

## Customer Experience: In-Person Delivery Order

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

1

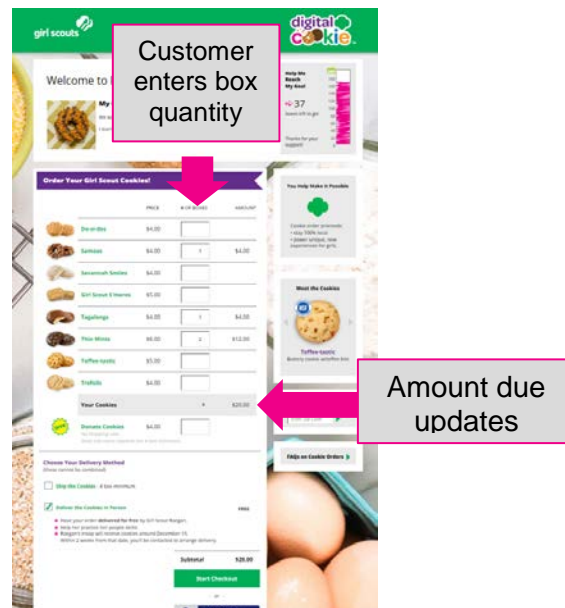
A customer receives a girl's email announcing that cookie season is open. The customer clicks the "Buy Cookies Online" link and is taken to the girl's Digital Cookie site.



2

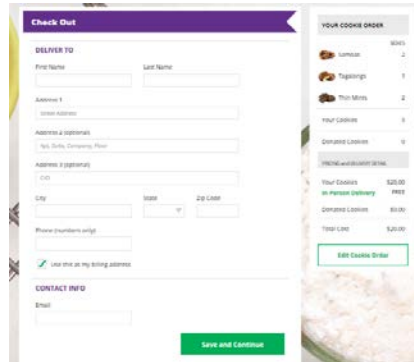
As the customer orders boxes, the total amount updates. Once the customer has selected the cookies she wants, she can click the "Deliver the Cookies in Person" option.

Once the customer is satisfied with her order, the customer simply clicks the "Start Checkout" button.



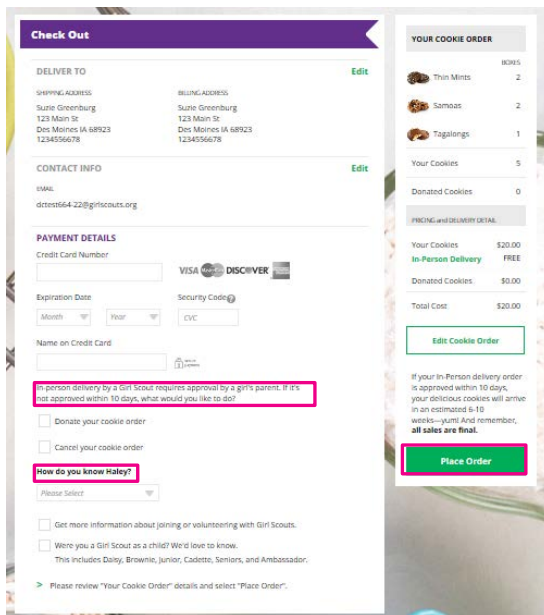
3

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



The next screen asks customers to:

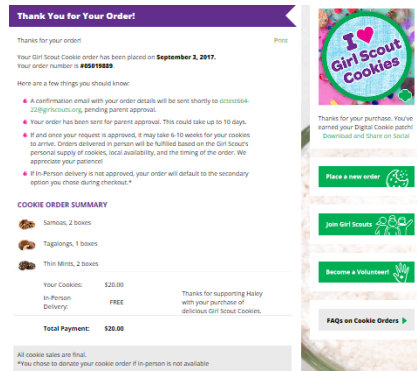
- Complete credit card information.
- Choose a second option if Girl Delivery is not approved.
- Tell how they know the Girl Scout.
- Share if they were Girl Scouts.
- Indicate if they want membership or volunteer information.



Once the customer has completed the information, they click the “Place Order” button on the right side.

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!



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.



Dear Suzie,

Thanks so much for supporting my cookie business by buying tasty Girl Scout Cookies! Your payment has been authorized. We are currently reviewing your in-person delivery request, and I'll let you know within 10 days if I can deliver your cookies. If I can't deliver them in person, I'll proceed with the secondary delivery option you've selected. If you have opted to cancel the order, no payments will be processed.

If you're craving more cookies and want them shipped directly to you, visit my Digital Cookie® site to place another order.

[Visit My Cookie Site](#)


COOKIE ORDER		
ORDER #	0011000	
ORDER TYPE	Delivered by Girl	
DELIVER TO	122 14th St Des Moines, IA 50322   (515) 455-0874	
BILL TO	122 14th St Des Moines, IA 50322   (515) 455-0874	
PAYMENTS	View 2472	
	QTY	TOTAL
Thin Mints	1	\$5.00
Samosas	2	\$5.00
Tagalongs	1	\$4.00
<b>SUMMARY</b>		
Purchased Packages	3	
Discount Packages	0	

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 have cookies shipped or donated.



Dear Suzie,

Hooray! Your cookie order has been approved for delivery.

COOKIE ORDER			
ORDER #	05018762		
ORDER TYPE	Delivered by Girl		
DELIVER TO	123 Main St Los Angeles, CA 91234 (123) 456-7890		
BILL TO	123 Main St Los Angeles, CA 91234 (123) 456-7890		
PAYMENT	Via: BTGS		
		QTY	TOTAL
	Samosa	4	\$16.00
<b>SUMMARY</b>			
	Purchased Packages	4	
	Donated Packages	0	
	Order Subtotal:		\$16.00
	Order Total:		\$16.00

In the meantime, if you want to order more cookies and have them shipped directly to you, please visit my Digital Cookie® site.

An email thanking the customer 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 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.