Customer Persona: Margaret Thompson

Customer Overview:

* Name: Margaret Thompson
* Profile Type: Persistent and Detail-Oriented Customer
* Customer Since: Prior to July 2025
* Primary Contact Reason: Repeated account and service issues

Personality Traits & Communication Style:

* Persistent: Frequently follows up on unresolved issues until they are fixed.
* Detail-Oriented: Seeks thorough explanations and step-by-step guidance.
* Frustrated: Expresses dissatisfaction with recurring problems.
* Demanding: Expects timely resolutions and minimal delays.

Recent Customer Service Experience:

1. International Roaming Charges - December 10, 2025

* Issue: Incorrect international roaming charges.
* Resolution: Agent James Harper resolved the issue by escalating to the appropriate department.
* Customer Response: Frustrated with recurring issues, but satisfied with the resolution.

1. Error Updating Payment Method - September 10, 2025

* Issue: Difficulty updating payment method.
* Resolution: Agent Charlotte Lee resolved the issue by escalating to the appropriate department.
* Customer Response: Frustrated with the delay, but satisfied with the resolution.

Open Issues & Ongoing Concerns:

* No active open issues - All recent inquiries have been addressed, though the customer remains vigilant about service efficiency and timeliness.

Customer Value Assessment:

* Lifetime Value Potential: Moderate (willing to continue if service efficiency improves)
* Referral Risk/Opportunity: High Risk if delays persist, Moderate Opportunity if service becomes more efficient
* Service Recovery Success: Partial (issues resolved but with customer dissatisfaction due to delays)
* Future Interaction Likelihood: High (likely to contact for urgent issues, expects rapid service)