



CUSTOMER STORY · REBECCA FALCK, HELSINGBORG

AI with Squidler isn't what you think

The goldsmith who got a secretary

Rebecca Falck makes jewellery by hand. Much of what surrounds the craft, from the email to the gold buying, she now handles together with her AI agent.

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 squidler

Rebecca Falck has built her own app for buying gold and turned her old sketchbooks into a model register. Her customers get answers in Swedish, though she writes in Danish. She does all of it with her AI agent in Squidler. We spent a morning with her in October.

Everything lands on one desk

Anyone who runs a small business knows the day. A customer wants an answer now, yesterday's sales have to go into the books, and somewhere on the website a price is wrong. The craft you started the business for gets whatever hours are left.

Rebecca Falck is a Danish goldsmith with a shop and workshop in Helsingborg, in southern Sweden. Every piece that is ordered is made by hand and has to be ready within ten working days. She says she gets stressed, because she has so many things going at once.

What helps her most is her agent in Squidler. It has learned her prices and her numbering system, and it knows the tone she wants in her emails.

”Jeg føler, at jeg har fået en sekretær.”

I feel like I've got myself a secretary.

REBECCA FALCK





THE WORKING DAY

An ordinary morning

The day starts with the gold price. The agent writes a short review of how the price has moved and what might be behind it, and turns the review into a PDF.

Then it reads the email and drafts replies. It goes through the orders in the web shop and counts days. When three of the ten working days have passed, the customer gets an email saying the piece is on its way and being made by hand. The same thing happens on day seven and day ten.

”Så den har hele tiden styr på mig.”

So it keeps track of me all the time.

For buying gold over the counter she has built her own app in Squidler. Each member of staff logs in with their own code. The customer stands alongside and watches the carat, the grams and the price being worked out line by line, and the receipt gets a photo and a signature.

At the end of the day she presses a button and the agent enters everything into Fortnox, her accounting system. Rebecca used to do this by hand every day, and she reckons it took close to an hour.

If something is missing, the agent says so. If a receipt has no photo, it asks why.

*close to an
hour*

*Jeg vil opskatte det til, at det har taget næsten en times
job fra mig hver dag.*

I'd estimate it has taken almost an hour of work off me every day.

From scrap of paper to gold

Model 2592 is a double heart. It started as an ink sketch on a scrap of paper.

The workshop has a laser machine that both engraves and cuts. It needs a clean drawing to work from, and drawing software is not Rebecca's strong suit.

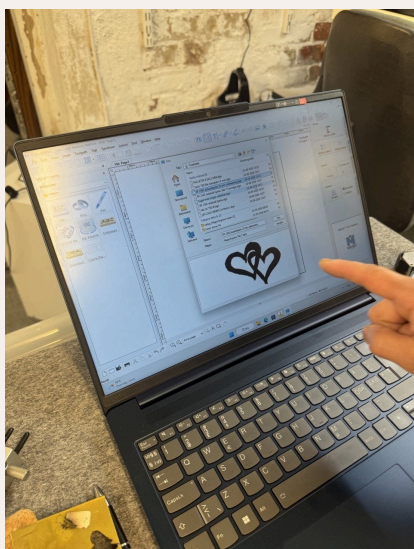
”Jeg er ikke så god til sådan nogle tegneprogrammer.”

I'm not very good with those drawing programs.



1

The sketch for model 2592, drawn in ink on a scrap of paper.



2

In the laser software the double heart sits as a file, ready to be cut.



3

The hearts were cut out in gold, in two sizes.

She asked the agent if it could get the drawing ready for the laser. It took a while to learn, "men det gik bra til sidst" (but it went well in the end), she says. She made a few corrections to the file herself before the heart was cut.

Afterwards the agent checked the machine's settings. She told it which machine she has, and now she sends it pictures and asks whether things look right.



Rebecca shows one of the sketchbooks at the bench.

THE ARCHIVE

The sketchbooks

Rebecca has sketchbooks full of notes going back a long way. They hold the shapes of every model she has ever made.

”Hvis der bliver ildebrand, så forsvinder det.”

If there's a fire, it's gone.

She photographed the pages. The agent read her handwriting, cut out the sketches and put everything into a model register with number, type, description and estimated weight.

