# Customer Persona: John Martinez

## Customer Overview

Name: John Martinez

Profile Type: Quality-Focused, Special Occasion Traveler

Customer Since: March 2024

Primary Contact Reason: Hotel room bookings for special occasions

## Personality Traits & Communication Style

Detail-Oriented - Repeatedly seeks confirmation and specific guarantees for bookings

Assertive but Reasonable - Firmly expresses dissatisfaction while remaining open to solutions

Quality-Conscious - Willing to pay premium rates but expects promised service delivery

Direct Communicator - Clearly articulates expectations and concerns without hesitation

## Recent Customer Service Experience

Anniversary Trip Incident - April 12, 2024

Issue: Guaranteed sea-facing room booking resulted in parking lot view due to overbooking

Resolution: Upgraded to presidential suite, received compensation ($300 credit), complimentary dinner, spa services

Customer Response: Initially very frustrated but appreciated the thorough resolution efforts by agent Michael Chen

Subsequent Booking - August 18, 2024

Issue: Trust concerns due to previous experience

Resolution: Agent Lisa Rodriguez provided enhanced booking process with multiple guarantees and personal oversight

Customer Response: Cautiously optimistic, appreciated the proactive measures to prevent previous issues

## Open Issues & Ongoing Concerns

Current Booking: Upcoming stay at Sunset Resort San Diego (September 22-25, 2024)

- Requires confirmation of specific room number (due within 48 hours of arrival)

- Awaiting promised follow-up call from agent Lisa Rodriguez one week before arrival

- Expressed ongoing trust concerns due to previous negative experience

## Customer Value Assessment

Lifetime Value Potential: High (books premium rooms for special occasions)

Referral Risk/Opportunity: High Risk (recent negative experience, but showing willingness to give second chance)

Service Recovery Success: Partial (successful immediate resolution but lasting trust concerns)

Future Interaction Likelihood: Moderate (continues to book but with heightened scrutiny and expectations)