



Three suggestion rules — the measured yield

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

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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 published against the agent 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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