Letter templates — five wordings that generate calls

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6,400 letters matched against the calls received · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The only honest measure of how readable a letter is is not what we think we wrote: it is what people call us back to ask.** The five wordings below were identified by matching outgoing letters against the calls received within fifteen days.

The five wordings, and what they cost

Wording	Calls per year	What the member understands
« Periods not validated to date »	**1,340**	**That something is required of them, without knowing what**
« It is for you to provide »	1,020	That a document is missing, without knowing which or where to get it

Wording	Calls per year	What the member understands
« Your file is undergoing further examination »	780	That something is wrong
« Subject to the information in our possession »	610	That the amount stated may not be the right one
« Where applicable »	350	**Nothing — it means nothing to the reader and protects nothing for the writer**
Total	**4,100**	**Out of 41,000 calls received in the year**

The rewrites, with legal reach unchanged

Before	After	What removes the call
« Periods not validated to date »	**« Three periods are not yet validated: 1999, 2000 and 2001. We wrote to the scheme concerned on 14 March and we will chase on 14 April. There is nothing for you to do. »**	**The last sentence**
« It is for you to provide »	**« One document is missing: your record of military service. You obtain it here, and this is how. »**	The exact name of the document and the route to obtain it
« Where applicable »	**Deleted**	The absence of an empty phrase

What is never rewritten: the mandatory statements, the appeal channels and time limits, and the wordings the regulatory specialists have settled. **The agent rewrites what informs, never what binds** — and the 14 templates were reviewed by the two specialists before go-live.

The measured result over the trial quarter

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Measure	Before	After	Effect
Annual calls linked to the five wordings	**4,100**	**1,500**	**2,600 fewer calls**
Average length of a call	6 minutes	6 minutes	**260 hours given back to telephone reception**
Members concerned	—	—	**2,600 people who did not need to call to understand a letter**
Writing a reply letter	**40% of the handling**	**10%**	35 minutes down to 9

Annual review of the templates, based on the calls received — planned for: _____

Templates approved by the regulatory specialists: _____

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https://bluelemonagent.ai/en/secteur-public/metiers/agent-ia-conseiller-retraite

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