

Follow-up and reminders — dropouts from 21 % to 9 %

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Document issued on 24/09/2026

12 months of pathways · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. *A support dropout is a pathway that stops with no job found and no referral elsewhere.* **4 interrupted pathways out of 5 are preceded by at least two measurable signals.**

The three signals, and what they weigh

Signal	In interrupted pathways	In the others
Two consecutive missed appointments	71 %	9 %
No connection to the personal account for 45 days	64 %	12 %
Proposal refused with no reason, then 3 weeks of silence	48 %	7 %

What happens when two signals combine

Stage	Content
Escalation to the referring adviser	With what the agent knows about the person
Draft message	Short, no reproach, two slots offered, an answer possible in one word
Sending	Decided by the adviser

What the quarter gave

Measure	Volume
People flagged	612
Contacted again	508
Back for an interview	331
Support dropouts	21 % → 9 %
Exit reasons finally known	94 of the 177 who did not return said why

Missed appointments, the first signal

Measure	Before	After
Appointment no-shows	22 %	8 %
Adviser slots recovered across 31,000 interviews	—	4,340
Reminder channel	E-mail only	The one the person actually uses

The sending cap, set by the service

Rule	Setting
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Messages per person per month, all channels combined	3 at most
Permitted reasons	Appointment reminder, deadline of an action not yet done, renewed contact after two signals
Never	At weekends, after 7 p.m., or to someone who has asked to stop receiving messages
Stop request	Applied within the second, on every channel — and reversible if the person asks to be notified again

What jobseekers make of it

Measure	Quarter
Messages sent	4,800
Stop requests	41 — 0.9 %
Replies	2,190 , of which 1,640 appointment confirmations
Time given back per adviser	3 h a week → 30 minutes

A useful message gets read; it is the pointless message that drives people away — and it is the cap that prevents it. The settings take twenty minutes to fix and change just as fast.

For the service to settle

Cap, time window and permitted reasons: _____

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