# **Customer Persona: Margaret Thompson**

## **Customer Overview**

Name: Margaret Thompson

Profile Type: Repeat Issue Customer

Customer Since: July 2025

Primary Contact Reason: Technical and account-related issues

## **Personality Traits & Communication Style**

Frustrated but Cooperative - Expresses clear dissatisfaction with recurring issues

Process-Oriented - Willing to follow steps when clearly explained

Direct Communication - States problems clearly and expects same in return

History-Conscious - Frequently references past issues and resolution attempts

## **Recent Customer Service Experience**

Technical Issues - July-October 2025

Issue: Multiple technical problems including app crashes and dropped calls

Resolution: Mixed success rate, some issues resolved while others required follow-up

Customer Response: Growing frustration with recurring problems

Account Management - November-December 2025

Issue: Plan changes and international roaming charges

Resolution: Successfully resolved after escalation

Customer Response: More positive when issues are handled promptly

## **Open Issues & Ongoing Concerns**

Current Status: Frequent dropped calls in area (unresolved)

* Technical investigation ongoing
* Requires daily follow-up
* History of recurring issues needs attention
* Expects proactive updates on resolution progress

## **Customer Value Assessment**

Lifetime Value Potential: High (regular long-term customer despite issues)

Issue Complexity: Moderate to High (recurring technical problems)

Resolution Priority: High (history of escalations)

Customer Satisfaction Risk: High (multiple unresolved issues)