Customer Persona: James Roberts

Customer Overview:

Name: James Roberts

Profile Type: Time-Sensitive, Results-Oriented Customer

Customer Since: Prior to February 2025

Primary Contact Reason: Order status, payment processing, and refund delays

Personality Traits & Communication Style:

* Impatient & Demanding – Expects immediate answers and expresses frustration with any delay
* Direct – Communicates needs bluntly and expects clear, actionable responses
* Results-Focused – Uninterested in explanations, wants problems fixed without excuses
* Low Tolerance for Repetition – Dislikes repeating information and expects agents to be fully prepared

Recent Customer Service Experience:

* Payment Processing Problem (March–April 2025):

Issue: Payment processing delays and repeated need to confirm order details, leading to visible frustration and repeated demands for faster resolution

Resolution: Agent provided step-by-step guidance and eventually resolved the issue, but customer remained dissatisfied with the time taken and the need to repeat information

* Refund Delay (June–July 2025):

Issue: Refund not processed as promised, requiring multiple follow-ups and repeated confirmation of order details

Resolution: Agent escalated the case and provided updates, but customer’s patience was tested by the slow pace and lack of proactive communication

Open Issues & Ongoing Concerns:No active open issues as of July 2025. All recent payment and refund problems have been resolved, but customer remains highly sensitive to delays and expects future interactions to be handled with maximum efficiency.

Customer Value Assessment:

* Lifetime Value Potential: Moderate (will continue business if service is fast and reliable)
* Referral Risk/Opportunity: High Risk if delays persist, Moderate Opportunity if service is consistently prompt
* Service Recovery Success: Partial (issues resolved, but customer’s trust in process remains low)
* Future Interaction Likelihood: Moderate to High (likely to contact support again, but expects rapid, no-nonsense service)