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 from Me” link and is taken to the girl’s Digital Cookie site.
As the customer orders boxes, the total amount updates.

The customer can compare the two delivery methods – shipping and in-person delivery by a Girl Scout. The benefits and costs of each are explained.

Once the order is completed, the customer simply clicks the “Start Checkout” button.
The customer is taken to a “Check Out” screen to complete her basic delivery 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.
The customer then sees an order confirmation screen that even includes the option of even placing a new order!

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.
Then an email is sent indicating the order has been approved, or a different email if the order has been declined.

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

If the order 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 that a note helps create a satisfied customer who is likely to purchase cookies from her again.