



# Comments — 60 sorted

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

Document issued on 24/09/2026

55 replies ready, 5 for a human · 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. **An automatic reply to a well-founded complaint does more damage than silence.** The 5 escalated cases are waiting for a project manager, not a template.

## The sort

| Nature                      | Count    | Handling                                   | Source of the answer                                                       |
|-----------------------------|----------|--------------------------------------------|----------------------------------------------------------------------------|
| Product questions           | 31       | Reply drafted + link to the page           | <b>Advertiser's spec sheet</b>                                             |
| Compliments and shares      | 13       | <b>Short thank-you, no sales follow-up</b> | <b>Answering a compliment with an offer is the surest way to lose it</b>   |
| Price enquiries             | 11       | Directed to the quote form                 | Cerault doesn't publish prices — <b>3 of the 11 became quote requests</b>  |
| <b>Escalated to a human</b> | <b>5</b> | <b>No reply sent</b>                       | 2 delivery complaints, 1 compliance question, 2 reasoned negative comments |

| Nature | Count | Handling                | Source of the answer |
|--------|-------|-------------------------|----------------------|
| Total  | 60    | 55 ready, 5 for a human | —                    |

## The delay, which is the whole subject

| Measure                            | Before           | With the agent                                  |
|------------------------------------|------------------|-------------------------------------------------|
| Average time to reply to a comment | Next day, 4 p.m. | Reply ready 20 minutes after the post goes live |
| Comments left unanswered           | 1 in 4           | 0                                               |

Twenty minutes is the window in which a comment is still read by the people who saw it. **A reply the next day answers one person; a reply within the hour answers everyone reading the thread.**

## What is proposed, and what stays for approval

| Family                                          | Regime proposed                                  | Reversibility                         |
|-------------------------------------------------|--------------------------------------------------|---------------------------------------|
| Product questions, compliments, price enquiries | Sent within 20 minutes once approved as a family | Withdrawable in one word, at any time |
| Complaints, compliance, negative reviews        | Always a human                                   | Not delegable                         |

## For the agency to settle

Families whose replies may go out unreviewed: \_\_\_\_\_

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connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.