Two-month review — what Marnex got back

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Three items measured, the commercial result and the sequence setting proposed · fictional document

Fictional document — demonstration example
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Fictional document, produced for the demonstration. The three items measured below are the ones Marnex already tracked before the agent arrived: **the comparison therefore rests on the same definitions, measured the same way.**

The three items measured

Item	Before	After	What the remaining points represent
Sequence tracking	**60 %** of the sales administrator's time	**8 %**	Reading the weekly statement
Writing follow-ups	**40 %**	**8 %**	**Proofreading — it catches the detail no rule writes down**
Updating the CRM	**35 %**	**5 %**	Corrections, not typing
Exchanges actually recorded in the CRM	41 %	**100 %**	**Without a line being typed by hand**

What those hours became

Eighteen hours a week, i.e. half a full-time post. The sales administrator has taken back **payment chasing** and **warranty files**, both pending for a year. **The agent did not decide that** — and it is the best possible use of the time returned, because it goes where the company puts it, not where the tool found it.

The commercial result, set against the cost

Line	Value
Meetings booked	**46 against 22**
Potential revenue on the 24 extra meetings	**≈ €78,000**
Orders already signed on the reworked dormant leads	**€28,400**
Cost of the agent over the period	**€1,980**

The sequence setting the analysis leads to propose

Tracked indicator	Value	Established cause	Proposed setting
Leads that went to the 4th message without ever reacting	**173 out of 402 — 43 %**	**Neither the message nor the sector: the age of the enquiry**	Exit after the 2nd message for leads older than 90 days
Reply rate, enquiry under 90 days old	**14.4 %**	—	—
Reply rate, enquiry over 90 days old	**3.1 %**	Interest has an age	**− 0.4 points of overall reply rate, − 340 messages a month**

> **Four messages for nothing are not neutral:** they are attention consumed among people who asked for nothing. **Losing 0.4 points of reply rate to send 340 fewer messages a month is a favourable trade** — not only for the recipients, but for

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Marnex's sender reputation, which governs whether every later message reaches an inbox at all.

Early exit for leads older than 90 days — adopted: _____ from: _____

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