Thirty-one per cent, and the list order changed

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Fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **Reality on the ground did not shift the day somebody reordered a menu.**

Period	Option at the top	Share of records
Before the reordering	**Former 1st option**	**29%**
After the reordering	**New 1st option**	**31%**

Why the default wins

The person's situation	Effect
The field is mandatory	**The form will not validate without a value**
They do not know the answer	**Contact from a colleague, trade show six months ago**
The first option is right there	**It is the shortest path to saving**

> **A dashboard saying 31% of contacts come from the web describes a menu, not a market.**

The agent measures the gap between the default's share and the other options', field by field, and never counts that value as data.

> **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/assistant-daide-a-la-saisie-formulaires-crm

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