Customer Persona: John Martinez

Customer Overview:

Name: John Martinez

Profile Type: Detail-Oriented, High-Expectation Customer

Customer Since: Prior to March 2024

Primary Contact Reason: Special occasion bookings with a strong emphasis on guaranteed room features and service reliability

Personality Traits & Communication Style:

* Meticulous & Assertive – Clearly communicates specific requirements and double-checks details for important occasions
* Trust-Driven – Values written guarantees and direct contact information to ensure promises are kept
* Persistent – Follows up and expects timely, concrete solutions when issues arise
* Candid but Appreciative – Expresses dissatisfaction directly but acknowledges and appreciates genuine efforts to resolve problems

Recent Customer Service Experience:

* Room Assignment Error & Resolution (April 2024):

Issue: Booked and paid for a guaranteed sea-facing room for his anniversary, but was initially assigned a parking lot view due to overbooking.

Resolution: After escalation, was upgraded to a presidential suite, received $300 in credits, complimentary dinner, spa services, and eventually moved to a deluxe sea-facing room.

Customer appreciated the eventual resolution but remained disappointed by the disruption to his special occasion.

* New Booking with Trust Concerns (August 2024):

Issue: Hesitant to rebook due to prior negative experience; required extra assurances for his wife’s birthday trip.

Resolution: Agent provided VIP flag on reservation, direct hotel manager contact, written guarantees, and a valued customer discount. Customer agreed to proceed, expressing hope for a smoother experience.

Open Issues & Ongoing Concerns:No active open issues as of August 2024. All previous booking problems were resolved, but customer remains vigilant and somewhat skeptical due to past service failures.

Customer Value Assessment:

* Lifetime Value Potential: High (books premium rooms for special occasions, willing to pay for quality and guarantees)
* Referral Risk/Opportunity: High Risk if trust is broken again, but strong Opportunity if service is consistently reliable
* Service Recovery Success: Partial (issues were ultimately resolved, but initial failures impacted customer trust)
* Future Interaction Likelihood: High (will continue to book if trust is rebuilt and service remains attentive)