



# Three hundred and twelve abandons, no callbacks

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Last month · fictional document

### Fictional document — demonstration example

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**Fictional document**, produced for demonstration. **An abandoned call leaves no trace on the business side, and so is deemed never to have happened.**

| Wait before abandoning | Calls |
|------------------------|-------|
| Under 1 minute         | 62    |
| 1 to 3 minutes         | 70    |
| 3 to 5 minutes         | 104   |
| Over 5 minutes         | 76    |
| Total                  | 312   |

| Indicator                | Value |
|--------------------------|-------|
| Caller's number recorded | 289   |

| Indicator                  | Value |
|----------------------------|-------|
| Called back                | 0     |
| Appearing in any dashboard | 0     |

**One hundred and eighty people waited more than three minutes and then gave up.** None will be called back, and nothing in the company's tools shows that they called.

## What the dry run measured

| Arrangement                   | Abandons | Time before abandoning |
|-------------------------------|----------|------------------------|
| Music and a reassuring phrase | 312      | 3 minutes              |
| Real waiting time announced   | 190      | 40 seconds             |

**Music and a reassuring phrase make the same person wait longer for the same outcome.** Announcing the real time keeps nobody extra: it saves three wasted minutes for those who will give up anyway.

## What is supplied, and what is not

| Element                          | Supplied? |
|----------------------------------|-----------|
| Daily list of abandons           | Yes       |
| Time, wait, number where present | Yes       |
| A callback made by the agent     | No        |
| A priority order among abandons  | No        |

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

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