

New Jersey

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BBB Business Review



THIS BUSINESS IS NOT BBB ACCREDITED.

Avas Flowers

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Phone: (877) 638-3303

300 Corporate Dr, Mahwah, NJ 07430

<http://www.avasflowers.com>



On a scale of A+ to F

Reason for Rating

[BBB Ratings System Overview](#)

BBB Business Reviews may not be reproduced for sales or promotional purposes.

BBB Accreditation

This business is not BBB accredited.

Businesses are under no obligation to seek BBB accreditation, and some businesses are not accredited because they have not sought BBB accreditation.

To be accredited by BBB, a business must apply for accreditation and BBB must determine that the business meets BBB accreditation standards, which include a commitment to make a good faith effort to resolve any consumer complaints. BBB Accredited Businesses must pay a fee for accreditation review/monitoring and for support of BBB services to the public.

Reason for Rating

BBB rating is based on 13 factors. Get the details about the factors considered.

Factors that *lowered* the rating for Avas Flowers include:

1472 complaint(s) filed against business

Failure to respond to 18 complaint(s) filed against business

38 complaint(s) filed against business that were not resolved

Length of time business has taken to respond to complaint(s)

Business has failed to resolve underlying cause(s) of a pattern of complaints

Factors that *raised* the rating for Avas Flowers include:

Length of time business has been operating

Customer Complaints Summary

[Read complaint details](#)

1472 complaints closed with BBB in last 3 years | 330 closed in last 12 months

Complaint Type	Total Closed Complaints
Advertising/Sales Issues	275
Billing/Collection Issues	55
Delivery Issues	608
Guarantee/Warranty Issues	10
Problems with Product/Service	524
Total Closed Complaints	1472

Additional Complaint Information

On 4/11/14 BBB reached out to Avas Flowers regarding a pattern of complaints filed against the business.

Consumers have reported flower deliveries that arrived days late, dead, wilted, brown, falling apart. There have been reports of flowers not arriving after continued assurances they were on the way. Consumers have reported deliveries of flowers that were completely different from those ordered (type of flowers, vases, arrangements). Consumers have reported difficulties reaching Customer Service to try and resolve problems.

BBB received a response from Avas Flowers that included the following:

“Avas Flowers prides itself on an extremely high level of customer service, support and most importantly customer satisfaction.

Like any business we have issues with consumer satisfaction related to unreasonable expectations as well as issues related to us not doing as well as the customer should expect us to perform.

When the problem exists on our end, we have policies to address the matter diligently. I believe your concerns are misplaced.

We offer exceptional value and we have a great record of satisfaction. You are looking at a very small amount of dissatisfied customers relative to the total number of orders and satisfied customers.

When we identify issues or trends we address them vigorously as our business is and will continue to be built on this high level of satisfaction.

The issues you cite are of general typical customer service related issues that any floral brand would have. We look at each and every issue.

If consumers contact a third party for customer service issues rather than coming to us directly, we are not nearly as responsive as we are not aware of the issue. Some of the individuals that have come to the BBB do not understand that you are a for profit business that is a third party. We can assure you that customer service at Avas Flowers is all about customer satisfaction.”

Although Avas Flowers responded to BBB’s inquiry, BBB does not find the response sufficient to address an underlying cause of the complaints. The business has not identified any changes to be made to their process.

[Read Complaints | Definitions | BBB Complaint Process | File a Complaint against Avas Flowers](#)
[See Trends in Complaints on Avas Flowers | View Complaints Summary by Resolution Pie Chart on Avas Flowers](#)

Customer Reviews Summary

[Read customer reviews](#)

29 Customer Reviews on Avas Flowers

Customer Experience	Total Customer Reviews
Positive Experience	1
Neutral Experience	0
Negative Experience	28
Total Customer Reviews	29

[Read Customer Reviews | Submit a Customer Review | See Trends in Customer Reviews on Avas Flowers](#)

Government Actions

BBB knows of no government actions involving the marketplace conduct of Avas Flowers.

What government actions does BBB report on?

Advertising Review

BBB has nothing to report concerning Avas Flowers's advertising at this time.

What is BBB Advertising Review?

Additional Information

BBB file opened: March 01, 2012

Business started: 01/01/2006 in NJ

Business incorporated 01/01/2006 in NJ

Type of Entity

Corporation

Business Management

Mr. Robert Pearson, Executive Team Customer Response Center Manager

Contact Information

Principal: Mr. Robert Pearson, Executive Team Customer Response Center Manager

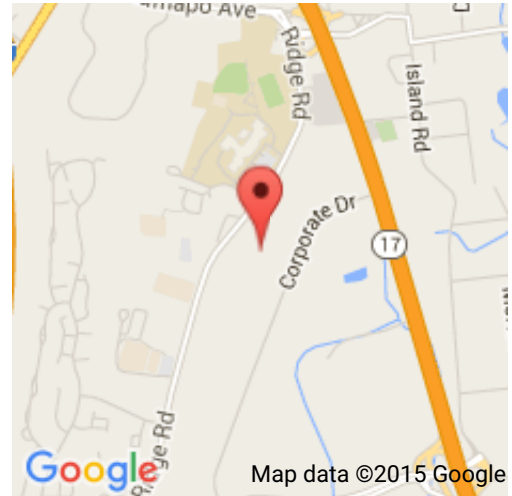
Business Category

Florists - Retail

Online Retailer

Alternate Business Names

Flower Tech Ctr, Inc.



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