**Customer Persona: Laura Greene**

**Customer Overview:**

**Name:** Laura Greene

**Profile Type:** High-Anxiety Vulnerable Customer

**Customer Since:** Prior to February 2025

**Primary Contact Reason:** Technical issues causing significant emotional distress

**Personality Traits & Communication Style:**

**Highly Anxious** - Repeatedly expresses worry and fear about problems being irreversible

**Emotionally Vulnerable** - Loses sleep over issues and requires constant reassurance

**Cooperative** - Willing to follow instructions and provide requested information

**Dependent** - Needs extensive hand-holding and step-by-step guidance through processes

**Recent Customer Service Experience:**

**Multiple Technical Issues - February to May 2025** **Issues:** Login credentials problem, deposit processing errors, and bank fees disputes

**Resolution:** Agent Daniel Rivera successfully resolved all issues with patience and reassurance

**Customer Response:** Extremely grateful for guidance, required multiple follow-ups for peace of mind

**Open Issues & Ongoing Concerns:**

**No active open issues** - All technical problems have been resolved through March-May 2025 timeframe. Customer's most recent interaction (May 2025) showed continued worry patterns but successful resolution.

**Potential concerns:** Customer's high anxiety levels suggest future issues may cause disproportionate distress and require extra care and follow-up communication.

**Customer Value Assessment:**

**Lifetime Value Potential:** Low to Moderate (loyal but requires high-touch service)

**Referral Risk/Opportunity:** High Risk if not handled with care, Low Opportunity due to anxiety-driven communication **Service Recovery Success:** Achieved (consistent positive outcomes with patient, reassuring approach)

**Future Interaction Likelihood:** High (anxiety-driven follow-ups and tendency to worry about account issues)