**Stakeholder Requirements Document: [Project Name]**

## **BI Professional:** Nguyễn Quốc Bảo

## **Client/Sponsor:**

## Emma Santiago, Recruitment Manager

## Keith Portone, Project Manager

## Minna Rah, BI Analyst

## **Business problem:** (What is the primary question to be answered or problem to be solved?)

* How to reduce repeat calls from customers within 7 days of initial contact?
* What factors (type of problem, market) lead to repeat calls?
* How to improve the efficiency of answering customer questions the first time?
* How to better understand the performance of your customer support team?

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

## Emma Santiago, Recruitment Manager

## Keith Portone, Project Manager

## Minna Rah, BI Analyst

* Ian Ortega & Sylvie Essa (BI Analysts)

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

**Emma Santiago (Recruiting Manager):**

Use dashboards to monitor call center performance metrics, especially repeat call rates.

Evaluate the effectiveness of training and recruiting programs based on data from the dashboard.

Use dashboard information to make decisions about hiring more staff or adjusting training programs.

**Keith Portone (Project Manager):**

Use dashboards to monitor call center performance and identify issues that need to be addressed.

Analyze repeat call trends to evaluate the effectiveness of improvement projects.

Use dashboard information to make decisions about resource allocation and project prioritization.

Track progress toward repeat call reduction goals.

**Minna Rah (BI Analyst):**

Ensure dashboards are stable and provide accurate data.

Support stakeholders in using dashboards and interpreting data.

Analyze data in depth to provide insights to stakeholders.

Update and improve dashboards as requested by stakeholders.

**Ian Ortega & Sylvie Essa (BI Analysts):**

Use data and dashboards to perform in-depth analysis of call repeats.

Assist in dashboard design and development.

Ensure access to data and understanding of analysis steps.

Produce analytical reports as requested.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

**Data:**

Repeat call data for 7 days (contacts\_n, contacts\_n\_1 to contacts\_n\_6).

Issue type data (Type\_1 to Type\_5).

Market data (market\_1, market\_2, market\_3).

Data must be anonymized and fictionalized.

**Dashboard:**

Visual display of repeat call frequency in real time.

Allows filtering and analysis of repeat calls by issue type and market.

Ability to display repeat call trends by week, month, quarter, year.

Large print and text-to-speech options available.

Easy to access and use for everyone.

**Reporting:**

Regular (weekly, monthly, quarterly, yearly) reports on repeat calls.

In-depth analysis reports on causes of repeat calls.

**Accessibility:**

Dashboards and data are accessible to all authorized stakeholders (Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa).

Ensure stakeholders have access to all datasets to explore analysis steps.