Stakeholder Requirements Document: Google Fiber

BI Professional: Nguyen Duc Tuan Dat.

Client/Sponsor: Emma Santiago, Hiring Manager.

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

The team's ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The dashboard should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.
⇒ How often customers are calling customer support after their first inquiry?

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

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

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

- Understanding how often customers are calling customer support after their first inquiry? ⇒ Leaders understand how effectively the team is able to answer customer questions the first time.
- Explore repeat caller trends in the three different market cities ⇒ Reduce call volume by increasing customer satisfaction and improving operational optimization.

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

- 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.