



Yearly review — €3.3 million retained

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Repurchase rate and routing log · 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. **The figure that does not flatter the system sits in the same table as the others**, followed by its measured cause and by what corrects it.

The calculation of revenue retained

Step of the calculation	Value
Complaints in the year	138,000
12-month repurchase rate of customers who complained — before	61 %
12-month repurchase rate — after	68 %
Customers retained	9,660
Average annual basket	€340
Revenue retained	€3,284,400

The twelve-month repurchase rate is the share of customers who order again within the following year. **This figure comes from a response time, not from a discount** — it is the only one in the review that shows on the income statement, and it can be redone in one line.

The three items measured

Item	Before	After	What the time becomes
Handling routine requests	65 % of advisers' time	8 %	126,000 situations that matter instead of 840,000 requests
Routing to the right person	40 % of the first-answer time — 6 h	5 % — 45 min	The customer waits less before being in the right place
Passing context to the adviser	30 % of an escalation — 7 min 12	3 % — 43 s	13,400 h across 126,000 escalations

The four figures that read together

Indicator	Before	After
First-contact resolution	58 %	81 %
First-answer time, written channels	14 hours	40 seconds
Negative public reviews	—	–54 %
Escalations completed	—	126,000 out of 126,000

None of the four reads without the other three: a service that answers in 40 seconds and resolves one time in two is not fast, it is perfunctory.

The figure that does not flatter the system

Finding	Volume	Measured cause	What is done
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Requests routed to the wrong agent, first quarter	8,610 out of 210,000 — 4.1 %	6,240 mixed two subjects — a delivery delay and an assembly question — and routing was done on the first sentence; 2,370 were phrasings with no equivalent in twelve months of history	Routing on the dominant subject, linked thread opened for the second, both answers in the same thread
Second quarter	1,490 out of 214,000 — 0.7 %	Not one comes from a two-subject message any more	New phrasings join the reference list every week

The calculation page fits on one side: one revenue line, three effort lines, four indicators. Given to the committee with the notice of meeting, it is discussed better than a figure discovered in session.

For the retailer to settle

Date of the executive committee at which the review is presented: _____

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