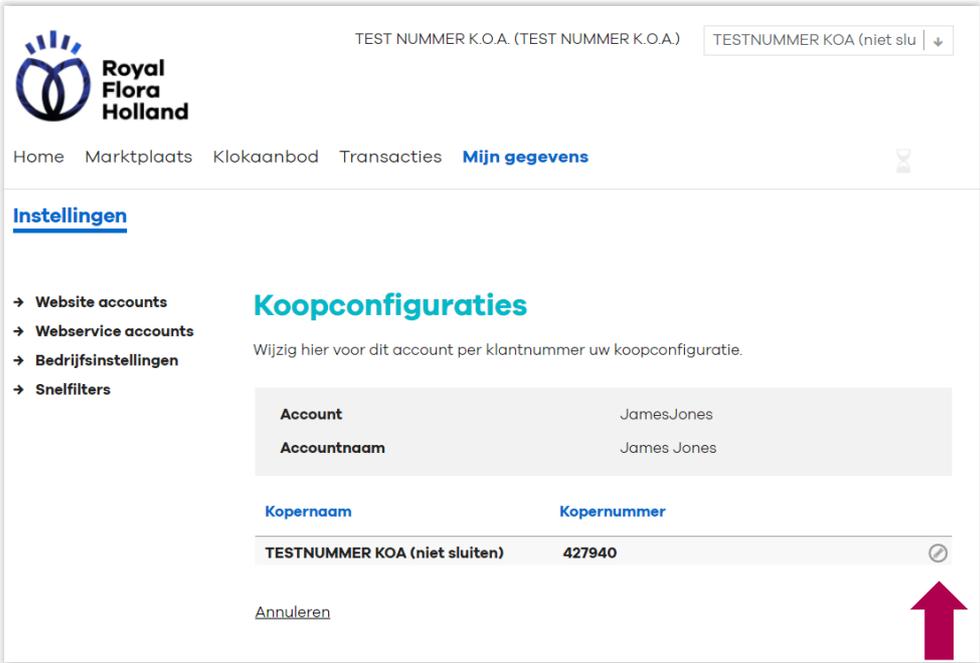
Account	Omschrijving	Type	Koopconfiguraties	Overige configuraties
fh030356	TEST NUMMER K.O.A.	Hoofd account	✎	
fh030380	Gert van Egmond	Medewerker	✎	
Floramondo Testkoper	Floramondo Testkoper TAB	Medewerker	✎	
fh036040	SWL 1	Medewerker	✎	
fh036041	SWL 2	Medewerker	✎	
fh036042	SWL 3	Medewerker	✎	
G2M-marcel	Marcel van der Ende	Medewerker	✎	
G2M-danielle	Danielle van der Peet	Medewerker	✎	
JamesJones	James Jones	Klant	✎	✎
Bloem-Net	Marcel Testaccount	Klant	✎	✎

→ Click on 'My Details'

→ Click on 'Website accounts'. You can recognise the Customer accounts from the 'Customer' type

→ Click on the pencil symbol under 'Purchase configurations'

The Customer account is linked to the administration number you selected in step 1.



TEST NUMMER K.O.A. (TEST NUMMER K.O.A.) TESTNUMMER KOA (niet slu | ↓

Home Marktplaats Klokaanbod Transacties **Mijn gegevens**

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- Bedrijfsinstellingen
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Koopconfiguraties

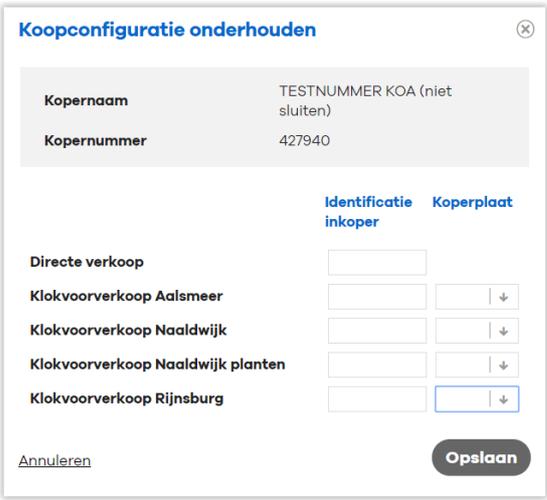
Wijzig hier voor dit account per klantnummer uw koopconfiguratie.

