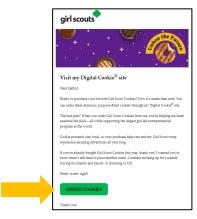


# Digital Cookie®

### **Customer Experience: In-Person Delivery Order**

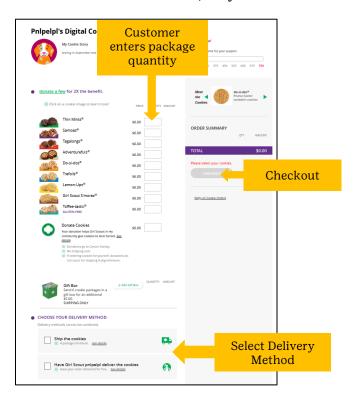
### **Step 1: Customer Receives Email**

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. In the email, the customer clicks the "Order Cookies" link and is 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 delivered in person by selecting the option "Have Girl Scout Deliver the Cookies." Once customers are satisfied with their order, they click the "Checkout" button.

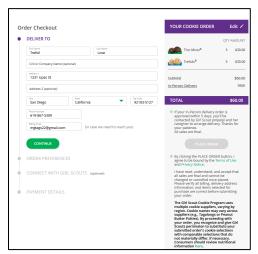




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#### Step 3: Customer Enters Billing and Shipping Information

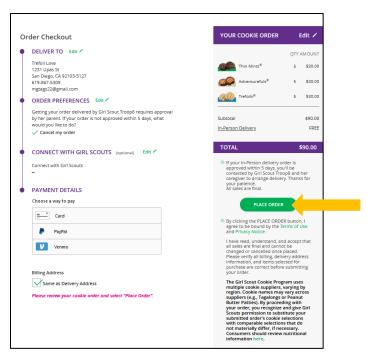
Customers are then taken to a checkout screen to complete basic delivery and billing information.



The next screens (Order Preferences, Connect with Girl Scouts, and Payment Details) ask customers to:

- Choose a second option if Girl Scout delivery is not approved.
- 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 clicked continue at each step, they will click the "Place Order" button.

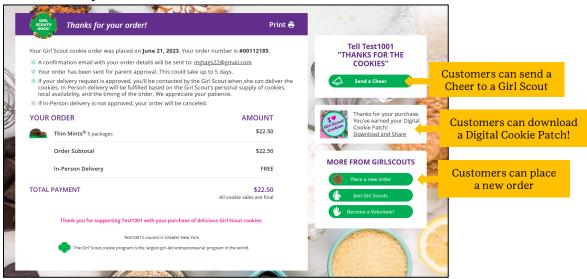




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#### **Step 4: Order Confirmation Screen**

Customers then see an order confirmation screen that includes the option of placing a new order in case they want to send some to a friend!



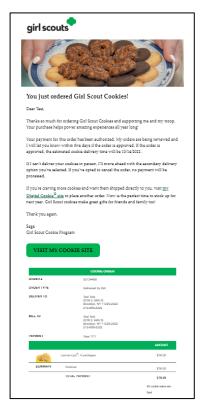
Step 5: Customers will receive a series of emails about their order.

The first is an order confirmation letting them know that their order is pending approval from the parent. If the order is a donation or contains a donation, the emails will reflect that as well.

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

An email thanking their customers for their support and asking them to complete a quick survey can be sent by the Girl Scout through Digital Cookie. Remind your Girl Scouts they can also send a personal note to the customer. Customers are more likely to purchase cookies again after receiving the personalized letter.

After the order is delivered, don't forget to log back into Digital Cookie to mark the order as delivered. This will send an email to let your customer know the order was delivered. Additionally, it will remove it from your inventory.



Use this <u>tip sheet</u> to view the customer's experience placing a shipped order.