

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 Sonya,

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 business and the largest girl-led entrepreneurial program in the world—a kind of a big deal!

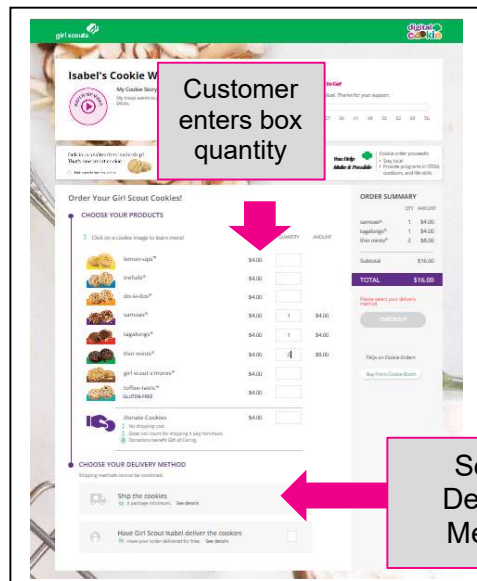
And there's more. Your participation helps me learn essential life skills I can use to be successful today and in the future. And because cookie proceeds may cover your purchase and power tree, critique, and amazing experiences for me and my troop all year long. (You're the best!)

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.

[Buy Cookies Online](#)

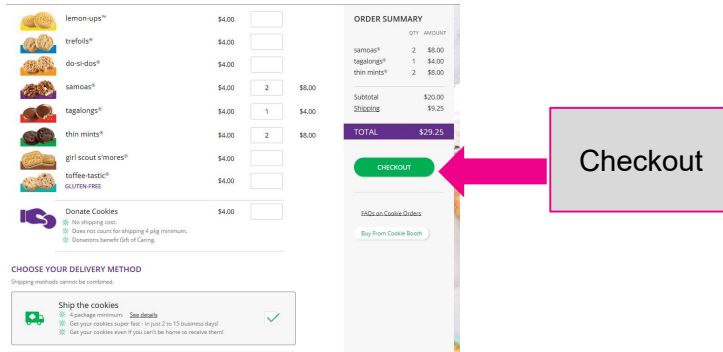
2

As the customer orders boxes, the total amount updates. Once the order is completed, the customer selects the delivery method.

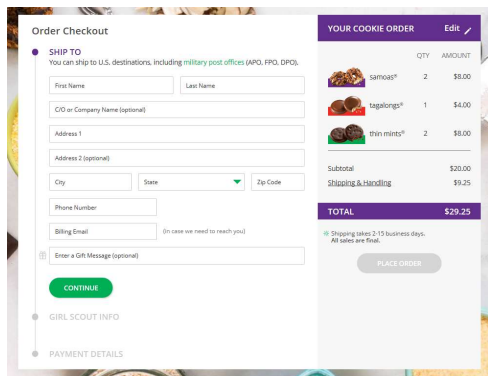


3

After selecting her delivery method, the customer clicks the Checkout button



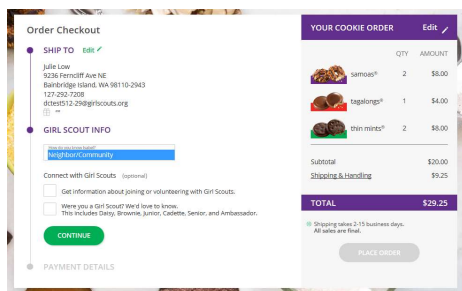
The customer is taken to a “Check Out” screen to complete basic shipping and billing information.



The next screen asks customers to:

- Tell how they know the Girl Scout.
- Share if they were Girl Scouts. (optional)
- Indicate if they want membership or volunteer information. (optional)

4



5

Then the customer enters payment information and clicks “Place Order”

PAYMENT DETAILS

Credit Card Number: VISA DISCOVER

Month: Year: CVC:

Card First Name: Card Last Name:

Billing Address:

Same as Shipping Address

Please review your cookie order and select "Place Order".

TOTAL \$29.25

Shipping takes 2-15 business days. All sales are final.

PLACE ORDER

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!

Thanks for your order!

Your Girl Scout cookie order was placed on **November 20, 2019**. Your order number is #00073432.

A confirmation email with your order details will be sent to julie2019@gsccookie.com 2-15 business days.

YOUR ORDER	AMOUNT
Samoa® 1 package	\$8.00
Tagalong® 1 package	\$4.00
Thin Mints® 2 packages	\$8.00
Order Subtotal	\$20.00
Shipping & Handling	\$9.25
TOTAL PAYMENT	\$29.25

All cookie sales are final.

Thanks for your purchase. You can order your Girl Scout Cookie Packs [anytime and in 48 states](#).

ORDER FROM GIRLS COASTS

[Place a New Order](#)
[Join Girl Scout Cookies](#)
[Share a Friend](#)

6

Customers will receive a series of emails about their order.

First they get an order confirmation:

You Just Ordered Girl Scout Cookies!

Dear Julie,

Thanks again for supporting my Girl Scout Cookie experience by buying tasty cookies! Once your order is shipped, you will receive a confirmation email with a tracking number. You should receive your cookies within two to ten days after the confirmation email.

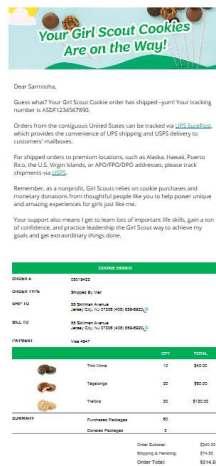
For premium deliveries to Alaska, Hawaii, Puerto Rico, the U.S. Virgin Islands, Guam and APO/FPO/DPO addresses, delivery will take an estimated 5-15 days.

COOKIE ORDER	
ORDER #	00073432
ORDER TYPE	Shipped
SHIP TO:	Julie Cui 8200 McArthur Ave NE Seattle, WA 98110-2943 10-202-7020
BILL TO:	Julie Cui 8200 McArthur Ave NE Seattle, WA 98110-2943 10-202-7020
PAYMENT	VISA 2481
	AMOUNT
Samoa® 1 package	\$8.00
Tagalong® 1 package	\$4.00
Thin Mints® 2 packages	\$8.00
SUBTOTAL	\$20.00
Shipping & Handling	\$9.25
TOTAL PAYMENT	\$29.25

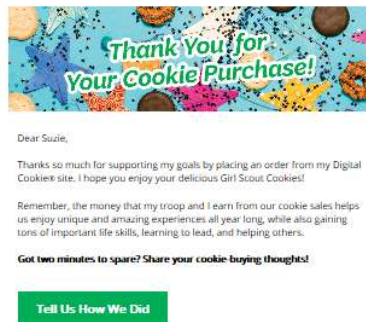
All cookie sales are final.

Have questions about this order? [Email](#) customer service. Need help placing an order? [Chat](#) with customer service.

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.