

# Customer Persona: James Roberts

## Customer Overview

**Name:** James Roberts

**Profile Type:** High-Pressure Impatient Customer

**Customer Since:** February 2025

**Primary Contact Reason:** Recurring order status inquiries, payment issues, and refund delays

## Personality Traits & Communication Style

**Extremely Impatient** - Demands immediate action with phrases like "I need answers now, I don't have all day" and "This is taking too long already"

**Demanding & Abrasive** - Uses confrontational language, questions agent competence, and expresses frustration with standard procedures

**Results-Oriented** - Dismisses explanations and process steps, repeatedly states "I don't want excuses, just results"

**Reluctantly Cooperative** - Eventually complies with security requirements but with visible irritation and resistance

## Recent Customer Service Experience

### Payment Processing Issues - March-July 2025

**Issue:** Persistent payment processing problems requiring multiple follow-up calls over 4 months

**Resolution:** Partial success - some calls ended with "Finally, that's what I wanted" while others remained unresolved

**Customer Response:** Escalating frustration evident through repeated contacts, with decreasing patience in later interactions

### Refund Delay Issues - June-July 2025

**Issue:** Refund processing delays requiring follow-up calls

**Resolution:** Incomplete - latest calls ended with "Unbelievable. Still not fixed" indicating ongoing dissatisfaction

**Customer Response:** Extreme frustration with unresolved issues, increasingly hostile tone

## Open Issues & Ongoing Concerns

**Refund Processing Delays** - Multiple unresolved refund requests from June-July 2025 contacts, with customer expressing "Unbelievable. Still not fixed" in most recent interactions

**Payment System Issues** - Recurring payment processing problems spanning 4+ months requiring repeated follow-up calls

**High escalation risk** - Customer's patience completely exhausted based on pattern of increasingly frustrated interactions

## **Customer Value Assessment**

**Lifetime Value Potential:** Low to Moderate (frequent issues may drive customer away despite ongoing business)

**Referral Risk/Opportunity:** High Risk (extremely likely to share negative experiences due to communication style)

**Service Recovery Success:** Partially Achieved (some issues resolved but major problems persist)

**Future Interaction Likelihood:** Very High (pattern shows customer will continue calling until all issues fully resolved)