Customer Persona: Margaret Thompson

Customer Overview:

Name: Margaret Thompson

Profile Type: Frustration-Prone, Repeated-Issue Customer

Customer Since: Prior to July 2025

Primary Contact Reason: Recurring account problems, technical issues, and billing/service escalations

Personality Traits & Communication Style:

* Frustration-Prone – Expresses annoyance and impatience when issues recur or are not resolved on the first attempt
* Demands Accountability – Expects agents to take ownership and escalate when needed, dislikes repeating herself
* Detail-Oriented – Wants step-by-step explanations and clear next steps, asks about escalation and follow-up
* Persistent – Follows up regularly and expects proactive updates until the issue is fully resolved

Recent Customer Service Experience:

* International Roaming Charges (December 2025):

Issue: Recurring questions and disputes about international roaming charges, requiring escalation and multiple follow-ups

Resolution: Agent escalated to the appropriate department and provided updates, ultimately resolving the issue but customer remained frustrated by repeated problems

* Technical & Account Issues (July–November 2025):

Issue: App crashes, payment method errors, loyalty point redemption failures, and frequent dropped calls, all requiring escalation and repeated agent intervention

Resolution: Agents provided step-by-step troubleshooting, escalated as needed, and followed up, but customer’s trust in the process remained low due to the frequency of issues

Open Issues & Ongoing Concerns:No active open issues as of December 2025. All recent technical and billing problems have been resolved, but customer remains wary and expects immediate escalation and resolution if problems recur.

Customer Value Assessment:

* Lifetime Value Potential: Moderate (will stay if issues are resolved quickly and reliably)
* Referral Risk/Opportunity: High Risk if problems persist, Moderate Opportunity if service becomes consistently dependable
* Service Recovery Success: Partial (issues eventually resolved, but customer’s confidence is fragile)
* Future Interaction Likelihood: High (likely to contact support again, expects rapid escalation and clear accountability)