Three suggestion rules — the measured yield

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Document issued on 09/11/2026

Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The agent applies the written rule, as written. It does not improvise a suggestion because the ticket looks small.**

The three possible rules, and what they produce

Rule	Acceptance rate	Side effect
The most expensive, always	**6 %**	**Refused suggestion: nothing gained, customer irritated**
What goes with what was just ordered	**34 %**	**Higher average basket than rule 1**
What is overstocked today	**28 %**	**Lower waste**

> **Average basket is higher with the second rule than the first**: a refused suggestion earns nothing.

The number of suggestions per order

Suggestion rank	Acceptance rate	Effect on the order
First	**34 %**	**—**
Second	**19 %**	**—**
Third	**3 %**	**The order takes longer**

The two figures the agent publishes about itself monthly

Indicator	What it reveals
Suggestion acceptance rate	**Whether the rule is good**
Pre-payment removal rate	**A suggestion that worked for a second and displeased after**

For the company to settle

Suggestion rule chosen: _____

Maximum suggestions per order: _____

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