Her rings have numbers starting with 15 and her earrings with 3, a system she came up with herself. The agent checked the numbers against the system and asked whenever something looked odd. The whole job took two days.

”Det er jo helt vanvittigt, at den kan læse min håndskrift.”

It's completely crazy that it can read my handwriting.

Varugrupp (I)	Kategori (na)	Modelnr (MA)	Fuldt nøgle	Billede	Modelnavn	Materialer	Varianter	År	Skæb	Wægtvægt (g)	Sølvvægt (g)	14K guldgul	18K guldgul
03	Ørhængen/ør				Øreringe med diamanter og perler			2026	https://drlite.gem.dk	OK			
03	Ørhængen/ør				Øreringe med hjørter			2021	https://drlite.gem.dk	OK			
03	Ørhængen/ør				Øreringe til små sten			2026	https://drlite.gem.dk	OK			
03	Ørhængen/ør				Øreringe til to diamanter			2025	https://drlite.gem.dk	OK			
03	Ørhængen/ør				Øreringer spiral			2023	https://drlite.gem.dk	OK			
15	Ringar	52	1552		Ring med blomst								
15	Ringar	58	1558		Kuglering								
15	Ringar	59	1559		Ring med blank 14K								
15	Ringar	60	1560		Ring med kantet Sølv?								
15	Ringar	61	1561		Ring med to sten								
15	Ringar	62	1562		Ring med to sten			2024	https://drlite.gem.dk	OK			
15	Ringar				Alliance ring			2022	https://drlite.gem.dk	OK			
15	Ringar				Alliancering			2025	https://drlite.gem.dk	OK			
15	Ringar				Alliancering til 0.03 ct			2026	https://drlite.gem.dk	OK			
15	Ringar				Buho ring			2026	https://drlite.gem.dk	OK			

In the model register, each sketch sits next to its model number and product group.

The emails that sell

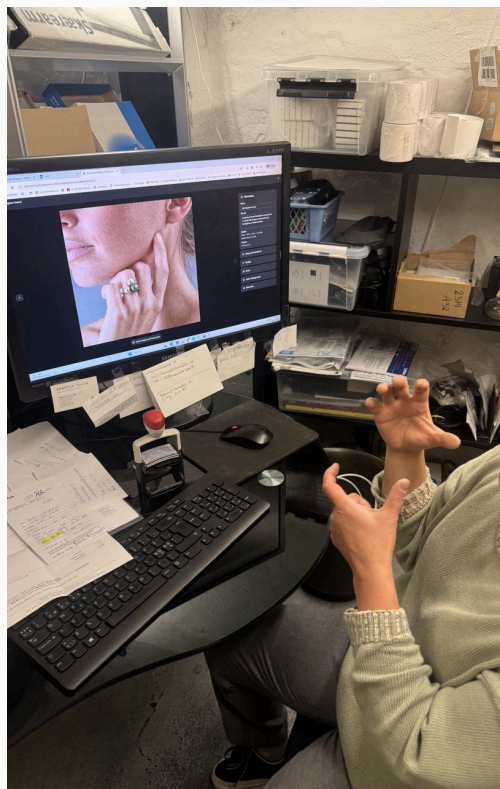
Rebecca writes short.

”Jeg har slet ikke tålmodighed. Altså, jeg skriver ikke sådan. For tingene skal gå snabbt.”

I have no patience at all. I just don't write like that. Things have to move fast.

She writes in Danish what she wants to say, and the agent drafts it in Swedish. For suppliers in Germany it comes out in German. If the tone gets too much, she asks it to turn it down.

One customer wrote that she liked a piece but didn't know her ring size. The reply was warm and helped her work out the size.



