



Record matching — 19,400 duplicates handled

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

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81,400 records for 62,000 real customers · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **Every match carries its evidence, in plain words, and comes undone in one click.** Cases resting on thinner evidence are put as a question rather than applied: the customer service manager settles those.

The evidence used, strongest first

Evidence	Matches	Treatment
Same order number on two records	9,800	Applied
Same phone number and same surname	5,300	Applied
Same delivery address and same loyalty card	2,800	Applied

Evidence	Matches	Treatment
Same name and town, different addresses	1,500	Put as a question, settled in batches of fifty
Total	19,400	17,900 applied, 1,500 awaiting a decision

What the duplicates were costing

Effect measured over 18 months	Value	Cost
Customers who received the same reminder twice	2,300	A relationship strained for no reason
Enquiries handled twice by two advisers	418	77 hours of customer service spent twice, at 11 minutes average handling time
Surplus records	19,400	Slower searches across the whole base

What matching brings to light, and what it is worth

Finding	Volume	Value
Customers who looked like one-time buyers	4,700	They have ordered 3 to 5 times
Orders carried by that segment	—	€3.4 m, average basket €240
Proposed treatment	List ready	Handed to marketing every month

Reversibility: every match comes undone in one click and restores the original records with their history intact. **Matching then runs continuously on newly created records.**

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