Quarter review — what the agency won back

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

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Timesheets and approval log · 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 demonstration. **Nine person-days a month**, and the figure the agent publishes about itself is in the same table, followed by what corrects it.

The three measures tracked

Measure	Before	After	Change
Social adaptations of a campaign	60 % of the time	**18 %**	**−42 pts**
Performance reporting	40 %	**8 %**	−32 pts
First draft of an article or post	22 %	**6 %**	−16 pts

Where the hours went

Destination	Change	Source

Concept and recommendation	**+31 %**	Agency timesheets
Pitch responses	**+2**, of which **1 won**	**Previously declined for lack of time — the only figure in this review that shows up in revenue**
Looking for documents	**−41 h**	Drive indexing
Advertiser chases handled by the account team	**6 h → 1 h a week**	Status request log

The figure that doesn't flatter the agent

Finding	Volume	What explains it	What is being done
Pieces rewritten by more than half	**214 of 1,240 — 17 %**	**3 advertisers account for 140 rewrites**: the ones whose tone-of-voice guide is thinnest — **fewer than 30 archive files each, against 340 for Cerault**	**3 approved texts per advertiser and the guides are rebuilt**
Effect of that correction, already measured	**2 advertisers treated**	Guides enriched six weeks ago	**Rewriting fell from 31 % to 9 %**

The framing measures

Indicator	Quarter
Output published without human approval	**0**
Approvals logged	1,240
Data transfers outside the European Union	**0**

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Zero isn't a setting: the agent prepares, it doesn't publish. That's how it is wired in, and the approval log proves it line by line.

For the agency to settle

Three advertisers whose guide should be enriched first: _____

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/secteurs/agent-ia-agences-communication

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