# **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**

Billing Dispute Resolution - July-August 2024

Issue: Multiple instances of incorrect international charges

Resolution: Required multiple calls over 6 weeks, eventual full credit and $50 compensation

Customer Response: Highly frustrated with resolution timeline and process

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: High Risk if service fails, requires consistent quality service

Recovery Cost: High (requires significant time investment in issue resolution)

Retention Priority: High (valuable customer requiring proactive account monitoring)