



Two-month review — what Marnex got back

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

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Three items measured, one unflattering figure and its fix · 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 left waiting 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 figure that does not flatter the agent

Finding	Value	Established cause	Proposed fix
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

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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