

# Digital Cookie®

### **Customer Experience: Shipped Order**

### **Step 1: Customer Receives Email**

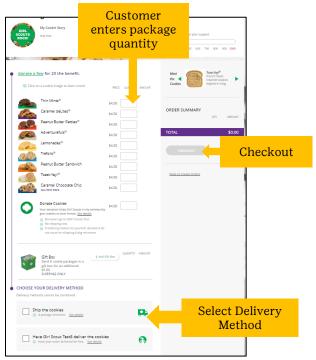
Customers either find a link to a Girl Scout's site or receive a Girl Scout's email announcing that they can purchase cookies from the Girl Scout's site. Customers will click the "Order Cookies" link in the email and be taken to the Girl Scout's Digital Cookie site.



#### **Step 2: Customer Selects Cookies**

As customers order packages, the total amount updates. After selecting the cookies, customers will select the delivery method and can choose to have the order shipped directly to them.

Once customers are satisfied with their order, they will simply click the "Checkout" button.





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#### Step 3: Customer Enters Billing and Shipping Information

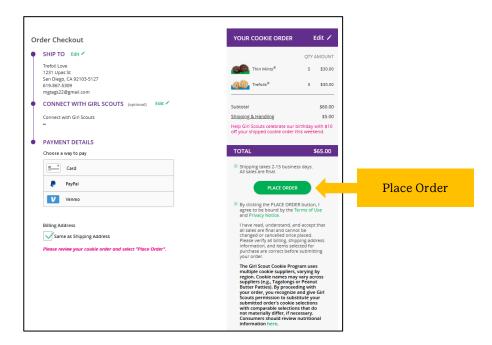
Customers are taken to a checkout screen to complete basic shipping and billing information.

Cutomers can also select if the order is a gift and write a gift message. After completing this section, customers will click continue. The system will then verify the address, and if necessary, provide an updated recommended address.

The next sections (Connect with Girl Scouts and Payment Details) ask customers to:

- Indicate if they want membership or volunteer information (optional).
- Share if they were Girl Scouts (optional).
- Complete credit card information.

Once customers have completed the information and click continue for each section, they will click the "Place Order" button.

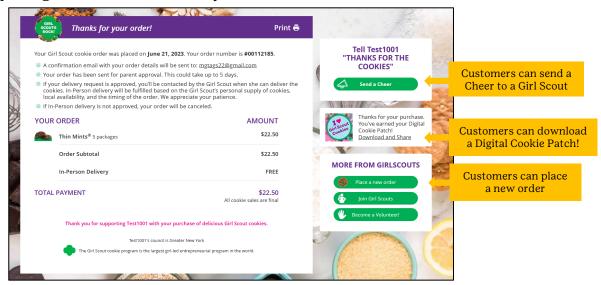




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#### **Step 4: Order Confirmation Screen**

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: Confirmation Email**

Customers will receive a series of emails about their order. First, they get an order confirmation email. If the order is a donation or contains a donation, the emails will reflect their donation also.

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

At any time, Girl Scouts can send a thank you email to customers for their support and asking them to complete a quick survey. Remind your Girl Scouts can also send a personal note to the customer. Customers are more likely to purchase cookies again after receiving the personalized note.

Use this <u>tip sheet</u> to view the customer's experience placing an in-person delivery order.