Account	JamesJones
Accountnaam	James Jones
Kopernaam	Kopernummer
TESTNUMMER KOA (niet sluiten)	427940

[Annuleren](#)

→ Click on the pencil symbol to change the purchase configuration.

You can set here the Buyer Identification and buyer's card for your customer's orders. If you do not set anything, the standard settings will be transferred from the buyer's card to which your customer is linked.



Koopconfiguratie onderhouden

Kopernaam	TESTNUMMER KOA (niet sluiten)	
Kopernummer	427940	

Identificatie **Koperplaat inkoper**

Directe verkoop

Klokvoorverkoop Aalsmeer | ↓

Klokvoorverkoop Naaldwijk | ↓

Klokvoorverkoop Naaldwijk planten | ↓

Klokvoorverkoop Rijnsburg | ↓

[Annuleren](#) **Opslaan**

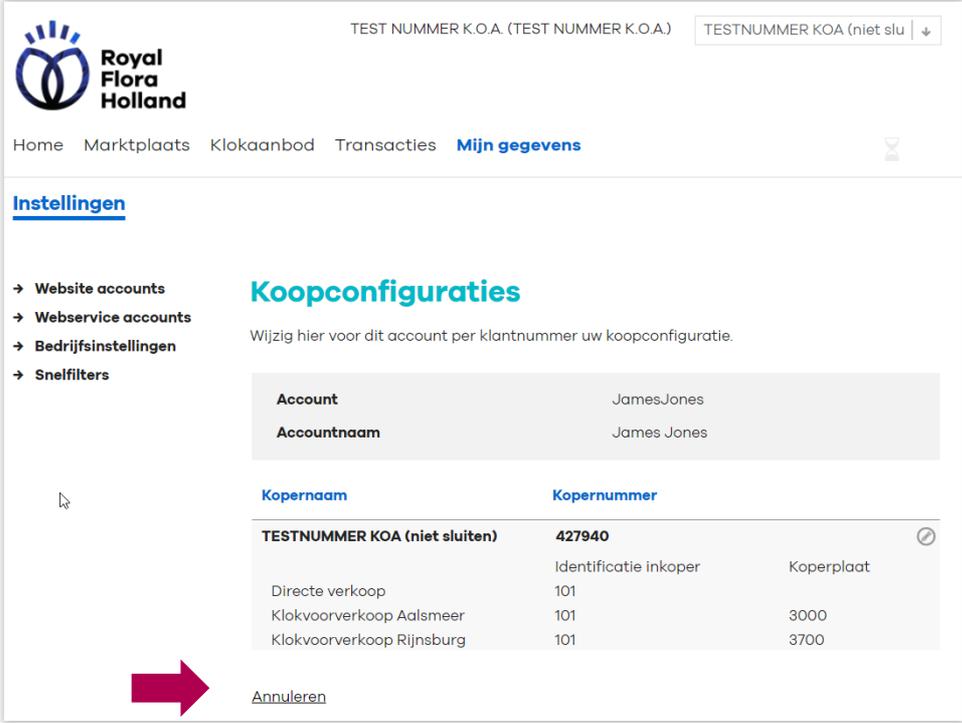
→ Under Purchaser Identification, fill in a number so you can recognise your customer's orders in the order statements you will receive.

You can determine this number yourself. In the ECT statements sent to you, this number will be entered as 'seat number'.

Your customer does not receive the ECT statements, s/he sees all the transactions in the transaction overview in FloraMondo. You only receive the ECT statements if you have activated this service under the administration number to which you have linked your customer.