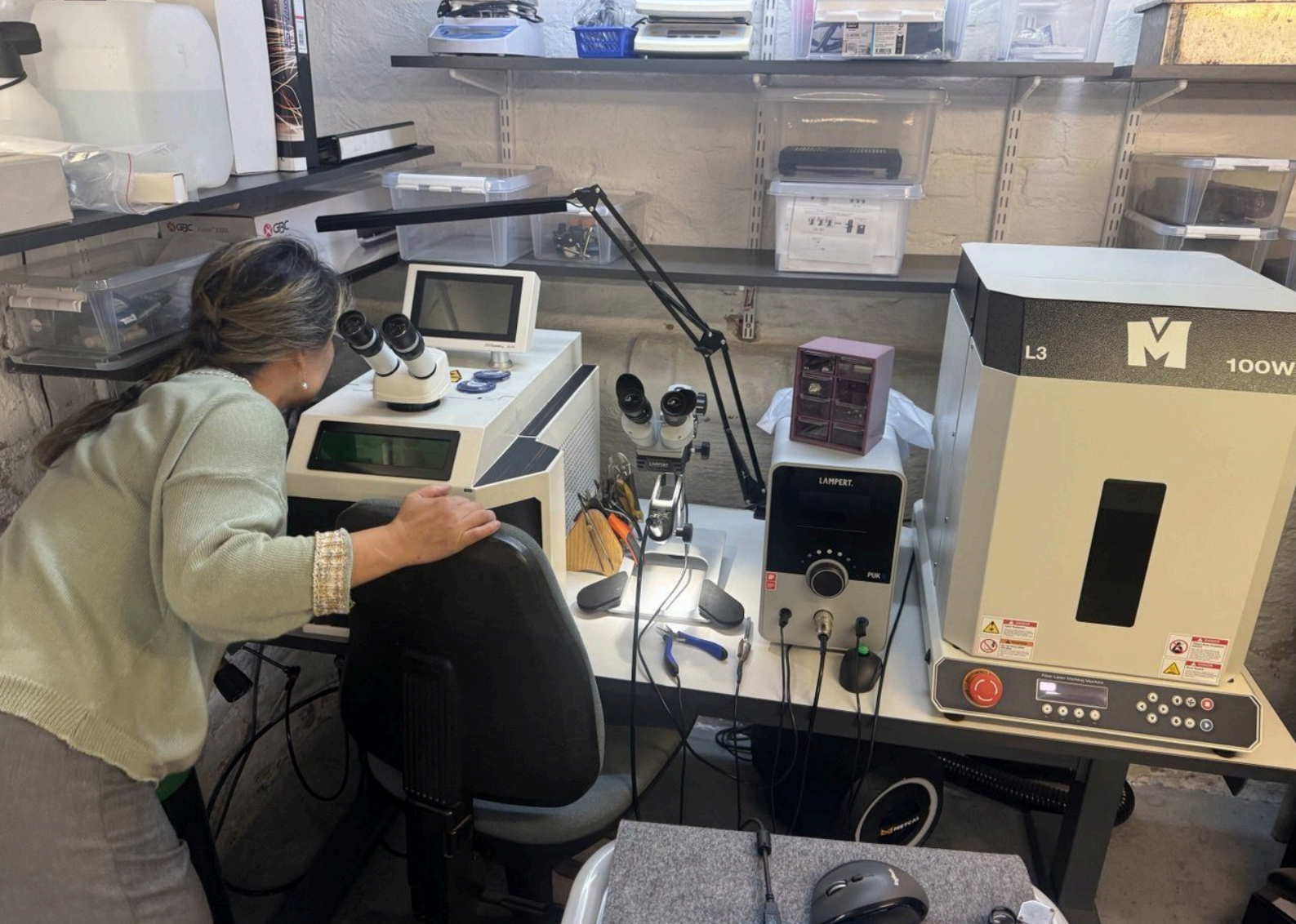
Rebecca shows the product photos in the web shop. The agent now makes them from her own model shots.

”Og nu har kunden bestilt varen, fordi sproget i sig selv er så venligt og imødekommende, og de føler sig set og hørt.”

And now the customer has ordered, because the language itself is so friendly and welcoming. They feel seen and heard.

The agent has also been through the whole web shop. Among other things it checked the model numbers, found plenty of mistakes and asked before correcting anything.

It makes the product photos itself now. The agency that used to do them charged SEK 6,000 a month for twelve pictures. She no longer uses it.



THE WEBSITE

The fault the agency didn't get to first

The website pulls new gold prices every day from a service Rebecca pays for. One day no new prices came in, and the agent flagged it. Rebecca called the web agency that built the shop.

"Før de når at svare mig, så har den fundet fejlen og sagt: det er der, den er."

