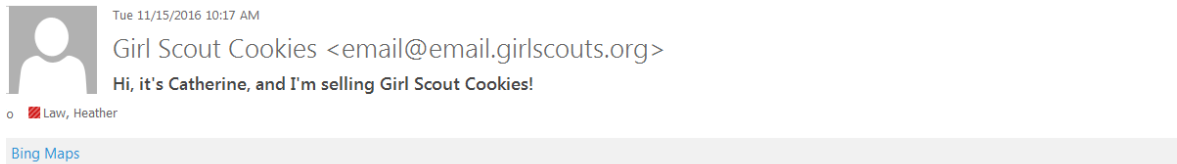


Customer Experience Shipped Order

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



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



Dear Suzie,

Craving your favorite Girl Scout Cookies? I've got you! Now you can order the most delicious cookies, right from the comfort of your living room through my Digital Cookie™ site—all while supporting my success, helping me learn essential skills, and powering new, unique and amazing experiences for me and my troop all year long. (You're the best!)

And 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 Gift of Caring. Any way you slice it, it's a sweet deal.



2

As the customer orders boxes, the total amount updates -- as does the shipping price.

Once the order is completed, the customer simply clicks the "Start Checkout" button.

Welcome to Sofia's Cookie World

My Cookie Story

Order Your Girl Scout Cookies

	PRICE	# OF BOXES	AMOUNT
Do-si-dos	\$4.00	2	\$8.00
Samoas	\$4.00		
Savannah Smiles	\$4.00		
S'mores	\$6.00	2	\$12.00
Tagalongs	\$4.00		
Thin Mints	\$4.00	1	\$4.00
Toffee-tastic	\$5.00		
Trefoils	\$4.00		
Your Cookies		5	\$24.00
Donate Cookies	\$4.00		

Subtotal \$33.95

Start checkout

Start Checkout

3

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

Check Out

SHIP TO

First Name Last Name

Address 1
Street Address or P.O. Box

Address 2 (optional)
Apt, Suite, C/O, Company, Floor

City State Zip Code

Phone

Use this as my billing address

Save and Continue

YOUR COOKIE ORDER

BOOKS

Do-si-dos	3
Savannah Smiles	43
Your Cookies	46
Donated Cookies	5

PRICING and DELIVERY DETAIL

Your Cookies	\$184.00
Shipping & Handling	\$14.25
Donated Cookies	\$20.00
Total Cost	\$218.25

Edit Cookie Order

The next screen asks customers to:

- Complete credit card information.
- Tell how they know the Girl Scout.
- Share if they were Girl Scouts.
- Indicate if they want membership or volunteer information.

Check Out

SHIP TO Edit

Shipping Address h1 123 New Street New, ME12345 1234567890	Bill Address h1 123 New Street New, ME12345 1234567890
--	--

MAKE PAYMENT

Credit Card Number

Expiration Date: Month Year Security Code: What is this?

Name on Card

Contact Info (required)

Email
Order details will be sent to this email address.

How do you know Julia?
Please Select

Get more info about joining or volunteering with Girl Scouts

I was a Girl Scout as a child! [This includes Daisy, Brownie, Junior, Cadette, Seniors, and Ambassador.]

YOUR COOKIE ORDER

BOOKS

Do-si-dos	3
Savannah Smiles	43
Your Cookies	46
Donated Cookies	5

PRICING and DELIVERY DETAIL

Your Cookies	\$184.00
Shipping & Handling	\$14.25
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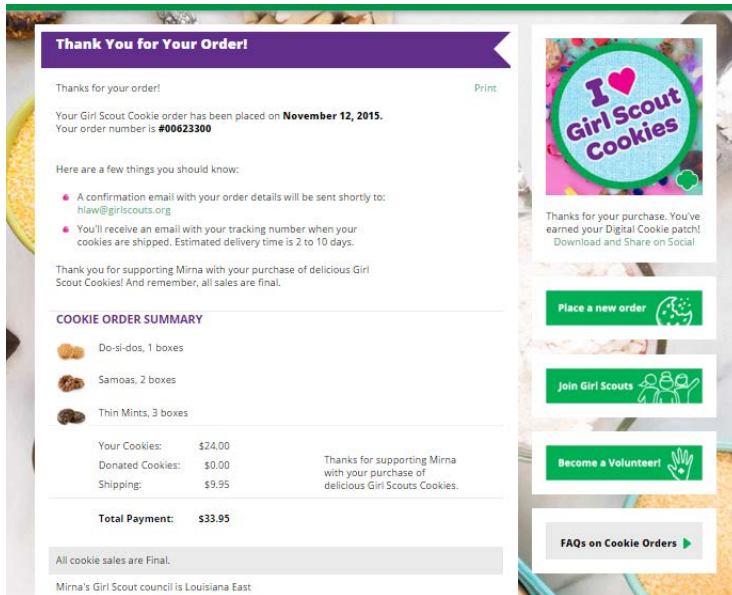
Edit Cookie Order

Place Order

All Sales are Final

4

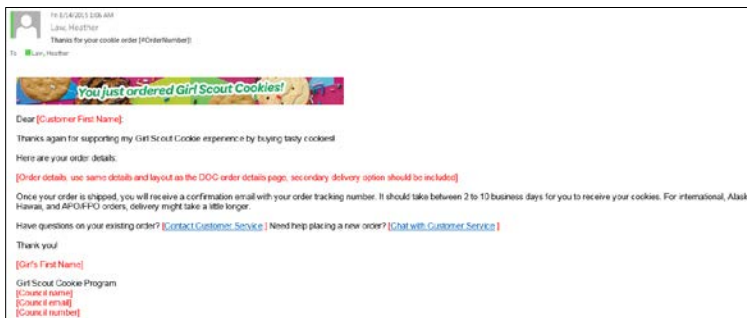
The customer then sees an order confirmation screen that includes the option of even placing a new order in case they want to send some to a friend!



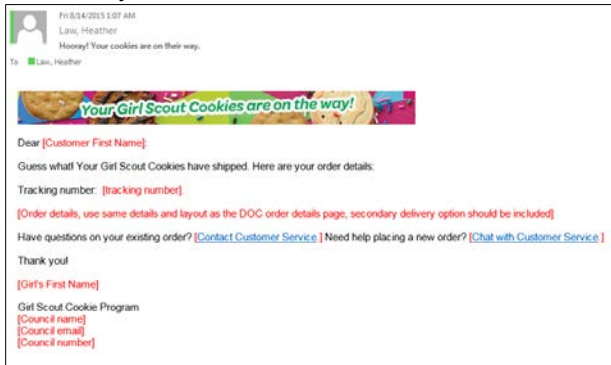
5

Customers will receive a series of emails about their order.

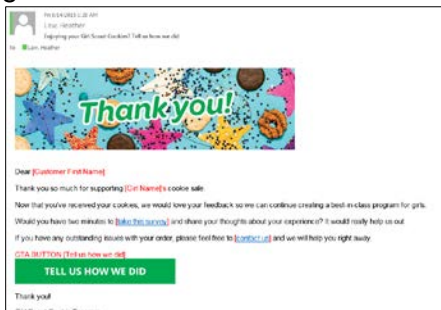
First they get an order confirmation:



Then they receive a note when the cookies have shipped and are on their way.



An email thanking them for their support and asking them to complete a quick survey goes out at the end of the sale.



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

All that's left is for the customer to receive a thank-you note from their favorite Girl Scout.

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