

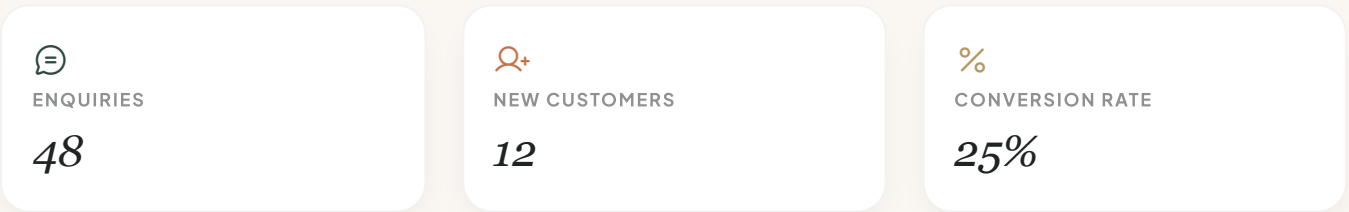
Quarterly *client report*

April to June 2026 | Prepared by the project team

A stronger quarter for new business

We completed the customer interviews and launched the new booking page. The team received 48 enquiries, compared with 32 last quarter. Twelve enquiries became new customers, up from eight in the previous quarter.

The work focused on making it easier for prospective customers to understand the service and book an initial conversation. The enquiry-to-customer conversion rate remained at 25% while the volume of enquiries increased by 50%.



Results at a glance

MEASURE	PREVIOUS QUARTER	THIS QUARTER
Enquiries	32	48
New customers	8	12
Conversion rate	25%	25%
Booking completion	62%	74%

What changed

Customer interviews identified two common questions: what happens during the first appointment, and how long the process takes. We answered both on the booking page and simplified the form from seven fields to four.

Booking completion rose from 62% to 74%. The team also published two customer stories and updated the confirmation email so new enquiries knew what to expect.

Work completed

-  Interviewed six recent customers and reviewed the most common questions.
-  Launched the revised booking page and shorter enquiry form.
-  Published two customer stories with approved quotations.
-  Added a weekly enquiry review to the project team meeting.

Priorities for next quarter

The next quarter will focus on converting more enquiries without increasing the workload for the team. We will review the follow-up process before making further changes to the website.

ACTION	OWNER	DUE
Review enquiry follow-up	Project team	15 July
Publish two new case studies	Content team	31 July
Measure booking completion	Operations	Monthly

How we will measure progress

We will continue to track enquiries, new customers and booking completion each month. The team will review the results together so changes are based on customer behaviour rather than assumptions.

This is a fictional client report created to demonstrate Pretty Docs. All names and figures are illustrative.