Customer Persona: Margaret Thompson

Customer Overview:

* Name: Margaret Thompson
* Profile Type: Resigned, Process-Weary Customer
* Customer Since: Prior to July 2025
* Primary Contact Reason: Recurring technical and service issues (app crashes, dropped calls, billing, loyalty points).

Personality Traits & Communication Style:

* Frustrated & Resigned: Starts every call with "I have a problem with my account again," indicating an expectation of recurring issues.
* Seeks Proper Handling: Expresses a desire for issues to be handled correctly "this time," showing a history of unsatisfactory resolutions.
* Patient but Persistent: Willing to go through the steps but is audibly tired of the process and having to call repeatedly.
* Distrustful of Escalation: Questions why issues weren't escalated sooner, suggesting a belief that problems are not taken seriously on the first contact.

Recent Customer Service Experience:

* Technical & Service Issues (July - September 2025):
* Issue: Experienced a string of unrelated problems, including the app crashing, inability to redeem loyalty points, and errors when updating payment methods.
* Resolution: While most issues were eventually marked as resolved, they often required escalation and significant time, reinforcing her negative perception of the service.
* Customer Response: Consistently expressed frustration with the reactive nature of the support and the need for her to call in to get problems fixed.
* Network & Billing Issues (October - December 2025):
* Issue: Faced unresolved problems with frequent dropped calls in her area and had to call back for confirmations on plan changes and billing.
* Resolution: The dropped call issue was left unresolved, while billing and plan change issues were fixed after her call.
* Customer Response: Showed deep frustration with the core service (dropped calls) and a lack of proactive communication from the company.

Open Issues & Ongoing Concerns:

* The last technical issue logged was for frequent dropped calls in her area, which was marked as unresolved. This is likely a major ongoing point of frustration for the customer. Another unresolved issue is the app crashing on login.

Customer Value Assessment:

* Lifetime Value Potential: Moderate; she remains a customer despite numerous issues, suggesting high inertia or a lack of better alternatives.
* Referral Risk/Opportunity: High Risk; her consistently negative experiences make her very likely to share critical feedback.
* Service Recovery Success: Low; agents resolve the immediate issue, but the underlying pattern of recurring problems remains, leading to low overall satisfaction.
* Future Interaction Likelihood: Very High; she experiences issues frequently and has learned that calling is the only way to get any attention on her account.