



Morning watch — 4 flags

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

Document issued on 24/09/2026

08/08/2026 · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The first flag is the only one where a customer has already been damaged**, and the only one handled in four hours: the other three cost money, this one costs a relationship.

#	Flag	What triggered it	At stake	Recipient	Chase
1	3 chasers after a customer reply	Reply arrived at another mailbox	A relationship	Account owner	4 h
2	41% non-open rate	Sending address not authenticated	169 emails	IT	7 d
3	7 bounces since February	Dead address, "chased" status	€52,000 across 14 invoices	Salesperson	7 d

#	Flag	What triggered it	At stake	Recipient	Chase
4	6 chasers in 11 days	3 sequences unaware of each other	A relationship	Account owner, before the next send	Before sending

Flags 1 and 4 are the same defect seen from two sides: sequences that do not see each other, and that do not see what the customer has done.

What is already prepared this morning, and the step that is yours

Ready to go	What you gain
Every chasing sequence is written, recipient and invoice checked, waiting on a green light	One minute of approval sets it off — your signature commits the company, not an automation
The customer's reply has been read and the request it carries identified	You handle the real request instead of sending one more message, and the invoice unblocks
The address is taken from your own records, or asked of the sales rep who owns the account	The €52,000 becomes collectable again without financial information leaving the company
The domain authentication setting is written out, ready to copy	Your IT team applies it with no risk of cutting off email, and the 169 emails at stake stop going missing: 41% go unopened today
The stopped sequence comes back with the exact event that halted it	One word restarts it once the event is handled — no invoice sits asleep under “chased”

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