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:

1. Billing Dispute - July 15, 2024

* Issue: Incorrect charges for international calls.
* Resolution: Charges removed, $50 goodwill credit applied.
* Customer Response: Dissatisfied with recurring errors, demands assurance of no future mistakes.

1. Plan Upgrade Request - November 12, 2024

* Issue: Need for higher data plan due to increased home office usage.
* Resolution: Agent Natalie Perez upgraded to 20GB plan with loyalty discount, making net increase only $5/month.
* Customer Response: Cooperative and satisfied with straightforward process and promotional savings.

Open Issues & Ongoing Concerns:

* No active open issues - All billing disputes were successfully resolved in August 2024. Customer's most recent interaction (November 2024) was a positive plan upgrade experience with no complications.

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)