



# Five stop triggers

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Fictional document

## Fictional document — demonstration example

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**Fictional document**, produced for demonstration. **All five triggers are checked before every send, not at the launch of the sequence.** That difference is what would have prevented this morning's three chasers.

| Trigger                            | Scope                         | Why                              |
|------------------------------------|-------------------------------|----------------------------------|
| Customer reply                     | At any company mailbox        | The customer has acted           |
| Payment, even partial              | Any amount                    | Chasing would cancel the gesture |
| Opening of a dispute               | From any source               | The subject has changed          |
| Hard bounce                        | One is enough                 | Writing again fills a log        |
| Credit note issued to the customer | Even unrelated to the invoice | The company owes money           |

## The two additional checks, just before sending

| Check                                            | Threshold     | What it prevents                           |
|--------------------------------------------------|---------------|--------------------------------------------|
| Another sequence having written to this customer | <b>7 days</b> | <b>The pile-up of six messages</b>         |
| <b>Live commercial exchange</b>                  | <b>Yes/no</b> | <b>The message landing mid-negotiation</b> |

**The second check protects the most value.** An automatic chaser arriving in the middle of a renewal negotiation costs more than the invoice it demands.

## What happens after a stop

| Element           | Behaviour                                     |
|-------------------|-----------------------------------------------|
| Automatic restart | <b>None</b>                                   |
| <b>Restart</b>    | <b>By a person, once the event is handled</b> |
| Trace kept        | <b>The event that stopped the sequence</b>    |

A stopped sequence stays stopped until a person restarts it. It stopped on an event — a reply, a dispute, a credit note — that somebody must have handled before writing again.

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.