- ➔ Select the buyer's card which your end customer uses for ordering. This can only be set for Clock Presale where you are authorised to purchase from the clock as a customer.
- ➔ Click on 'Save'

After saving, the settings are displayed.



TEST NUMMER K.O.A. (TEST NUMMER K.O.A.) TESTNUMMER KOA (niet slu) ↓

Home Marktplaats Klokaanbod Transacties **Mijn gegevens**

Instellingen

- ➔ Website accounts
- ➔ Webservice accounts
- ➔ Bedrijfsinstellingen
- ➔ Snelfilters

Koopconfiguraties

Wijzig hier voor dit account per klantnummer uw koopconfiguratie.

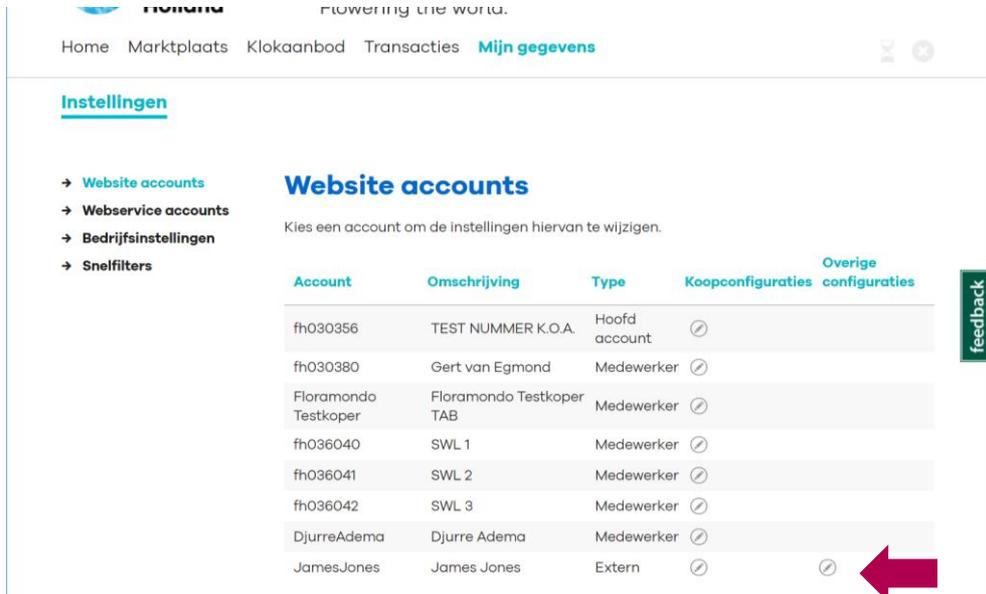
Account	JamesJones
Accountnaam	James Jones

Kopernaam	Kopernummer	
TESTNUMMER KOA (niet sluiten)	427940	⊘
Directe verkoop	Identificatie inkoper	Koperplaat
Klokvoorverkoop Aalsmeer	101	3000
Klokvoorverkoop Rijnsburg	101	3700

Annuleren

- ➔ Click on 'Cancel' to return to the overview of all website accounts

Use the other configurations to set the delivery locations and the purchase limit.



FloraMondo - powering the world.

Home Marktplaats Klokaanbod Transacties **Mijn gegevens**

Instellingen

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- Webservice accounts
- Bedrijfsinstellingen
- Snelfilters

