

Customer Research Findings & Persona



52 survey responses

Customer stakeholder group

Primary research

48 responses used. Four were incomplete.

HOME SERVICE OPERATIONS ECOSYSTEM

Customer Research Findings & Customer Persona Report

52 Survey Responses · Customer Stakeholder Group · Primary Research

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Research Overview

This document presents primary research findings from a customer survey conducted as part of the Home Service Operations Ecosystem project. The research explores the experience of scheduling, waiting for, and receiving home service appointments, identifying the communication and visibility gaps that frustrate customers most.

Project Question

The question that started it all:

Why do I have to wait all day for the cable guy?

Research Goals

- Understand what customers experience before and during home service appointments
- Identify the communication gaps that cause the most frustration
- Understand what information customers actually want during an appointment
- Measure preference for communication channels and real-time tracking
- Identify what would most improve the appointment experience

Participants

Stakeholder Group	Responses
Customers	48 responses **
Field Technicians	8 responses
Operations & Dispatch	5 responses

Research Note:

*** 52 customer surveys were collected. Four responses were excluded because participants had never scheduled a home service appointment, resulting in a final customer sample of **48 responses**.*

Services Covered

- Internet / Cable
- Plumbing
- HVAC
- Electrical
- Appliance Repair
- Home Improvement

Geography

- Northeast U.S., majority of respondents
- South, secondary region
- West, represented

Survey Findings

How Long Did Customers Wait?

Respondents were asked how long they waited for the technician to arrive. While many had positive experiences, a meaningful portion experienced significant waits; those longer waits correlated directly with lower satisfaction.

Wait Time	Responses	% of Total
Technician arrived at the expected time	11	22.9%
Less than 1 hour	13	27.1%
1 to 2 hours	11	22.9%
2 to 4 hours	5	10.4%
4 to 8 hours	3	6.3%
More than 8 hours	3	6.3%
Don't remember	2	4.2%

Key finding:

12.5% of customers waited 4 hours or more. Those customers gave an average satisfaction rating of 2.8 out of 5, significantly below the overall average of 3.94.

Did Customers Receive Updates?

Customers were asked whether they received status updates or delay notifications during their appointment.

Update Frequency	Responses	% of Total
Always received updates	17	35.4%
Sometimes received updates	19	39.6%
Never received updates	8	16.7%
Not applicable (no delay)	4	8.3%

Critical finding:

Customers who always received updates gave an average satisfaction of 4.6/5. Customers who never received updates averaged only 3.1/5. Communication quality is the single strongest predictor of satisfaction in this dataset.

Did Customers Have to Change Their Plans?

Customers were asked whether they had to rearrange their schedule or change plans because of the appointment.

Had to Change Plans	Responses	% of Total
Yes, had to change plans	23	47.9%
No, no change needed	19	39.6%
Don't remember	6	12.5%

Key finding:

47.9% of customers had to rearrange their day because of a home service appointment. This reflects a systemic scheduling and communication problem, not isolated incidents.

Preferred Communication Channel

Customers were asked which method they would prefer to receive appointment updates in the future.

Channel	Responses	% of Total
SMS / Text message	33	68.8%
Phone call	10	20.8%
Email	3	6.3%
Mobile app notification	1	2.1%
No preference	1	2.1%

Design direction:

68.8% of customers prefer SMS as their primary channel for appointment updates. Any solution must be SMS-first. Secondary support for phone calls is important. Email and app notifications are the least preferred.

Overall Satisfaction

Customers rated their overall home service appointment experience from 1 (very dissatisfied) to 5 (very satisfied).

Rating	Responses	% of Total
5, Very satisfied	19	39.6%
4, Satisfied	13	27.1%
3, Neutral	11	22.9%
2, Dissatisfied	4	8.3%
1, Very dissatisfied	1	2.1%

Overall average: 3.94 / 5

While 66.7% of customers rated their experience a 4 or 5, 33.3% gave a rating of 3 or below. The gap between satisfied and unsatisfied customers consistently traces back to one factor: whether or not they received communication and updates.

Did Customers Contact Support for Updates?

Customers were asked whether they had to call or contact customer support to get information about their appointment.

Contacted Support	Responses	% of Total
No, did not need to contact support	32	66.7%
Yes, had to contact support	13	27.1%
Don't remember	3	6.3%

Operational implication:

27.1% of customers contacted support during their appointment; not because something went wrong, but because they had no other way to get basic information about arrival time or status. This represents unnecessary load on customer service operations that real-time visibility could eliminate.

How Did Customers Describe Their Experience?

Customers selected all descriptions that applied to their experience. The results reveal a split between customers who had smooth experiences and those who encountered systemic problems (**multiple choice**).

