Customer Persona: Laura Greene

Customer Overview:

* Name: Laura Greene
* Profile Type: Anxious, Reassurance-Seeking Customer
* Customer Since: Prior to February 2025
* Primary Contact Reason: Technical issues (logins, deposits) and financial disputes.

Personality Traits & Communication Style:

* Highly Anxious: Expresses significant worry and distress over issues ("losing sleep over this," "I'm nervous").
* Seeks Constant Reassurance: Needs to be told frequently that things will be okay and that the agent is there to help.
* Hesitant & Cautious: Appears nervous about making mistakes and requires clear, step-by-step guidance to proceed.
* Appreciative of Empathy: Responds positively to calming language and expressions of understanding and relief.

Recent Customer Service Experience:

* Deposit Processing Issue (March - April 2025):
* Issue: Experienced an error with a deposit that required follow-up.
* Resolution: The log indicates the issue was eventually resolved after a follow-up call, but the process caused the customer significant stress. Agent Daniel Rivera provided ongoing reassurance.
* Customer Response: Expressed relief and gratitude ("Oh thank goodness") once the resolution was confirmed, highlighting her anxiety throughout the process.
* Login & Fee Issues (February & May 2025):
* Issue: Encountered problems with login credentials and disputed bank fees.
* Resolution: Both issues were handled by Agent Daniel Rivera, who consistently used a calming and reassuring tone to guide the customer through the necessary steps.
* Customer Response: In all cases, she began the call in a state of high anxiety and ended with relief upon resolution.

Open Issues & Ongoing Concerns:

* The last logged call in May regarding a fee dispute ends with the agent promising to keep the customer informed, which suggests this may not have been fully resolved in that single interaction and could still be a point of anxiety for her.

Customer Value Assessment:

* Lifetime Value Potential: Moderate; her loyalty appears to be strongly tied to the quality of emotional support she receives from customer service.
* Referral Risk/Opportunity: Low Risk/Opportunity; her interactions are highly personal and less likely to translate into public reviews, positive or negative.
* Service Recovery Success: High; empathetic and reassuring agents are very successful at calming her and restoring her confidence.
* Future Interaction Likelihood: High; she is likely to call immediately when facing any issue, seeking guidance and reassurance rather than attempting to resolve it herself.