Before they could get back to me, it had found the fault and said: that's where it is.

She had been issued a new credit card, and the price service had stopped sending prices. The agency still wanted 300 euros.

WHAT'S NEXT

She dares more

What Rebecca most likes to talk about is what she does now that she didn't do before. There are things she has wanted to do for a great many years, and now she can, she says.

Next comes 3D design on the computer, with Rhino 8 and MatrixGold, a program made for goldsmiths. With a new computer that comes to SEK 75,000 to 100,000.

"Den tør jeg gøre nu, fordi jeg ved, at den vil hjælpe mig."

I dare make that investment now, because I know it will help me.

The agent also takes care of a lot of the everyday. Before a new hire, it filled in the applications. For the till app it found the iPad, the stand and the receipt printer, and wrote the orders. When Rebecca was thinking of taking her patent on to England, it wrote the email to the person who usually handles her patents.

"Jeg siger bare til den: kan du finde ud af det?"

I just say to it: can you figure it out?

THE FINANCES

Adolf and the year-end accounts

Kim Mortensen does the bookkeeping and has his own agent, which he calls Adolf. Ahead of the annual accounts it went through the books, reconciled the accounts, found mistakes and fixed them. It said so when paperwork was missing and wrote a report for the auditor in which every correction can be traced.

Kim has learned a lot about bookkeeping along the way. "It's worked like a tutor, a teacher, really," he says.

Sometimes it gets things wrong. When the agent has too little information it can draw the wrong conclusion, Kim says, and when it gets more it admits it was wrong and corrects itself. Rebecca compares it to hiring someone: "En ansat, den gør jo også fejl." An employee makes mistakes too.

"It's like a remote colleague, someone who could be sitting anywhere in Sweden."

KIM MORTENSEN





THE DIFFERENCE

Why not just a regular chatbot?

Rebecca pays for a subscription to one of the big AI services. Somehow it falls short, she feels.

She does quick searches with Google's AI and hands the answer over to her personal agent in Squidler. "Så er den kombi veldig bra." Then the combination works really well.

"Den er ikke lige så klog, og den er ikke lige så menneskelig."

It isn't as clever, and it isn't as human.

What is Squidler?

A personal AI agent that works for you, rather than a chat window you ask things. That's why it feels more human.

It remembers.

Tell it something once and you don't have to say it again. Rebecca photographs her bookings so that it "kan huske på, hvad jeg skal gøre, altid": so it always remembers what she has to do.

It learns with you.

Turning her drawings into files for the laser cutter took it a while to learn. "Men det gik bra til sidst."

It has its own desk.

That's where it keeps files, registers and reports, and keeps them in order itself.

It builds what's missing.

Her gold-buying app exists because Rebecca asked for it. She didn't have to buy any software.

It works where you already are.

Email, calendar and bookkeeping in Fortnox, Bokio or Oqto, the accounting systems most Swedish businesses use. You don't have to learn a new system.

What could it mean for your business?

Most of what Rebecca does carries over to other small businesses. Five things to start with:

1

Let the agent write the first draft of your emails.

Write briefly what you want to say, in your own language, and ask for more or less warmth until it sounds like you.

2

Give it what only exists on paper.

Photograph notes, price lists and old binders and ask it to sort them.

3

Let it keep track of your promises to customers.

Delivery times and status emails are a good place to start.

4

Give it the problem you would otherwise have called someone about.

A price that won't update, say, or a file the machine can't read.

5

Connect it to your bookkeeping.

Squidler connects to Fortnox, Bokio and Oqto, the main Swedish accounting systems, so it doesn't matter which one you use. The agent can enter the day's sales, reconcile the accounts and pull together what your auditor needs, the way it does for Rebecca and Kim.

*Jeg kan bare nøjes med at tage fotos, og
så kan jeg gøre det.*

All I have to do is take photos, and then I can do it.

REBECCA FALCK, ON EVERYTHING SHE HAS WANTED TO DO FOR YEARS



Squidler makes personal AI agents for small businesses. Want to know what an agent could take off your hands? Talk to Mattias Ask, founder.

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Interviewed in the shop in Helsingborg, 6 October 2026. Rebecca's Danish is quoted from the recording with our translation, some quotes shortened.