**Stakeholder Requirements Document: MarkIt**

## **BI Professional:** Chatelos Spyros

## **Client/Sponsor:** Emma Santiago, Hiring Manager

## **Business problem:**

Identify why customers have to call more than once in order to improve the overall customer experience.

**Stakeholders:** Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

## **Stakeholder usage details**:

## The stakeholders would like to explore how often customers are calling repeatedly in different markets with different problems in order to understand how effectively the team is to answer customer questions and resolve problems.

**Primary requirements:**

* A chart or table measuring repeat calls by their first contact date
* A chart or table exploring repeat calls by market and problem type
* Charts showcasing repeat calls by week, month, and quarter
* Provide insights into the types of customer issues that seem to generate more repeat calls
* Explore repeat caller trends in the three different market cities
* Design charts so that stakeholders can view trends by week, month, quarter, and year.