# **Customer Persona: Laura Greene**

## **Customer Overview**

Name: Laura Greene

Profile Type: Anxious, Detail-Concerned Customer

Customer Since: February 2025

Primary Contact Reason: Account security and transaction issues

## **Personality Traits & Communication Style**

Anxious - Frequently expresses worry and concern about issues

Hesitant - Shows uncertainty in decision-making and process steps

Detail-Oriented - Needs thorough explanation and reassurance

Responsive to Guidance - Appreciates step-by-step assistance

## **Recent Customer Service Experience**

Login Credentials Issue - February 2025

Issue: Security concerns with account access

Resolution: Successfully resolved with guided assistance

Customer Response: Showed relief after careful step-by-step guidance

Deposit Processing Issues - March-April 2025

Issue: Multiple concerns about transaction processing

Resolution: Required ongoing support and daily updates

Customer Response: Needed continuous reassurance throughout resolution process

## **Open Issues & Ongoing Concerns**

Current Status: Bank fees dispute requiring resolution

* Needs regular updates and confirmation
* Requires reassurance about process steps
* Shows ongoing anxiety about financial matters
* Prefers same agent handling issues for consistency

## **Customer Value Assessment**

Lifetime Value Potential: Moderate (loyal but requires high support)

Support Investment: High (needs extensive reassurance and guidance)

Retention Focus: High (responds well to consistent support)

Risk Management: Moderate (anxiety may lead to escalation if not properly supported)