

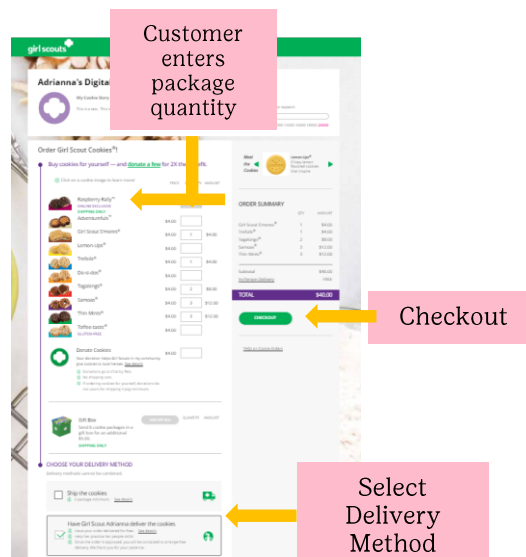
Digital Cookie

Customer Experience

In-Person Delivery Order

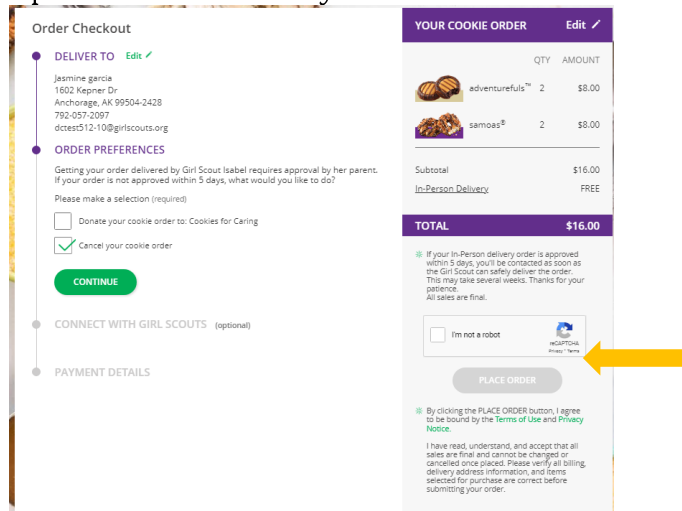
Step 1: A customer receives a girl’s email announcing that cookie season is open. The customer clicks the “Buy Cookies Online” link and is taken to the girl’s Digital Cookie site.

Step 2: The customer selects the cookies they want, and clicks “Have Girl Scout Deliver the Cookies in Person” option and “Checkout.”



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

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



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.

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.

- An order confirmation letting them know that their order is pending approval from the parent.
- 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 and asking them to complete a quick survey can be sent by the girl.

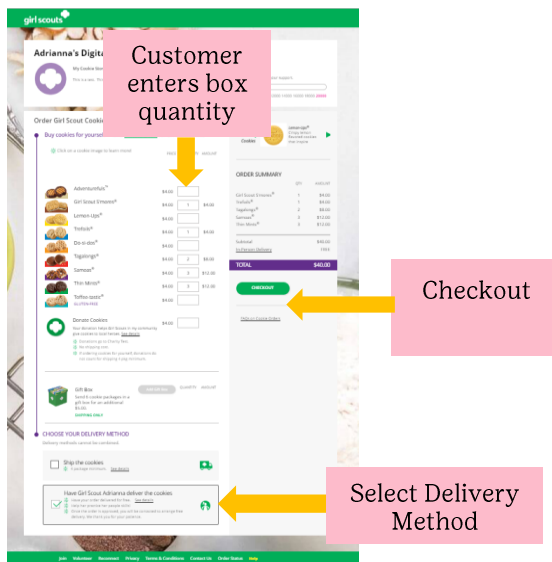
If the order is a donation or contains a donation, the emails will reflect that as well.

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

Shipped Order Mid February

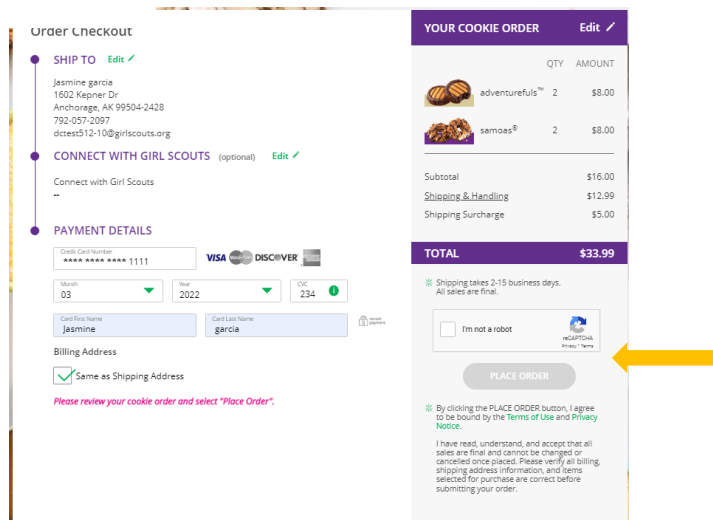
Step 1: A customer receives a girl's email announcing that cookie season is open. The customer clicks the "Buy Cookies Online" link and is taken to the girl's Digital Cookie site.

Step 2: The customer selects the cookies they want, and clicks "Ship the cookies" and "Checkout."



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".



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.

- An order confirmation.
- 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.