



Name: Anne

Classification: Silver surfer

Watch words: 'I'm not dead yet you know'

About Anne

Pensioner Anne is witty, intelligent, has an active lifestyle and is well known in the local community. She's using her retirement to the full, to re-engage with a wide variety of activities that were previously abandoned due to her hectic work and family commitments.

Anne belongs to several non-profit organisations, attends bridge circles, is a part-time student and loves to travel. She has many peers who, like her, have full social diaries and less free time than when they were working.

'I am a techno phobic' are words muttered by Anne, but she soon realised the power of the internet as it has connected her to friends and family overseas. Anne now uses Skype regularly and is amazed that it costs her nothing. She also sends emails that are more like letters and take an age to compose. However, nothing beats a good letter, greetings card or long chat on the phone.

Anne owns a mobile phone but does not use it for texting or surfing the internet. She tops it up every few months, typically uses it for emergencies only and much prefers the landline phone as phone conversations are a planned event.

Anne keeps abreast of current affairs by reading the broadsheets and watching TV documentaries. The internet is used to supplement her knowledge, as well as researching holidays and consumer products. Anne thinks of the internet as being something like a library and will take care to choose her trusted 'authors' carefully.

Anne & customer service

Anne is very understanding of the modern world and the need to move on. Whilst she prefers good old fashioned service (just like Barry), Anne understands her grown-up children and school aged grandchildren better than anyone. As such, she knows 'all this technology' is good for the future generations and will not be a fuddy-duddy that stands in the way of progress.

Anne will write, email and phone organisations. In a planned, almost military exercise, she will have all the required information to hand and expect you to have the same. Her chosen style of communication is long, precise and unhurried. She has set aside more than enough time to achieve what she needs to and expects you to do the same. Be sure to know everything relevant about Anne when she makes contact or you will be firmly reprimanded.

An example

Anne always does everything right. If you do not do the same, woe betide you as Anne will make it known to the highest authority she can find by searching the web, contacting Citizens Advice and even referring matters to her local MP. Anne is a time-consuming customer to take care of as everything comes in chapter and verse, however anticipate what Anne needs and she will become a fan of service that lets her continue with a busy social life.