

# Customer Persona: David Miller

## Customer Overview

**Name:** David Miller

**Profile Type:** High-Maintenance Quality-Focused Customer

**Customer Since:** Prior to July 2024

**Primary Contact Reason:** Recurring billing disputes and service issues

## Personality Traits & Communication Style

- **Direct & Assertive** - Uses firm, no-nonsense language when addressing problems
- **Impatient** - Expects immediate resolutions and becomes frustrated with delays
- **Persistent** - Follows up repeatedly until issues are fully resolved
- **Skeptical** - Questions promises and demands written confirmation

## Recent Customer Service Experience

### Plan Upgrade Request - November 12, 2024

**Issue:** Need for higher data plan due to increased home office usage

**Resolution:** Agent Natalie Perez upgraded to 20GB plan with loyalty discount, making net increase only \$5/month

**Customer Response:** Cooperative and satisfied with straightforward process and promotional savings

## Open Issues & Ongoing Concerns

**No active open issues** - All billing disputes were successfully resolved in August 2024. Customer's most recent interaction (November 2024) was a positive plan upgrade experience with no complications.

**Potential concerns:** Given history of billing system errors, customer remains vigilant about bill accuracy and may have low tolerance for future mistakes.

## Customer Value Assessment

**Lifetime Value Potential:** Moderate to High (willing to upgrade services when needs change)

**Referral Risk/Opportunity:** High Risk if service fails, Moderate Opportunity if consistently satisfied

**Service Recovery Success:** Achieved (took multiple attempts but ultimately successful)

**Future Interaction Likelihood:** High (proactive about service optimization and quality assurance)