

Objectives

Businesses quickly and easily understand what public sector business support is available to them

Quickly and easily get to the right support at the right time

Know who provides it and how to access the support

Have their initial enquiries passed on to the right providers

Metrics

Users

Returning users

Engagement

Performance

Page views/events preceding goal

Enquiries

Referrals

Right first time

Cycle time

Key results

10% MoM growth in users

10% MoM growth in returning users

Ave >5 PV/events per session

<20% bounce rate

1st meaningful paint <3s on 3G

Ave -5 PV/events before enquiry

10% MoM growth in enquiries

10% conversion rate

10% MoM increase in referrals

80% enquiries routed correctly

90% enquiries get response within 1 business day

Dashboards

