



Who decides what — three automatic acts, ten human decisions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Scope of the agent's action · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The three automatic acts are reversible and none of them sends anything.** Everything else waits for a named decision.

The acts the agent performs alone

Act	Why it is automatic	How it is set
Apply an objection within the second on the channel concerned — and the re-subscription the other way	The request has already been made; it is not extended to other channels, because deciding for the person would be presuming about them. Someone who gives their agreement again comes back, with date and page on record — 17 contacts this quarter	Cannot be withdrawn — it is the floor

Act	Why it is automatic	How it is set
Remove a contact who has reached the pressure cap	1,120 contacts on this launch, counted by name in the plan	The cap is a figure: raise or lower it, applied the same day
Suspend a wave beyond the complaint threshold	Suspending costs two hours; a downgraded domain costs the whole company six months of deliverability	The threshold is set by the company

The decisions that stay human, and whose they are

Decision	Who decides	What the agent brings
Send a campaign	Marketing management	The 5-wave plan, the reachable headcount and the excluded headcount
Approve a wave	Marketing management	Segment, channel, message, timing, exclusions
Open or close a segment	Marketing management	Criteria, size, expected result
Set the ad budget and the stop threshold	Marketing management	Observed cost per enquiry and the day-3 reading
Commit a postal drop	Marketing management	The full arithmetic: cost, expected response, expected revenue
Change the pressure cap	Marketing management	How many contacts the current cap removes
Use an acquired file	CRM manager	Line-by-line origin, the lines set aside and the first test send
Change a segmentation rule	CRM manager	The measured result that justifies the current threshold

Decision	Who decides	What the agent brings
Set retention periods	CRM manager	The list of what is logged
Arbitrate a local operation	Store manager	Reachable headcount in the area and the national wave calendar

Why sending is not automated, and this is not caution on principle: a campaign commits the company's reputation with tens of thousands of people in one second, with no undo. **It is the only decision in the chain that no later correction repairs**, and that is why it belongs to marketing management.

Proposal for the year: the plan for the 18 campaigns, each with the segments available, the reachable headcount per channel and the cumulative pressure caps.
And between campaigns, a dedicated newsletter agent keeps the regular appointment — that is what stops contacts hearing from the company only on the day it is selling.

For marketing management to settle

Campaigns approved for the year: _____

Automatic acts set differently, if any: _____

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