After the send — hand-over to qualification and follow-up

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

Document issued on 09/11/2026

What is passed on, who handles what · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **Qualifying replies and following up belong to a dedicated agent.** This document sets out what the campaign agent passes it — **an enquiry that arrives with its context is handled in two minutes; without context it takes twenty, or it waits.**

What is passed on, contact by contact

Item passed on	What it is for downstream
Originating segment and wave	Choosing the tone and the right person
Message received and link clicked	**Knowing what interested the person before calling them**
Purchase history	Telling a customer from a prospect

Item passed on	What it is for downstream
Consent by channel	**Following up on a permitted channel, not the nearest one to hand**
Pressure cap reached or not	Not breaking the company's rule while following up

What the qualification agent takes on

Type of reply	Handling	Recipient
Quote request, trade account	Qualified, then passed on with its context	**Area sales rep**
Sample or colour card request	Routed with opening hours and address	Nearest store
Technical question	Answer drawn from the product sheets, checkable	Technical support if it goes beyond
Unsubscribe or objection	**Applied within the second on the channel concerned**	**Logged**

What the delay changes, measured here

Indicator	March launch	With the hand-over in place
Enquiries received	200	418
Average time to first reply	**21 days**	**Under one hour**
Effect on conversion	—	**An enquiry handled the same day converts 2.6 times more often than one handled after a week**

What the campaign agent keeps doing meanwhile: it writes back to the CRM, at every step, **the segment, the wave and the message that produced the enquiry.** Without that, the 30-day review cannot say which segment paid — and that is precisely

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what previous campaigns were missing.

> **200 enquiries left for 21 days is the costliest item of a launch, and it appears in no report.** The hand-over is connected before the first wave, not after.

> **Request a demo with your own documents**
> This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-campagnes-marketing-creation-envoi

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Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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