Experience Description	Responses	% of Customers
Appointment went as expected	28	58.3%
Technician arrived on time	16	33.3%
Received helpful updates	14	29.2%
Long appointment window	17	35.4%
Uncertainty about arrival time	11	22.9%
Delays	7	14.6%
Lack of communication	5	10.4%
Poor customer service	4	8.3%
Missed appointment / technician never arrived	2	4.2%
They never showed up, no updates	1	2.1%

Key tension:

35.4% of customers reported a 'long appointment window' as part of their experience, making it the single most common negative descriptor. This sits right alongside the 33.3% who reported the technician arrived on time. The same industry creates both experiences, often for the same customer across different appointments.

What Information Did Customers Want Most?

Customers selected the information that would have been most helpful during their appointment (**multiple choice**).

Information Type	Responses	% of Customers
Exact arrival time	28	58.3%
Live technician location	20	41.7%
Delay notifications	19	39.6%
Appointment status updates	19	39.6%
Technician information before arrival	12	25%

Information Type	Responses	% of Customers
Estimated completion time	11	22.9%

Design priority order:

Customers most wanted: (1) Exact arrival time, 58.3%, (2) Live technician location, 41.7%, (3) Delay notifications , 39.6%, (4) Appointment status updates, 39.6%. These four data points define the core feature set of any customer facing solution.

Would Real-Time Tracking Help?

Customers were asked directly: would a real time appointment tracking system, providing live status, technician location, and estimated arrival times, would that improve your experience?

Response	Responses	% of Total
Yes, would improve experience	43	89.6%
Not sure	5	10.4%
No / No response	0	0%

Validation:

89.6% of customers confirmed that real time appointment tracking would improve their experience. This is not a nice to have feature; it is a clearly stated customer need backed by the majority of respondents.

Key Stats That appear as a standalone callouts throughout the report:

- 89.6% said real-time tracking
- 47.9% changed their plans
- 27.1% contacted support
- 16.7% never received updates
- 68.8% prefer SMS
- 3.94 overall average of satisfaction score
- 12.5% (6 out of 48) waited 4+ hours

Voices from the Research

These are direct quotes from survey respondents. They represent the frustration, expectations, and unmet needs that the Home Service Operations Ecosystem is designed to address.

On losing time

"Had to kill my entire day to be available when they come. That small problem turned into an all day affair."

"Lack of communication and wasting an entire day sitting around waiting for their arrival."

"As of late, the appointment time windows have increased and disrupts the entire day."

On not knowing

"Not knowing when someone would arrive, and if they were running late there was no update on how long they would be."

"Not knowing when the technician will arrive or if there are delays, not receiving updates."

"Uncertainty about the arrival time."

"Uncertainty."

On being left without information

"They never showed up, and didn't called me."

"They're not reliable when it comes to sharing accurate windows of time."

"The customer services don't give me solutions."

On what good looks like

"Honesty and transparency."

"Communication is vital and key to creating and keeping a great relationship with customers."

"It will be helpful to know how long will the home service take?"

"I've had good experiences the last couple of appointments in recent years. Most repair companies that I've dealt with are transparent with their appointment time-frames."

Pattern across all quotes:

Customers are not asking for perfection. They are asking for information. The frustration is not about waiting; it is about waiting without knowing. Every quote points to the same unmet need: transparency.

Research Themes

Five recurring themes emerged across all customer survey responses. These themes define the problem space and inform the design direction for the ecosystem.

Theme 1: Visibility Gap

Customers consistently lacked real-time information about their appointment. They could not see where the technician was, whether they were running late, or what the current status of their appointment was.

- 58.3% of customers wanted an exact arrival time
- 41.7% wanted live technician location
- 39.6% wanted appointment status updates
- 89.6% said real-time tracking would improve their experience

Theme 2: Communication Failure

Updates were inconsistent. Some customers received helpful, proactive communication. Others received nothing at all; they had no way to get information except calling customer support.

- 16.7% of customers never received updates during their appointment
- 27.1% had to contact customer support just to get basic status information
- Customers who never received updates averaged a 3.1/5 satisfaction rating
- Customers who always received updates averaged a 4.6/5 satisfaction rating

Theme 3: Schedule Disruption

Nearly half of all customers had to rearrange their day for a home service appointment. Long appointment windows forced customers to stay home for hours without knowing if or when anyone would arrive.

- 47.9% of customers changed their plans because of the appointment
- 12.5% waited 4+ hours for a technician to arrive
- Those who waited 4+ hours averaged a 2.8/5 satisfaction rating

Theme 4: Trust and Transparency

When companies communicated proactively and arrived within the promised window, customers responded positively even when the appointment itself was unremarkable. Trust was built through transparency, not through perfect execution.

- Respondents who described their experience as positive consistently mentioned receiving updates
- The most satisfied customers received proactive communication before any delay became a problem
- Quotes from satisfied customers focused on honesty and transparency, not on service quality alone

Theme 5: SMS as the Default Channel

Customers were clear about how they wanted to be reached. SMS is not just preferred; it is the overwhelming first choice for appointment communication.