Website accounts

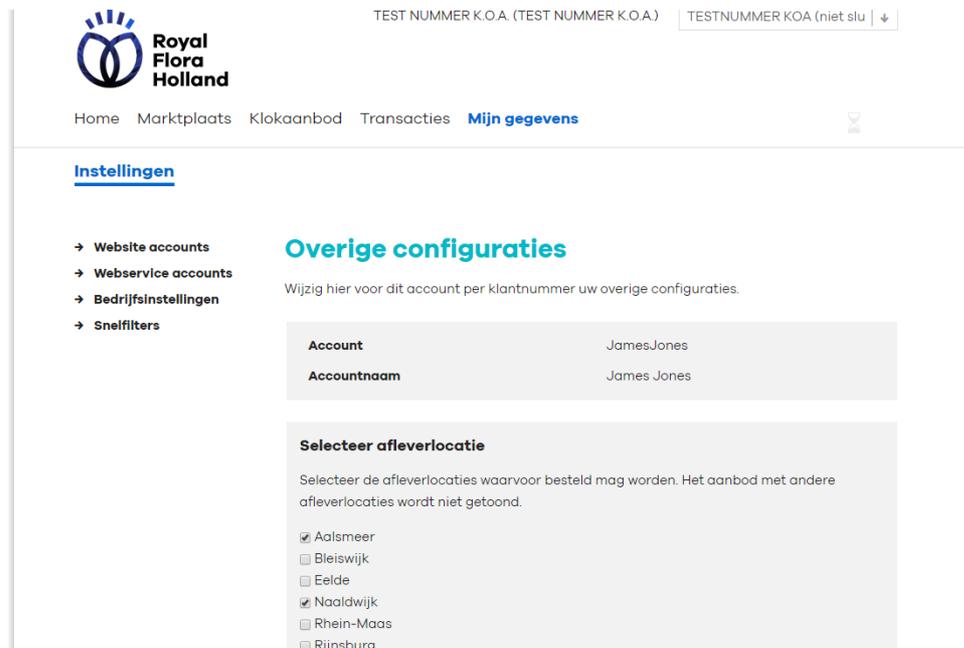
Kies een account om de instellingen hiervan te wijzigen.

Account	Omschrijving	Type	Koopconfiguraties	Overige configuraties
fh030356	TEST NUMMER K.O.A.	Hoofd account	🔗	
fh030380	Gert van Egmond	Medewerker	🔗	
Floramondo Testkoper	Floramondo Testkoper TAB	Medewerker	🔗	
fh036040	SWL 1	Medewerker	🔗	
fh036041	SWL 2	Medewerker	🔗	
fh036042	SWL 3	Medewerker	🔗	
DjurreAdema	Djurre Adema	Medewerker	🔗	
JamesJones	James Jones	Extern	🔗	🔗

feedback

→ Click on the pencil symbol under 'Other configurations'

Then specify the delivery locations



Royal Flora Holland

TEST NUMMER K.O.A. (TEST NUMMER K.O.A.) TESTNUMMER KOA (niet slu | ↓)

Home Marktplaats Klokaanbod Transacties **Mijn gegevens**

Instellingen

- Website accounts
- Webservice accounts
- Bedrijfsinstellingen
- Snelfilters

Overige configuraties

Wijzig hier voor dit account per klantnummer uw overige configuraties.

Account	JamesJones
Accountnaam	James Jones

Selecteer afleverlocatie

Selecteer de afleverlocaties waarvoor besteld mag worden. Het aanbod met andere afleverlocaties wordt niet getoond.

- Aalsmeer
- Bleiswijk
- Eelde
- Naaldwijk
- Rhein-Maas
- Rijnsburg

→ Select the delivery locations where your customer may purchase.

Your customer can only see the supply for the delivery locations you

have ticked. This applies to the supply for the clock, Clock Presale and direct sales.

You can set the purchase limit under the delivery locations. Your purchase limit as a customer of Royal FloraHolland always remains the maximum. This setting ensures that you can reduce your financial risks. Your customer cannot purchase more than the limit you set each day. The purchase limit is applied immediately.

Wijzig hier voor dit account per klantnummer uw overige configuraties.

- Website accounts
- Webservice accounts
- Bedrijfsinstellingen
- Snelfilters

Account	JamesJones
Accountnaam	James Jones

Selecteer afleverlocatie

Selecteer de afleverlocaties waarvoor besteld mag worden. Het aanbod met andere afleverlocaties wordt niet getoond.

