Customer Persona: John Martinez

Customer Overview:

* Name: John Martinez
* Profile Type: Detail-Oriented and Trust-Conscious Customer
* Customer Since: Prior to March 2024
* Primary Contact Reason: Room booking issues and trust concerns

Personality Traits & Communication Style:

* Detail-Oriented: Insists on specific room features and guarantees, especially for special occasions.
* Trust-Conscious: Skeptical due to past experiences; requires assurances and direct contacts.
* Assertive: Clearly communicates dissatisfaction and expectations for resolution.
* Principled: Values the principle of service over monetary compensation.

Recent Customer Service Experience:

1. Room Booking Error - April 12, 2024

* Issue: Assigned a parking lot view instead of a sea-facing room for anniversary.
* Resolution: Upgraded to a presidential suite with partial ocean view, $300 credit, and additional amenities.
* Customer Response: Appreciated the resolution but emphasized the impact on their anniversary experience.

1. New Booking with Trust Concerns - August 18, 2024

* Issue: Hesitant to book due to previous experience.
* Resolution: VIP flag on reservation, direct contact with hotel management, and a 10% discount.
* Customer Response: Reassured by the detailed follow-up and personal attention from the agent.

Open Issues & Ongoing Concerns:

* No active open issues - All previous booking concerns have been addressed with compensations and assurances for future bookings. However, the customer remains cautious and requires detailed confirmations for upcoming reservations.

Customer Value Assessment:

* Lifetime Value Potential: Moderate to High (willing to continue using services if trust is rebuilt)
* Referral Risk/Opportunity: High Risk if service fails again, Moderate Opportunity if consistently satisfied
* Service Recovery Success: Achieved (effective resolution of booking errors with compensations)
* Future Interaction Likelihood: High (proactive about ensuring quality service for special occasions)