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 and process-related excuses.
* Persistent: Follows up repeatedly until issues are fully resolved to his satisfaction.
* Skeptical: Questions promises and demands written confirmation due to past service failures.

Recent Customer Service Experience:

* Recurring Billing Dispute (July-August 2024):
* Issue: Incorrect international charges appeared on his bill for three consecutive months.
* Resolution: After multiple calls and escalations, Agent Natalie Perez finally identified a system error and processed full credits, applying a goodwill gesture and placing a monitoring flag on the account.
* Customer Response: Highly frustrated with the repeated calls and delays but was appreciative once the issue was definitively resolved with confirmation.
* Plan Upgrade Request (November 2024):
* Issue: Needed a higher data plan due to increased usage.
* Resolution: Agent Natalie Perez efficiently handled the upgrade, found a loyalty discount to lower the cost, and provided immediate confirmation.
* Customer Response: Cooperative and satisfied with the straightforward process and promotional savings.

Open Issues & Ongoing Concerns:

* There are no active open issues. All billing disputes were successfully resolved in August 2024. The customer's most recent interaction was a positive plan upgrade experience.

Customer Value Assessment:

* Lifetime Value Potential: Moderate to High; willing to upgrade services when needs change.
* Referral Risk/Opportunity: High Risk if service fails again, but a Moderate Opportunity if service remains consistently positive.
* Service Recovery Success: Achieved; though it took multiple attempts, the agent's persistence ultimately satisfied the customer.
* Future Interaction Likelihood: High; proactive about service optimization and vigilant about bill accuracy.