



Abandonments — who to chase

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

Document issued on 24/09/2026

118 abandonments · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Eighteen residents decided not to proceed, and they are not chased.** Giving up after reading the conditions is a choice; chasing it would be cold outreach about personal circumstances.

Reason for abandonment	Count	Chaseable?	Why
Confirmed technical blockage	71	Yes	The resident decided nothing
Question not understood	29	Yes, with help	They got stuck, they did not decline
After reading the amount or conditions	18	No	That is a decision

Separating the 18 from the 29 is not always possible without error. That is why the proposal covers only the 71 technical blockages: the one case where the absence of a decision is established.

What the message contains, and what it does not

Element	Present?
Reminder that the application is under way	Yes
Screen where it stopped	Yes
Resume link	Yes
Second message if no reply	No
Argument in favour of the scheme	No

The 46 abandonments with no account

Situation	Count	Recoverable?
Account created	72	Yes
Anonymous browsing	46	No — nobody to write to

The procedure can be started without creating an account, which is an access choice and not a defect. The proposal is therefore not to require an account, but to offer, at the moment of abandonment, a resume link sent to an address — with no account, and no obligation.

On your other procedures where that offer exists, 38% accept. That is a measurement, not a projection: the mechanism is already running elsewhere on your portal.

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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