**Customer Persona: Margaret Thompson**

**Customer Overview:**

**Name:** Margaret Thompson

**Profile Type:** Frustrated Repeat Contact Customer

**Customer Since:** Prior to July 2025

**Primary Contact Reason:** Multiple recurring technical and account issues

**Personality Traits & Communication Style:**

**Frustrated & Exasperated** - Opens most calls with "I have a problem with my account again" expressing fatigue with recurring issues

**Persistent & Demanding** - Insists on proper resolution saying "this needs to be handled properly this time"

**Impatient with Process** - Questions delays and escalation timing, asking "Why wasn't it escalated earlier?"

**Resigned but Cooperative** - Despite frustration, follows agent instructions and provides requested information

**Recent Customer Service Experience:**

**International Roaming Charges - December 10, 2025** **Issue:** Recurring questions about international roaming charges

**Resolution:** Agent James Harper successfully resolved the issue through escalation

**Customer Response:** Expressed typical frustration but thanked agent after resolution

**Plan Change Confirmation - November 10, 2025** **Issue:** Needed confirmation for plan changes

**Resolution:** Agent Benjamin Sullivan processed the request successfully

**Customer Response:** Followed standard pattern of initial frustration followed by cooperation

**Open Issues & Ongoing Concerns:**

**App Login Crashes** - Unresolved technical issue from July 10, 2025, with Agent Lucas Price providing daily follow-up monitoring

**Frequent Dropped Calls** - Ongoing network connectivity problems from October 10, 2025, escalated by Agent Olivia Perez but still unresolved

**Customer Value Assessment:**

**Lifetime Value Potential:** Moderate (actively uses multiple services but high service cost)

**Referral Risk/Opportunity:** High Risk (pattern of unresolved issues creates negative experience)

**Service Recovery Success:** Partial (some issues resolved, but core technical problems persist)

**Future Interaction Likelihood:** Very High (weekly contact pattern due to ongoing unresolved issues)