- Aalsmeer
- Bleiswijk
- Eelde
- Naaldwijk
- Rhein-Maas
- Rijnsburg
- Addis Ababa Airport
- Bogota Airport
- Nairobi Airport
- Quito Airport
- Tel Aviv airport
- Af Tuin

Stel kooplimiet in

Stel hier het dagelijks kooplimiet in voor dit externe account. Het kooplimiet is van toepassing op alle orders in FloraMondo. Wijzigingen zijn direct van toepassing.

€ 100

[Annuleren](#) **Opslaan**

→ Scroll down

→ Set here your daily purchase limit for your customer.

This is a daily purchase limit in euros that takes effect at 12:00 (noon) CET (12:00 - 11:59).

It concerns one limit for purchasing at both Clock Presale and direct sales. NB: If you leave this field empty, your customer can purchase without restrictions up to the limit of your own customer number.

→ Click on 'Save'

Setting price surcharges for your customer

You can set a price surcharge for each separate customer account. This is optional. The standard price surcharge is set at 0%. This means that your customer sees the price as determined by the grower. There are instructions to setting a price surcharge below.

Tel Aviv airport
 Af Tuin

Stel kooplímiet in

Stel hier het dagelijks kooplímiet in voor dit klant account. Het kooplímiet is van toepassing op alle orders in FloraMondo. Wijzigingen zijn direct van toepassing.

€ 1000

Prijs opslag percentage

De productprijzen worden inclusief deze opslag aan uw klant getoond. Bij 0% worden de prijzen getoond, zoals door de kweker aangegeven

18,5 % 

[Annuleren](#)
Opslaan

→ Scroll down

→ Set your price surcharge for this customer account here.

You can set the price surcharge as a percentage. This surcharge applies to all of the prices visible to your customer, both Clock Presale and Direct Sales. This surcharge is calculated on the price per unit (item price or price per stem).

→ Click on 'Save'

From that moment, the prices displayed to your customer will include the price surcharge. You can find your customer's orders in the transaction overview.

Mijn transacties

FILTER

Moment

Toon transacties met

Transactiemoment ↓

Periode

Vandaag ↓

Account

James Jones (ac03958€) ↓

Verkoopkanaal

Klokvoorverkoop

Directe verkoop

Handmatige order

Reset **Pas toe**

Mijn transacties

Hier kunt u al uw transacties opvragen, printen en exporteren. Gebruik het filter om het juiste overzicht te krijgen.

2 Transacties, getoond: 1 - 2

Transactie ↑	Besteld	Aanvoerder	Product	Aantal	Afleveren
DIRECTE VERKOOP					
5118303840053 27-07-2018 10:29:52	27-07-2018 10:24:52 James Jones	Aanvoerder voor FAB-Online 797979	R GR AALSMEER GOLD (567) 040 010 012 050 Kw: A1	1 x 200 Fust: 577 € 0,350 p/st.	30-07-2018 06:00:00 Aalsmeer
				Klantaccount prijs: € 0,385 p/st.	
DIRECTE VERKOOP					
5118303840054 27-07-2018 11:10:43	27-07-2018 11:05:43 James Jones	Aanvoerder voor FAB-Online 797979	R GR AALSMEER GOLD (567) 040 010 012 050 Kw: A1	1 x 200 Fust: 577 € 0,350 p/st.	30-07-2018 06:00:00 Aalsmeer
				Klantaccount prijs: € 0,415 p/st.	

