

# Customer Persona: John Martinez

## Customer Overview

**Name:** John Martinez  
**Profile Type:** Premium Experience-Focused Customer  
**Customer Since:** March 2024  
**Primary Contact Reason:** Anniversary celebration booking & service recovery

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## Personality Traits & Communication Style

- **Demanding** - Expects high standards and follow-through
  - **Detail-oriented** - Seeks multiple confirmations and verifications
  - **Assertive** - Direct communication style, especially when frustrated
  - **Appreciative** - Acknowledges good service when provided
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## Recent Customer Service Experience

**Anniversary Trip - April 12-15, 2024**  
**Issue:** Wrong room assignment (parking lot view instead of guaranteed ocean view)  
**Resolution:** Agent Michael Chen escalated to hotel manager, moved to corner room with better view, provided \$300 credit and amenities  
**Customer Response:** Initially frustrated but appreciated follow-through and thoughtful gestures

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## Open Issues & Ongoing Concerns

**No active open issues** - Customer's most recent booking (April 12-15, 2024) was successfully resolved with room upgrade and compensation. All issues from anniversary trip were addressed and closed.

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## Customer Value Assessment

**Lifetime Value Potential:** High  
**Referral Risk/Opportunity:** High  
**Service Recovery Success:** Achieved  
**Future Booking Likelihood:** Moderate to High (with proper service)