

[REDACTED]

From: [REDACTED]
Sent: Monday, August 25, 2003 8:00 PM
To: [REDACTED] Fernandes, Rick; [REDACTED]
Subject: input from sales team re conservative testing - you asked...
Importance: High

What clients tell us...

1. Pre-bill notification is buried in pre-bill email. Make it more upfront.
2. Special Reward is perceived as misleading. It's not a reward its an obligation. Test special offer.
4. The segue "Congratulations, Thank you for your purchase" is misleading. Sounds like its a thank you from client and its not, its an offer from WL.
5. Continue button is misleading - customer does not have to continue.
6. Yes button is misleading, should say enroll, sign up, etc.
7. Language about data pass is buried. Customers are unaware their data is being passed.
8. Trial and price point is buried - its clear you get 30 days free, but not clear you'll be automatically renewed if you dont cancel. And then the fee is buried too.

That is all.

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