

Digital Cookie®

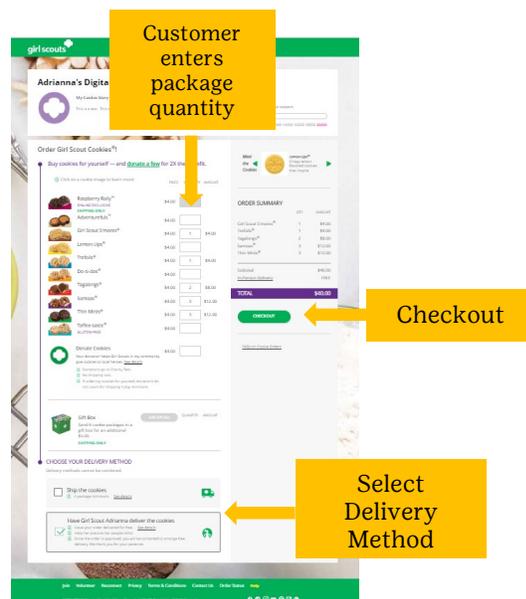
Customer Experience: In-Person Delivery Order

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

Step 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.

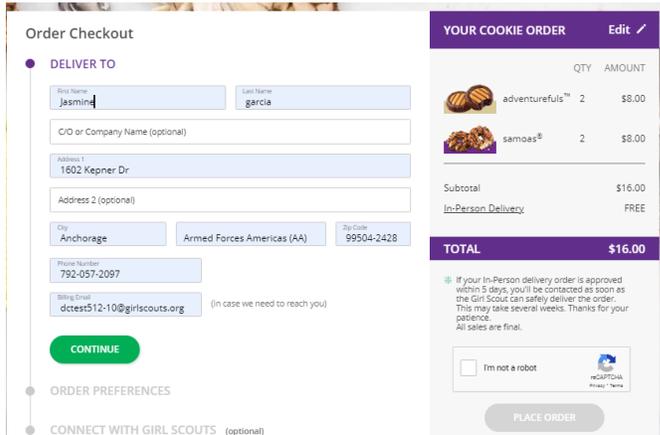


Step 2: As the customer orders packages, the total amount updates. Once the customer has selected the cookies she wants, she can click the “Have Girl Scout Deliver the Cookies in Person” option. Once the customer is satisfied with her order, the customer simply clicks the “Checkout” button.



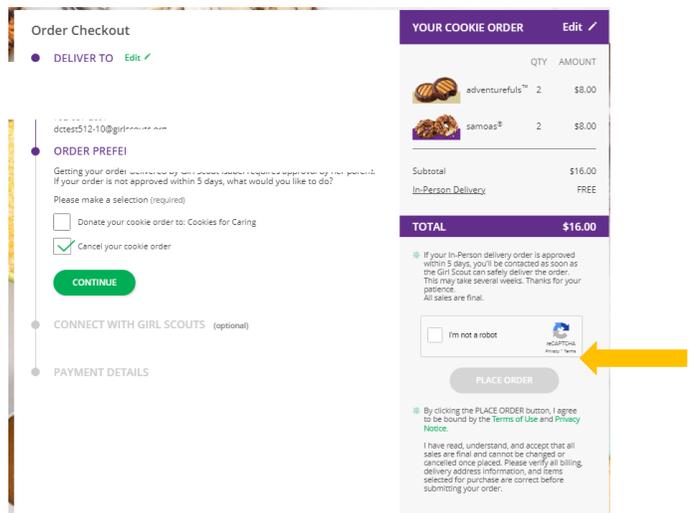
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Step 3: The customer is taken to a checkout screen to complete basic shipping and billing information.



The next screens ask customers to:

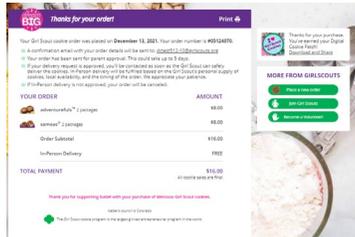
- Complete credit card information.
- Choose a second option if Girl Delivery is not approved.
- Share if they were Girl Scouts. (optional)
- Indicate if they want membership or volunteer information (optional)



Once the customer has completed the information, they click the “I am not a robot” box and the “Place Order” button on the right side.

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Step 4: 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!



Step 5: Customers will receive a series of emails about their order.

The first is an order confirmation letting them know that their order is pending approval from the parent.



Then an email is sent indicating the order has been approved. If the order has been declined, an email is sent to notify the customer and give them the option to place a new order to have cookies shipped or donated.



An email thanking the customer for their support can be sent by the girl.

Thank you for your cookie purchase!

Dear Kaitlin,

Thanks so much for supporting Girl Scouts with your cookie order.

