Stakeholder Requirements Document: Google Fiber Repeat Caller Dashboard

BI Professional: Dane Tipene

Client/Sponsor: Emma Santiago (Hiring Manager

Business Problem:
How often customers call support again after their first inquiry. This will help leaders assess whether the team answers customer questions the first time. Leaders want to explore trends in repeat calls to identify why customers call more than once and how to improve the overall customer experience.

Stakeholders:

Name	Job Title
Emma Santiago	Hiring Manger
Keith Portone	Project Manager
Minna Rah	Lead BI Analyst
Ian Ortega	BI Analyst
Sylvie Essa	BI Analyst

Stakeholder Usage Details:
All stakeholders will have dashboard-viewing privileges. Primary contacts for project decisions are Emma Santiago and Keith Portone. Dashboard must be accessible with large print and text-to-speech alternatives per Minna Rah's requirements.

Primary Requirements:
1. Dashboard must answer three key questions:
   - How often does the customer service team receive repeat calls from customers?
   - What problem types generate the most repeat calls?
   - Which market city's customer service team receives the most repeat calls?
2. Must display repeat caller data across multiple time periods (week, month, quarter, year)

3. Must include:
   - Chart/table measuring repeat calls by first contact date
   - Chart/table exploring repeat calls by market and problem type
   - Ability to view trends over time
4. Dashboard must be accessible with large print and text-to-speech alternatives
5. All stakeholders must have access to underlying datasets to explore methodology
6. Dashboard must provide actionable insights that support the ultimate goal of reducing call volume through increased customer satisfaction and operational optimisation