



Language quality — from 214 to 41 in thirty days

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Measured by the local teams · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The score is given by the local teams, never by the agent:** that is what makes it credible. This attachment gives the first month's figure exactly as it stands, its precise cause and the measured fix.

The first month, and the next

Period	Answers	Judged clumsy	Rate
First month	6,790	214	3.2 %
Following month	6,790	41	0.6 %

The cause, measured rather than assumed

Finding	Value	Reading
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Answers in Polish and Swedish	171 of 214	Forms of politeness, never substance
Validated texts in the style memory	40 in Polish, 60 in Swedish, 900 in French	The style memory is the set of texts a market has already validated
Answers outside those two languages	43	Spread across seven markets

The fix and its result

Action	Cost	Measured result
120 texts validated by each of the two market managers, taken from their own past answers	Two half-days of reading	214 → 41 in thirty days
Review of the remaining 41 with the local team	Included in the weekly review	The chosen wording enters the style memory the same day

The proposed review protocol

Sample	Weekly volume per market	Why
Exchanges drawn at random	30	An unbiased measure
The longest exchanges	10	A long exchange is one where something was missing
Load on the market manager	20 minutes a week	The score never depends on the agent

Effect already measured: in the two markets that did this work, **the language score went from 3.8 to 4.7 out of 5 in six weeks.**

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