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

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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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Legal notice (in French): bluelemonagent.ai/mentions-legales

Request a demo with your own documents

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.

https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-relation-client-omnicanal

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