

Your web research team has identified two new options to help improve the probability of customers making a purchase online. They have been very effective for firms like Amazon.com, but they are expensive to set up and maintain.

### **YOUR TASK**

In the Workspace, you will have the ability to initiate, continue, or stop any of the service options available. If you initiate an activity, it will start immediately. However, it will take a few quarters for this capability to become fully effective. You may stop a service at any time.