



2,720 enquiries handled end to end — by reason

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

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80 % of the month's 3,400 enquiries · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **Every answer is drawn from a company source** — order ERP, product sheets, returns policy — **and the table below states which one, reason by reason.**

The reasons handled, and their source

Reason	Monthly volume	Source of the answer	What the customer gets
Order and delivery tracking	1,190	ERP, live	Tracking number and estimated date
Product questions	640	Product sheets	Answer and link to the page
Invoice, credit note, duplicate	410	ERP	Document regenerated and sent within the minute

Reason	Monthly volume	Source of the answer	What the customer gets
Address or delivery slot	290	ERP, while the order has not shipped	Change applied and new date confirmed
Returns and exchanges	190	Approved returns policy	Label issued, refund on receipt
Total	2,720	—	80 % of the 3,400 enquiries

What immediacy changes

Measure	Before	After
First-contact resolution	61 %	84 %
Share of adviser time on routine enquiries	50 %	8 %
Pre-purchase questions raised the same day	The next day	118 a month
Orders arising from those conversations	—	61 a month, average basket €240

The proposed extension

Extension	Volume	What the agent does	What the adviser does
Quotes for orders above €1,500	90 a month	Quote built from the ERP	Reads it over and sends it
Current lead time	2 days	—	—

How it works: each reason joins the list of instant treatments once the customer service manager approves it, **and leaves it on a word**. The list is a setting, never a fixture.

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