- 68.8% prefer SMS as their primary communication channel
- 20.8% prefer a phone call as secondary
- Email and mobile app notifications are the least preferred methods
- Any solution that relies on app downloads or email as its primary channel will underserve the majority of customers

What the themes tell us together:

Customers are not asking for a perfect service experience. They are asking for one thing: to know what is happening. The five themes above all trace back to a single root cause, disconnected information between customers, technicians, and operations teams. The solution is not to fix each symptom individually. The solution is to connect the information.

Customer Persona

The following persona was developed directly from the survey data. She represents the dominant customer experience pattern, not an edge case, but the majority.

WAITING WENDY

Busy Homeowner · Age 35 to 55 · Northeast U.S.

"I don't mind waiting. I mind not knowing."

Who She Is

Wendy works full-time and manages a busy household. Between work meetings, errands, family responsibilities, and personal commitments, her schedule is already packed. When she schedules a home service appointment, she expects some waiting, but what frustrates her most is not knowing when the technician will actually arrive. She often rearranges her day, stays home during long appointment windows, and feels trapped waiting for updates that never come.

At a Glance

Occupation Working Professional / Parent	Tech Comfort Moderate to High	Appointments 1 to 2 per year	Preferred Channel SMS First
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Goals

- Know exactly when the technician will arrive
- Avoid wasting an entire day waiting
- Plan her schedule with confidence
- Receive proactive updates if delays occur
- Complete the service visit with minimal disruption

Behaviors

- Schedules service appointments only when necessary
- Keeps her phone nearby during appointment windows
- Prefers SMS, checks messages frequently
- Actively looks for updates before the appointment
- Calls customer support when no information is available

Pain Points

Long Appointment Windows

"Be home between 8 AM and 4 PM." This immediately creates stress and forces schedule changes. 35.4% of surveyed customers reported a long appointment window as part of their experience.

No Visibility

Wendy has no idea where the technician is, whether they are running late, or whether they are still coming at all. 16.7% of customers never received any updates; those customers rated their experience 3.1/5 on average.

Inconsistent Communication

Updates are unpredictable. Sometimes she receives messages. Sometimes she receives nothing. The inconsistency itself is part of the problem; she cannot trust that silence means everything is on track.

Delays Without Notification

Waiting is frustrating. Waiting without information is infuriating. Multiple respondents described the experience of waiting for hours with no communication at all.

Losing a Full Day

47.9% of survey participants described having to change their plans for an appointment. Many described losing an entire day waiting for a technician who might arrive anywhere in an 8-hour window.

What She Needs

Functional Needs	Emotional Needs
• Exact arrival time • Live technician location • Delay notifications • Appointment status updates • Technician info before arrival	• Confidence • Reassurance • Control over her schedule • Reduced uncertainty • Trust in the service provider

What Makes Her Satisfied

- Technician arrives within the promised window
- She receives updates before she has to ask
- Delays are communicated proactively
- She feels informed at every stage of the process

What Makes Her Frustrated

- Appointment windows that exceed 4 hours
- No ETA provided at any point during the day
- Delays that are never communicated
- Customer support that cannot provide answers
- Having to repeatedly check for updates herself

Communication Channel Priorities

Priority	Channel	Why
1st	SMS / Text message	Always with her, immediate, low friction
2nd	Phone call	Acceptable for urgent or complex updates
Avoid	Email	Too easy to miss, not real-time
Avoid	Mobile app notification	Requires download, adds friction

Her Voice, Direct Survey Quotes

"Had to kill my entire day to be available when they come. That small problem turned into an all day affair."

"Not knowing when someone would arrive, and if they were running late there was no update on how long they would be."

"Lack of communication and wasting an entire day sitting around waiting for their arrival."

"Uncertainty about the arrival time."

"They never showed up and didn't called me."

Her Top 5 Priorities

#	Priority	Survey Evidence
1	Accurate ETA	58.3% selected exact arrival time as most needed info
2	Real-time updates	89.6% said tracking would improve their experience
3	Delay notifications	39.6% selected delay notifications as most needed info
4	Better communication	Customers w/ no updates avg 3.1/5 vs 4.6/5 with updates

#	Priority	Survey Evidence
5	Smaller appointment windows	35.4% described long appointment window as negative experience

Opportunity Statement

How might we help customers like Wendy feel informed and in control during home service appointments, by providing real-time visibility, accurate arrival estimates, and proactive communication throughout the service journey?

Why this persona is credible:

Waiting Wendy is not a fictional archetype built from assumptions. Every attribute, pain point, and priority in this persona is directly traceable to responses in the customer survey. She represents the dominant pattern across 48 responses, not an outlier.

Persona Snapshot

Name: Waiting Wendy **Archetype:** Busy Homeowner

"I don't mind waiting. I mind not knowing."

Top Priorities

- Accurate ETA and real-time tracking
- Proactive delay notifications
- Smaller appointment windows
- Consistent communication throughout the appointment
- Technician information before arrival

Waiting Wendy is supported by 48 customer survey responses. She represents the dominant experience pattern across respondents, not an outlier.