1 15 regels per pagina ↓

Exporteer naar Excel

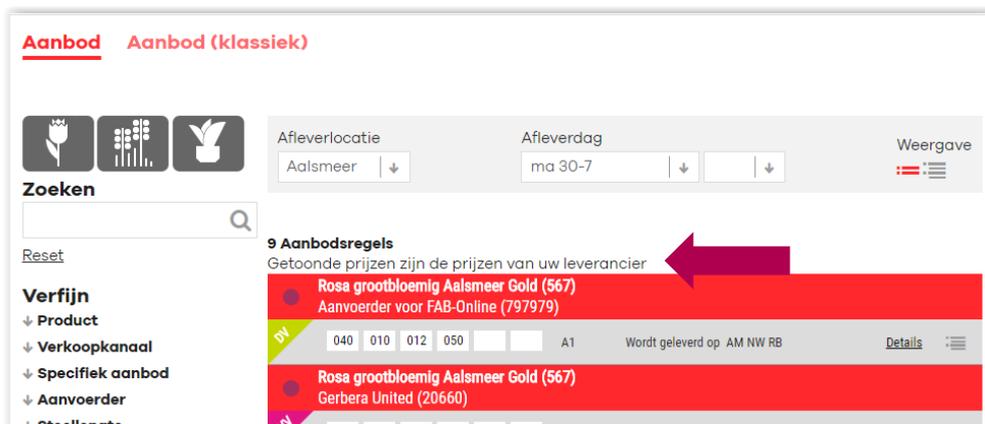
- ➔ In the transaction overview you can easily filter the transactions for each customer account
- ➔ If you apply price surcharges, two prices will be displayed in this overview: the stem price that we shall charge you and the price that your customer paid.

You can change the price surcharges. The price always displayed here is what your customer has paid for his order.

- ➔ In the ECT messages we send to you, we **only** give the price that we charge you. They do **not** contain the price plus the surcharge for your customer. Take this into account when preparing invoices for your customer from your ECT.

What does your customer see of the set price surcharge?

We hide the price surcharge from your customers, they do not see the set margin. We do state that your customer sees prices that come from you.



Only if you use a price surcharge will we mention this on the marketplace. If you leave the price surcharge set at 0%, we shall not display the above notification.

The displayed prices include the price surcharge.

When your customer clicks on 'Buy', the screen below is displayed. It shows the prices with the price surcharge added.



This screen works differently for a customer account than when you buy something:

- The prices displayed include the price surcharge
- Any surcharge for the delivery location is not displayed. It only states that prices may vary by location. (the surcharge is included, though)
- Discounts that you may receive from a supplier are not displayed (but are calculated)
- The purchase limit is displayed

- The remainder up to the purchase limit is displayed. In the image above, this is indicated in green numbers. If your customer wants to order a number of units that does not fit within the purchase limit, red numbers will indicate the amount that exceeds the limit.

In the transaction overview, customer accounts can only see and cancel their own transactions. If you apply a price surcharge, the price displayed here will include the surcharge:

Mijn transacties

FILTER

Moment

Toon transacties met
 ↓

Periode
 ↓

Verkoopkanaal

Klokvoorverkoop
 Directe verkoop
 Handmatige order

[Reset](#) Pas toe

Hier kunt u al uw transacties opvragen, printen en exporteren. Gebruik het filter om het juiste overzicht te krijgen.

