



Non-take-up — 1,340 situations, 764 grants awarded

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

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Campaign approved by the unit head · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. *Non-take-up is when a person meets the conditions of an entitlement without ever claiming it.* **Detection relies solely on the pathways already known to the service.**

What the matching produced

Stage	Volume	Reading
Jobseekers eligible for a grant never claimed	1,340	780 on the mobility grant, 410 on a funded course
Messages sent, after the service's decision	1,340	Amount or content of the grant, 2 documents to enclose, direct link
Applications filed	902	67 % of the messages
Grants awarded after review	764	Reviewed and signed by the advisers

Stage	Volume	Reading
Support appointments reopened	212	People we no longer saw, back through the door of a grant

What reviewing an application costs the adviser

Stage	Before	After
Review of a grant application	22 minutes	6 minutes
What the adviser receives	A raw file	Conditions ticked, documents checked, amount calculated, notice ready
Decision to award	The adviser	The adviser — reasoned, and therefore open to challenge by the person

The rhythm proposed

Rule	Reason
Detection rerun every quarter	A non-take-up situation arises from a change in circumstances
Messages sent in waves of 300	So that advisers absorb the applications generated

764 people obtain what the schemes already opened to them, and 212 pathways reopen along the way. It is the campaign that brought the most people back to interview this quarter, ahead of every reminder.

For the service to settle

Wave size and departure date: _____

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