Yearly review — €3.3 million retained

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

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Repurchase rate and routing log · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for the demonstration. **The figure the system publishes about itself sits in the same table as the others**, followed by its measured cause and by what corrects it.

The calculation of revenue retained

Step of the calculation	Value
Complaints in the year	138,000
12-month repurchase rate of customers who complained — before	**61 %**
12-month repurchase rate — after	**68 %**
Customers retained	**9,660**
Average annual basket	€340
Revenue retained	**€3,284,400**

The twelve-month repurchase rate is the share of customers who order again within the following year. **This figure comes from a response time, not from a discount** — it is the only one in the review that shows on the income statement, and it can be redone in one line.

The three items measured

Item	Before	After	What the time becomes
Handling routine requests	**65 % of advisers' time**	**8 %**	**126,000 situations that matter instead of 840,000 requests**
Routing to the right person	**40 % of the first-answer time — 6 h**	**5 % — 45 min**	The customer waits less before being in the right place
Passing context to the adviser	**30 % of an escalation — 7 min 12**	**3 % — 43 s**	**13,400 h across 126,000 escalations**

The four figures that read together

Indicator	Before	After
First-contact resolution	**58 %**	**81 %**
First-answer time, written channels	**14 hours**	**40 seconds**
Negative public reviews	—	**−54 %**
Escalations completed	—	**126,000 out of 126,000**

None of the four reads without the other three: a service that answers in 40 seconds and resolves one time in two is not fast, it is perfunctory.

The figure the system publishes about itself

Finding	Volume	Measured cause	What is done

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Requests routed to the wrong agent, first quarter	**8,610 out of 210,000 — 4.1 %**	**6,240 mixed two subjects — a delivery delay and an assembly question — and routing was done on the first sentence; 2,370 were phrasings with no equivalent in twelve months of history**	**Routing on the dominant subject, linked thread opened for the second, both answers in the same thread**
Second quarter	**1,490 out of 214,000 — 0.7 %**	**Not one comes from a two-subject message any more**	**New phrasings join the reference list every week**

> **The calculation page fits on one side:** one revenue line, three effort lines, four indicators. Given to the committee with the notice of meeting, it is discussed better than a figure discovered in session.

For the retailer to settle

Date of the executive committee at which the review is presented: _____

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