2 Transacties, getoond: 1 - 2

Getoonde prijzen zijn de prijzen van uw leverancier

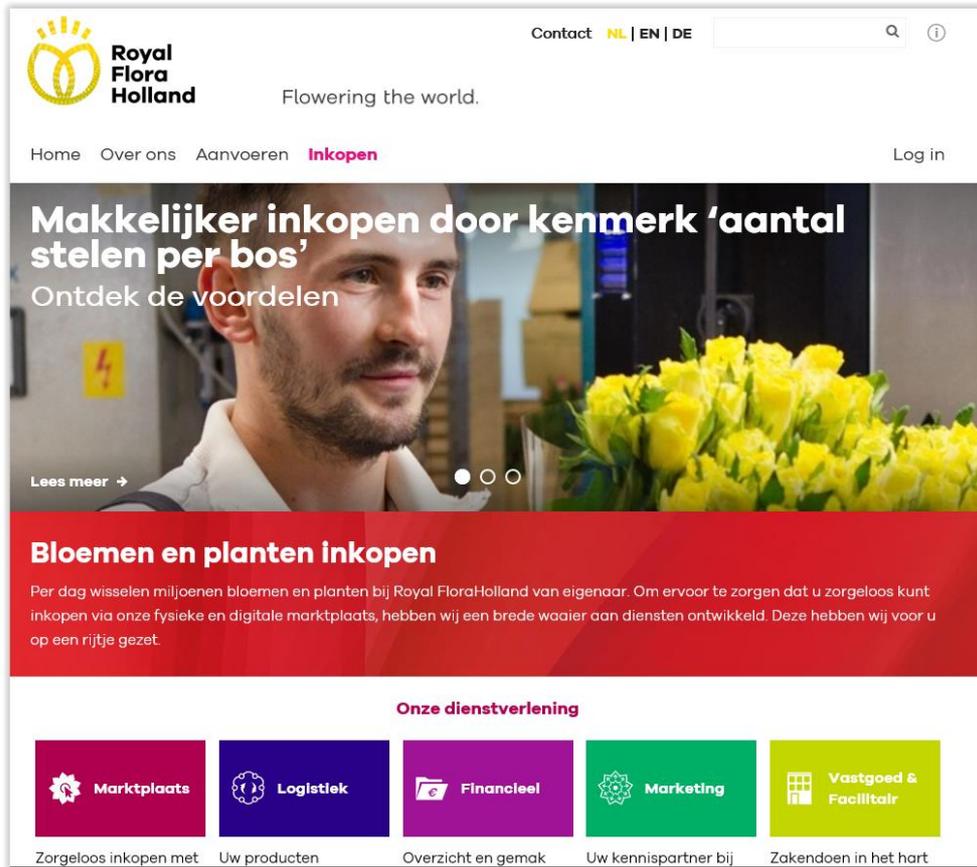
Transactie	↑ Besteld	Aanvoerder	Product	Aantal	Afleveren
DIRECTE VERKOOP					
5118303840053 27-07-2018 10:29:52	27-07-2018 10:24:52 James Jones	Aanvoerder voor FAB-Online 797979	R GR AALSMEER GOLD (567) 040 010 012 050 Kw: A1	1 x 200 Fust: 577 € 0,385 p/st.	30-07-2018 06:00:00 Aalsmeer
DIRECTE VERKOOP					
5118303840054 27-07-2018 11:10:43	27-07-2018 11:05:43 James Jones	Aanvoerder voor FAB-Online 797979	R GR AALSMEER GOLD (567) 040 010 012 050 Kw: A1	1 x 200 Fust: 577 € 0,415 p/st.	30-07-2018 06:00:00 Aalsmeer Annuleer

1 ↓

Exporteer naar Excel

Your customer can now log in and order from FloraMondo

Via www.royalfloraholland.com your customer can log in and access FloraMondo



The screenshot shows the Royal Flora Holland website. At the top left is the logo and the tagline 'Flowering the world.'. The navigation menu includes 'Home', 'Over ons', 'Aanvoeren', and 'Inkopen'. A 'Log in' link is located in the top right corner, highlighted by a red arrow. Below the navigation is a large banner with the headline 'Makkelijker inkopen door kenmerk 'aantal stelen per bos'' and a sub-headline 'Ontdek de voordelen'. Below the banner is a red section titled 'Bloemen en planten inkopen' with a short paragraph. At the bottom, there is a section titled 'Onze dienstverlening' with five colored boxes: 'Marktplaats' (purple), 'Logistiek' (blue), 'Financieel' (green), 'Marketing' (orange), and 'Vastgoed & Facilitair' (red).

- ➔ Your customer clicks on 'Log in' to log in
- ➔ Your customer enters the user's name you created
- ➔ Your customer enters the password s/he set
- ➔ In the My Royal FloraHolland Portal your customer chooses FloraMondo under 'Web services'

TIP: On the FloraMondo homepage there is a basic guide to FloraMondo available for your customer.

Any questions?

If you have any questions, just contact the Royal FloraHolland Customer Services: +31(0)88-789 89 89.