



Routing rules — 22 in force, 7 proposed

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Each measured over twelve months · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The routing rules are the retailer's own, applied as they stand.** The seven proposals are written in the same form and measured on the last twelve months of requests.

What the 22 rules in force cover

Population	Volume	Current outcome
Requests falling under a rule	803,000	Routed to the agent provided for
Requests triggering no rule	37,000	General queue, 19 hours of waiting on average

The seven proposed rules

Rule	Requests concerned over 12 months	Measured effect
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1 — Request naming an installation date within 72 hours → priority queue	14,200	19 h → 11 minutes, and 3,100 missed installations avoided
2 — Complaint about a product the same customer already complained about → adviser	2,900	A second complaint handled by an automated reply is a relationship lost
3 — Two-subject request → dominant subject, linked thread for the second	6,240	Settles 6,240 mis-routings
4 — Order cancelled the same day → order tracking, high priority	1,800	Avoids the double cancellation
5 — Message quoting a spare part by its reference → technical	5,400	Accuracy on that reason lifted from 71 % to 90 %
6 — Message from a customer who escalated within 7 days → same adviser	3,100	Continuity of contact
7 — Message with no possible link and no case → routine questions	8,000	Avoids asking for an order number to give opening hours

What routing costs, and what it will cost

Measure	Before	With the system
Share of the time to a useful first answer	40 %	5 %
In duration	6 hours	45 minutes

A rule comes into force only once approved by the customer relations department, and that is what lets you tell a customer why his request went there rather than elsewhere. What is gained is the writing and the measurement.

The first three rules come into force and are measured for a month. If they hold their figures, the other four follow; if not, they are rewritten with the real figures of the month.

For the retailer to settle

Rules brought into force first and measurement date: _____

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.