

Change	Driven by feedback	Result
Telephone number added to website	Customers expressed a level of distrust in sites that "hide" their telephone numbers.	Site tested more positively with telephone number added.
Case Studies removed from the Home Page	Customers liked case studies but only if they were relevant to them. Generric case studies on home page had a negative impact.	Removing Case Studies from Home Page has nulified the previous negativity. This has resulted in the Home Page CTA's flowing more smoothly.

V:19 - 16/4/2019

Questions	Driven by feedback	Why we have not come to a decision yet
		1. TBC 2. TBC 3. TBC