



Nine languages, three channels — what the month gave

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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6,790 of 7,400 enquiries handled end to end · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The choice of channels belongs to each market:** chat is open in six markets, phone in four, email in all nine.

The month, channel by channel

Channel	Markets	Volume	First-reply time	What changes
Email	9	4,100	4 minutes	Answered in the language of the message received
Chat	6	2,100	Immediate	Customer's appliance loaded if they registered their warranty
Phone	4	1,200	Answered immediately	File on screen for the local team before pick-up
Total	—	7,400	—	6,790 handled end to end, or 92 %

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First-reply time, market by market

Market	Before	After	Reading
France	40 minutes	4 minutes	The best-staffed market
Sweden	3 days	4 minutes	A single person on that market
Poland	3 days	4 minutes	Same situation
Six other markets	4 h to 2 days	4 minutes	—

It is not the big markets that gain most, it is the ones where the company had a single person. That is precisely where international support is judged, and where the comparison with a competitor is made.

Consistency, checked by the market managers

Test	Volume	Result
The same question asked on the same day in all nine languages	40 questions	40 times nine concordant answers, each market's specific added

The time shifted

Task	Before	After
Routine questions	50 % of the teams' time	8 %

Extension proposed: open chat in the three markets that do not have it. **Across the six where it is open, it carries 28 % of the volume and shows the best first-contact resolution — 91 %.**

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