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

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12 months of pathways · 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 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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