



Twenty-three clients in the prospect flow

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **One of them was describing an incident on their live contract.**

Finding	Value
Active clients' messages in the prospect flow	23
Average reply time	4 days
Reply time for an identified client	A few hours
Sent a presentation of the service they already use	3

What changes

Rule	Applied?
System matching as the very first move	Yes, on 100% of messages
Existing client taken out of the prospect flow	Yes, whatever the content

Rule	Applied?
Inferring the person from the address	No

A known company address does not mean the sender is the usual contact —
it may be another department, with a genuinely new request.

Note carried in the routing: *"message from an address attached to client X, sender not identified"*.

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