



Advertiser relations — 70 requests a month

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

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59 answers in ten minutes, 11 for a human · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The answers come out of the production schedule, not out of a sales promise:** if a deliverable has slipped, the advertiser hears it from the agency before discovering it.

What the account team receives, and what happens to it

Nature of the request	Monthly volume	Handling	Delay
Where is my deliverable?	41	Stage in progress, who has it, expected return date	10 minutes
When does my post go out?	12	Extract from the editorial calendar	10 minutes
What is waiting on me?	6	List of approvals pending on the advertiser's side	10 minutes
Deadline renegotiation	1	Escalated to the project manager	—

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.

Nature of the request	Monthly volume	Handling	Delay
Request outside the contract's scope	2	Escalated to the project manager	—
Subjects where the honest answer is “we need to talk”	8	Escalated to the project manager	—
Total	70	59 answered, 11 escalated	—

Committing to a date isn't information, it's a project manager's decision. That is exactly where the line sits: the agent says what IS, the human says what WILL BE.

What deserves a close look this week

Fact	Age	Why it is flagged
Deliverable waiting on the advertiser's own approval	11 days	The agency is the one that will be held responsible for the delay — and the renewal meeting is in three weeks
Chasers already sent	2	Politely, with the direct link to the approval

The time given back to the account team

Measure	Before	After
Time spent on status requests	6 h a week	1 h
Weekly interruptions	≈ 30	11

This isn't time saved on work, it's time saved on interruption — the expensive kind in an agency, because it breaks concentration rather than consuming hours.

What is proposed

Measure	Effect observed	Decision
A weekly status sent to each advertiser every Friday	–70 % chasing across the 6 advertisers where it was tried	Template approved by the account team before rollout

People chase when they don't know. A weekly status doesn't save time because it answers quickly: it saves time because it removes the question.

For the agency to settle

Day and time of the weekly status: _____

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