GTB  
  
**QA**  
[DEV 20.06] OT-724 | AB | IT | BP | B&P | Swap "TDR" with "Request a Quote" in the KBA Bar – 18 February 2020

**Jira ticket:**  
<https://jira.uhub.biz/browse/GTBEMEAOPT-724>

**Site**  
<https://www.ford.it/>

**Test location**  
B&P Summary - All Vehicles

**Tags**

CONTROL - tt:nwp:opt-724:ab:bp:tdr-vs-preventivo:control

CHALLENGER - tt:nwp:opt-724:ab:bp:tdr-vs-preventivo:challenger

**Hypothesis**  
Currently, the dealer website conversion rate is 0.8%. Ford.it conversion rate is 0.1%. However, we know from the high number of visits (1.394.705) that there is appetite for this type of communication. As such, we assume that making a CTA to "Richiedi un preventivo" more obvious and more visible we will meet customer objectives and in turn increase conversion.

**Test Description**

View the CHALLENGER link, browse to the configura page. Select any vehicle. Next click on the Riepilogo button in the top right corner. Scroll down to the bottom of the page just before the disclaimer, the middle button/icon should be renamed from “Prenota Un Test Drive” to “Richiedi un preventivo”. Pressing the button should bring up a popup with all available cars. In the top left corner of the popup it should say “Richiedi un preventivo” instead of “Contatta Ford Partner”. ~~If it’s working as intended it shouldn’t say “Stai chiedendo di essere ricontattato da un Ford Partner” just above “Auto” underneath the previous mentioned title.~~ The popup should have the vehicle pre-selected. In other words if you were viewing the Fiesta Summary, the Fiesta would now be shown in the popup.  
  
**Browser:**   
All

**Device:**   
All  
  
**Audience rules:**   
All traffic

**QA Links:**

**EXPERIENCE A/CONTROL:**

<https://www.ford.it?at_preview_token=zA03i4yKYTSgEp7KAxhFug%3D%3D&at_preview_index=1_1&at_preview_listed_activities_only=true>

**EXPERIENCE B/CHALLENGER:**

<https://www.ford.it?at_preview_token=zA03i4yKYTSgEp7KAxhFug%3D%3D&at_preview_index=1_2&at_preview_listed_activities_only=true>