



Previous campaigns — 3

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **No volume is forecast for Monday**. Three campaigns are not a law, and the coming one concerns a new scheme: this document gives a range and its assumptions.

Campaign	Day 1	Ordinary Monday	Ratio	Peak
January 2025	412 calls	121	× 3.4	8:30 – 10 am
September 2025	468 calls	118	× 4.0	8:30 – 10 am
January 2026	501 calls	122	× 4.1	8:30 – 10 am

The peak falls in the same place all three times, and never in the afternoon. That is the soundest observation of the three campaigns, and the most useful for organising the day.

Subjects of day-one calls

Subject	Average share	Answer in the base?	Transfer needed?
Documents to bring	28%	Yes	No
Closing date	21%	Yes	No
Can it be done online	13%	Yes	No
Individual circumstances	19%	No	Yes
Other	19%	Varies	Varies

Three questions account for 62% of day-one calls, and all three can be served without a transfer. That figure is what allows saying roughly six calls in ten will not reach an officer — not a promised performance, an addition.

What this document does not say

The volume expected on Monday. The scheme is new, its audience is not that of the three previous campaigns, and none of the three concerned a comparable subject. A range of 3.4 to 4.1 times an ordinary Monday is a working assumption, not a forecast.

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 execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.