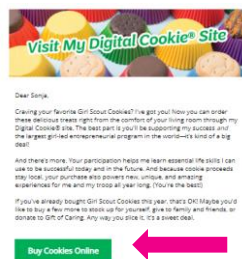


## Customer Experience—Shipped Order

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

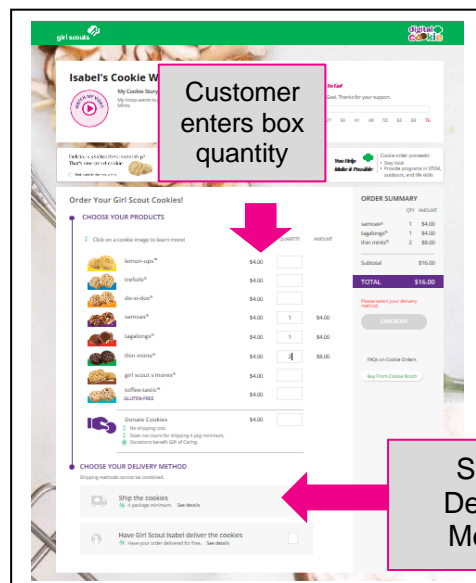
1

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.



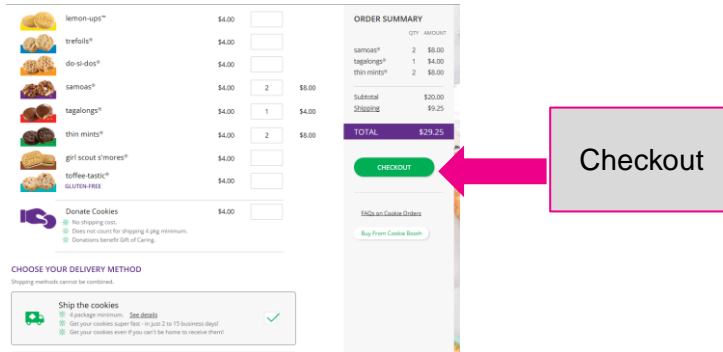
2

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

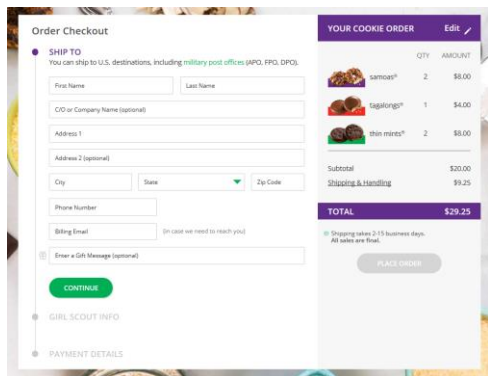


3

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



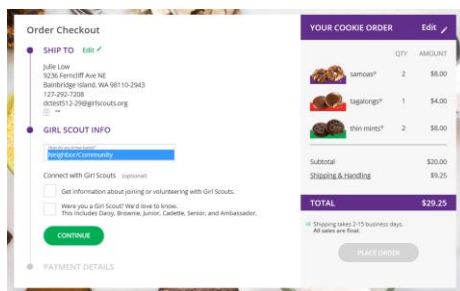
The customer is taken to a “Check Out” screen to complete basic shipping and billing information.



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:

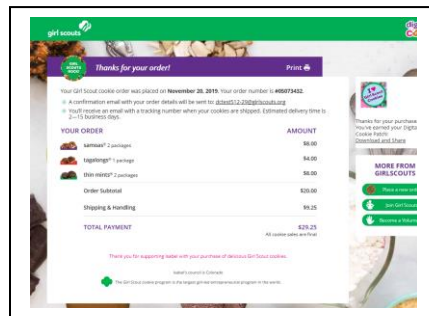
*Please review your cookie order and select "Place Order".*

**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!



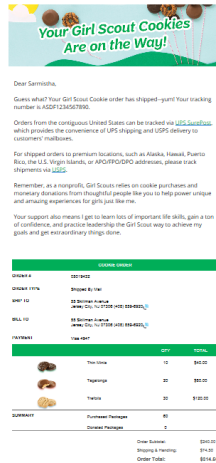
6

Customers will receive a series of emails about their order.

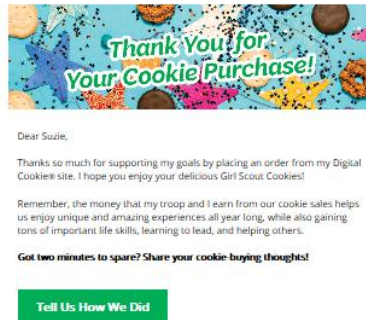
First they get an order confirmation:



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.