

## Customer Experience Shipped Order

Wonder what customers see when they get your invitation to purchase cookies?

1

A customer receives a girl's email announcing that cookie season is open. The customer clicks the "Buy Cookies Online" link and is taken to the girl's Digital Cookie site.



Dear Susie,

Craving your favorite Girl Scout Cookies? I've got you! Now you can order the most delicious cookies right from the comfort of your living room through my Digital Cookie® site. You'll be supporting my business, helping me learn essential skills and gaining new, unique, and amazing experiences for me and my troop all year long. (You're the best!)

And if you've already bought Girl Scout Cookies this year, that's OK! Maybe you'd like to buy a few more to stock up for yourself, give to family and friends, or donate to Girl of Courage. Any way you slice it, it's a sweet deal.



2

As the customer orders boxes, the total amount updates -- as does the shipping price.

Once the order is completed, the customer simply clicks the "Start Checkout" button.

3

The customer is taken to a “Check Out” screen to complete basic shipping and billing information.

**Check Out**

**SHIP TO**

First Name  Last Name

Address 1   
Street Address or P.O. Box

Address 2 (optional)   
Apt, Suite, C/O, Company, Floor

City  State  Zip Code

Phone

Use this as my billing address

**Save and Continue**

**YOUR COOKIE ORDER**

BOOKS

|                 |    |
|-----------------|----|
| Do-si-dos       | 3  |
| Savannah Smiles | 43 |
| Your Cookies    | 46 |
| Donated Cookies | 5  |

**PRICING and DELIVERY DETAIL**

|                     |                 |
|---------------------|-----------------|
| Your Cookies        | \$184.00        |
| Shipping & Handling | \$14.25         |
| Donated Cookies     | \$20.00         |
| <b>Total Cost</b>   | <b>\$218.25</b> |

**Edit Cookie Order**

The next screen asks customers to:

- Complete credit card information.
- Tell how they know the Girl Scout.
- Share if they were Girl Scouts.
- Indicate if they want membership or volunteer information.

**Check Out**

**SHIP TO** Edit

Shipping Address: h 1, 123 New Street, New, ME12345, 1234567890  
Bill Address: h 1, 123 New Street, New, ME12345, 1234567890

**MAKE PAYMENT**

Credit Card Number

Expiration Date: Month  Year  Security Code:  CVC [What is this?](#)

Name on Card

Contact Info (required)

Email   
Order details will be sent to this email address.

How do you know Julia?  
Please Select

[Get more info about joining or volunteering with Girl Scouts](#)

[I was a Girl Scout as a child!](#) [This includes Daisy, Brownie, Junior, Cadette, Seniors, and Ambassador.]

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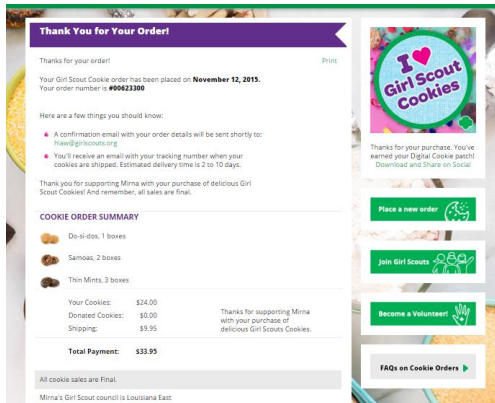
**Edit Cookie Order**

**Place Order**

All Sales are Final

4

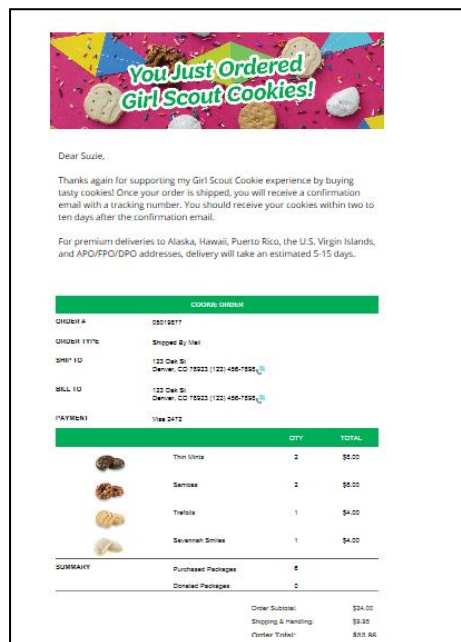
The customer then sees an order confirmation screen that includes the option of even placing a new order in case they want to send some to a friend!



5

Customers will receive a series of emails about their order.

First they get an order confirmation:



Then they receive a note when the cookies have shipped and are on their way.



Dear Samantha,




Great news! Your Girl Scout Cookie order has shipped—yay! Your tracking number is 432212402789.

Orders from the contiguous United States can be tracked via [USPS®](#), which provides the convenience of UPS shipping and UPS delivery to customers' mailboxes.

For shipped orders to premium locations, such as Alaska, Hawaii, Puerto Rico, the U.S. Virgin Islands, or APO/FPO/DPO addresses, please track shipments via [GPS](#).

Remember, as a nonprofit, Girl Scouts relies on cookie purchases and monetary donations from thoughtful people like you to help power unique and amazing experiences for girls just like me.

Your support also means I get to learn lots of important life skills, gain a ton of confidence, and practice leadership the Girl Scout way to achieve my goals and get extraordinary things done.

| COOKIE ORDER  |  |     |          |
|---|--|-----|----------|
| ORDER #   | 001342   |     |          |
| ORDER TYPE  | SHIPPED TO YOU                                   |     |          |
| SHIP TO   | 82 Brown Avenue<br>Jama, NY 11758-2418 (88-8821) |     |          |
| CALL US   | 888-888-8888<br>JAMA, NY 11758-2418 (88-8821)    |     |          |
| ITEMS   |  |     |          |
|   | ITEM NAME  | QTY | TOTAL    |
|  | Thin Mints                                       | 12  | \$42.00  |
|  | Tagalong   | 20  | \$60.00  |
|  | Tutti Fruitti                                    | 20  | \$120.00 |
| SUBTOTAL  |  |     |          |
|   | Subtotal   | 52  | \$222.00 |
|   | Order Taxes                                      |     | \$30.00  |
|   | Shipping & Handling                              |     | \$14.00  |
|   | Order Total                                      |     | \$266.00 |

An email thanking them for their support and asking them to complete a quick survey can be sent by the girl at the end of the sale.



Dear Suzie,

Thanks so much for supporting my goals by placing an order from my Digital Cookie® site. I hope you enjoy your delicious Girl Scout Cookies!

Remember, the money that my troop and I earn from our cookie sales helps us enjoy unique and amazing experiences all year long, while also gaining tons of important life skills, learning to lead, and helping others.

**Got two minutes to spare? Share your cookie buying thoughts!**

[Tell Us How We Did](#)

If their order is a donation or contains a donation, the emails will reflect that as well.

Remind your Girl Scout a personal note helps create a satisfied customer who is likely to purchase cookies from her again.