

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 Sarah,

Craving your favorite Girl Scout Cookies? I've got you! Now you can order these delicious treats right from the comfort of your living room through my Digital Cookie® site. The best part is you'll be supporting my success and the largest girl-led entrepreneurial program in the world—a kind of a big deal!

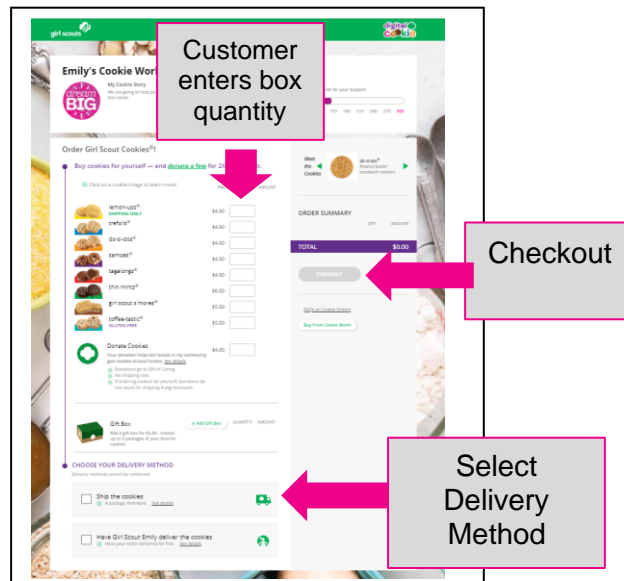
And there's more. Your participation helps me learn essential life skills I can use to be successful today and in the future. And because cookie proceeds help fund your purchase and power trees, uniforms, and amazing experiences for me and my troops all year long. (You're the best!)

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 Caring. Any help you give is a sweet deal.



2

As the customer orders boxes, the total amount updates. Once the order is completed, the customer selects the delivery method, then clicks the "Checkout" button.



3

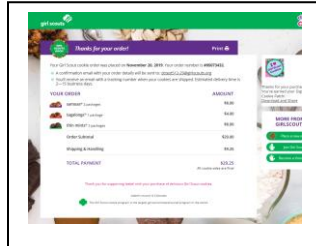
The customer is taken to a “Check Out” screen to complete basic shipping and billing information. Once they complete that, they click the “Continue” button.

4

The next screen is optional and asks customers to share if they were Girl Scouts and indicate if they want membership or volunteer information. Then, they enter their payment information and click “Place Order”.

5

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



6

Customers will receive a series of emails about their order.

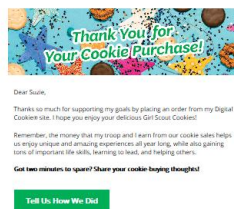
First they get an order confirmation:



Then they receive an email when the cookies have shipped and are on their way.



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



If the 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.