Customer Persona: David Miller

Customer Overview:

Name: David Miller

Profile Type: High-Maintenance Quality-Focused Customer

Customer Since: Prior to July 2024

Primary Contact Reason: Recurring billing disputes and service issues

Personality Traits & Communication Style:

* Direct & Assertive – Uses firm, no-nonsense language when addressing problems
* Impatient – Expects immediate resolutions and becomes frustrated with delays
* Persistent – Follows up repeatedly until issues are fully resolved
* Skeptical – Questions promises and demands written confirmation

Recent Customer Service Experience:

* Billing Dispute Escalation (August 2024):

Issue: Ongoing incorrect international charges for three consecutive months, requiring multiple calls and escalations.

Resolution: After several follow-ups, all incorrect charges were refunded, a $50 goodwill credit was applied, and a monitoring flag was placed on the account. Customer remained dissatisfied with the repeated errors and slow resolution.

* Plan Upgrade Request (November 2024):

Issue: Needed more data due to increased home office usage.

Resolution: Agent upgraded to 20GB plan with a $10/month loyalty discount, making the net increase only $5/month. Customer was satisfied with the straightforward process and promotional savings.

Open Issues & Ongoing Concerns:No active open issues as of November 2024. All billing disputes were successfully resolved, but customer remains vigilant and has low tolerance for future mistakes due to repeated past errors.

Customer Value Assessment:

* Lifetime Value Potential: Moderate to High (willing to upgrade services when needs change)
* Referral Risk/Opportunity: High Risk if service fails, Moderate Opportunity if consistently satisfied
* Service Recovery Success: Achieved (took multiple attempts but ultimately successful)
* Future Interaction Likelihood: High (proactive about service optimization and quality assurance)