Goodwill gesture mandate — capped, dated

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

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33,800 gestures concerned · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. *A goodwill gesture is a credit, a partial refund, free delivery or a voucher granted to close a complaint: it commits the retailer's money, so it is decided.* **This mandate is written, capped, dated and withdrawable on a word.**

The four reasons covered

Reason	Gestures granted in the year	Advisers' decision
Delivery more than 5 days late	**18,400**	**Granted in 100 % of eligible requests**
Installation slot missed	11,900	Granted in 100 % of eligible requests
Parcel received damaged with a photo	7,600	Granted in 100 % of eligible requests

Reason	Gestures granted in the year	Advisers' decision
Delivery charges wrongly billed	3,300	Granted in 100 % of eligible requests
Total	**41,200**	**41,200 out of 41,200**

The mandate creates no new decision: it removes two days of waiting on a decision whose outcome is known, and which your advisers already take systematically.

The two caps

Cap	Proposed value	Gestures covered	Above it
Amount per case	**€40**	**33,800**	**The request goes to an adviser**
Amount per case — other option	€60	**38,100**	The request goes to an adviser
Volume per customer	**1 gesture per quarter**	—	**The second goes through an adviser: a customer who complains twice is asking a question that is no longer commercial**

The three other bounds

Bound	Value	Reason
Duration	**3 months**	**Renewal needs a signature — stopping does not**
Statement	**Every morning, reason by reason and amount by amount**	**A regime that drifts shows in a day**

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Bound	Value	Reason
Withdrawal	**One word, effective within the minute**	**Every gesture goes back to an adviser, nothing else changes**

What the mandate earns

Gain	Value
Complaints closed within the conversation	**33,800, instead of a 2-day wait**
Adviser hours given back	**13,100 h, moved to the complaints that need arbitration**
Average cost of a gesture	**€34 → €26** — a credit granted on the day costs less than a credit granted after three chases

> **The decision belongs to the customer relations department** — and it is taken on a text that is already written, with one signature. The regime starts the next day, the review is set for the 15th of the third month.

For the retailer to settle

Cap chosen and date of signature: _____

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