Follow-up Questions for Stakeholders

1. What is the current baseline repeat call rate, and what is your target rate?

Why this matters: The success criteria state you want to "reduce call volume" but doesn't specify from what to what. Without knowing the current repeat call rate (e.g., 25% of customers call back within 7 days) and the target (e.g., reduce to 15% within 6 months), you can't measure whether the dashboard is contributing to success.

2. What time period should be displayed by default when stakeholders first open the dashboard?

Why this matters: The Strategy Document specifies week/month/quarter/year views are needed but doesn't state which one stakeholders should see first. Do they care most about weekly operational trends or quarterly strategic patterns? This affects the initial dashboard design and user experience.

3. How frequently will the dataset be updated, and do stakeholders need real-time or near-real-time data?

Why this matters: The documents don't specify data refresh cadence. If stakeholders need daily updates to respond to operational issues, that's very different from monthly reporting for strategic planning. This impacts technical architecture decisions in Phase 2.

4. What defines a "resolved" call versus an "unresolved" call in your current system?

Why this matters: You're measuring repeat calls, but without knowing what indicates resolution, you can't determine if repeat calls are due to unresolved issues, new issues, or follow-up questions on resolved issues. This context is critical for actionable insights.

5. Are there known seasonal patterns or external factors (service area expansions, product launches, holiday periods) that affect call volume that should be considered when analysing trends?

Why this matters: Without this context, you might identify a "trend" that's actually a predictable seasonal pattern. Understanding these factors helps stakeholders interpret the data correctly and avoid false conclusions.