



# Quarterly review — what customer service regained

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

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4.1 posts given back, €118,000 of assisted sales · fictional document

## Fictional document — demonstration example

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**Fictional document**, produced for the demonstration. **The four headline measures read together**: resolution, speed, satisfaction and commitments kept. None of them proves anything on its own.

## The three measures tracked

| Measure                         | Before | After | Effect                              |
|---------------------------------|--------|-------|-------------------------------------|
| Rebuilding the customer journey | 55 %   | 6 %   | The customer tells their story once |
| Routine replies                 | 50 %   | 8 %   | 2,720 enquiries handled end to end  |
| CRM entry                       | 30 %   | 4 %   | Reasons filled in at 100 %          |
| Total given back                | —      | —     | 4.1 adviser posts                   |

## What the time given back became

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

| Activity                         | Previous quarter | Quarter followed | Result                                         |
|----------------------------------|------------------|------------------|------------------------------------------------|
| Quotes above €1,500 handled      | 84               | 247              | —                                              |
| Orders arising from those quotes | —                | 134              | €118,000                                       |
| Reading                          | —                | —                | The one figure that reads straight off revenue |

## The four headline measures

| Measure                                      | Value        | Previous quarter |
|----------------------------------------------|--------------|------------------|
| First-contact resolution                     | 84 %         | 61 %             |
| First reply by email                         | 4 minutes    | 14 hours         |
| Satisfaction                                 | 4.4 out of 5 | 3.6 out of 5     |
| Complaints about a commitment lost from view | 11           | 223              |

## Sector comparison, as an indication

| Indicator                | Order of magnitude seen in multichannel retail | Maison Perrat |
|--------------------------|------------------------------------------------|---------------|
| First-contact resolution | 60 to 75 %                                     | 84 %          |

**Extension proposed for the next quarter:** open the single thread to the 4 stores, so a shop-floor salesperson can see what the customer wrote the day before. **2,100 of the 3,400 monthly enquiries come from a customer who came into a store within 30 days.**

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