Cookie proceeds stay local, helping Girl Scouts and troops experience incredible programs and amazing experiences year-round, all while gaining important life and leadership skills—thanks to you!

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

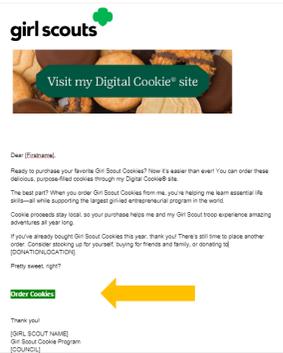
Remind your Girl Scout a personal note helps create a satisfied customer who is likely to purchase cookies from her again.

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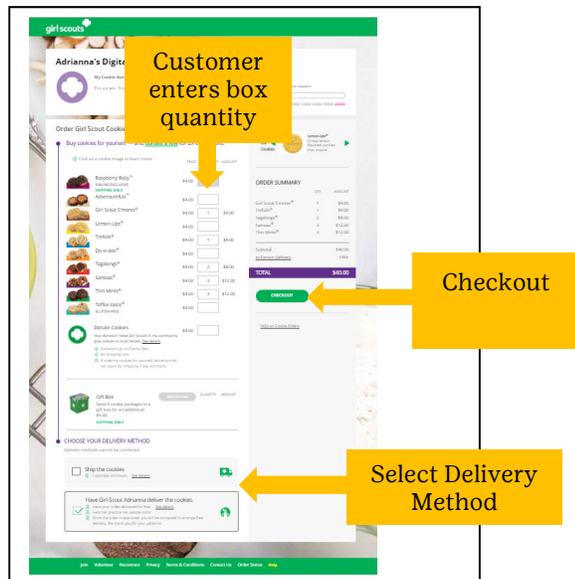
Customer Experience- Shipped Order

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

Step 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.

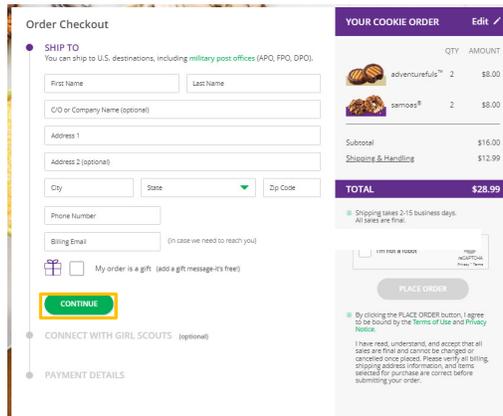


Step 2: As the customer orders boxes, the total amount updates. Once the order is completed, the customer selects the delivery method, then clicks the “Checkout” button.

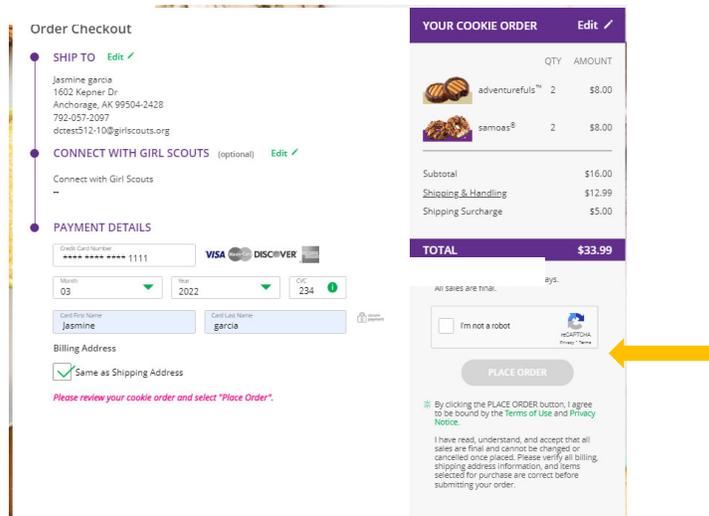


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Step 3: The customer is taken to a “Check Out” screen to complete basic shipping and billing information. Once they complete that, they click the “Continue” button.

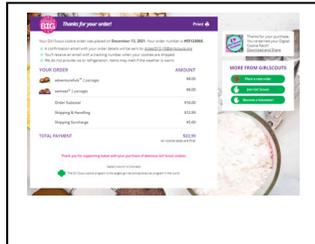


Step 4: The next screen is optional and asks customers to share if they were Girl Scouts and indicate if they want membership or volunteer information. Then, they enter their payment information. After that they will need to click the “I am not a robot” box and then click “Place Order”.



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Step 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!



Step 6: Customers will receive a series of emails about their order.

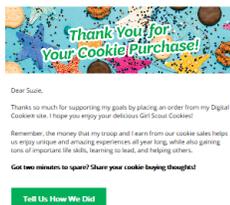
First they get an order confirmation:



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.