Project Requirements Document: Google Fiber

## **BI Analyst:**

Lumi Luka

## **Client/Sponsor:**

Emma Santiago, Hiring Manager

## **Purpose:**

The stakeholders want to explore trends in repeat calls. The following questions come up:

* 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?

The project will help them to monitor and improve customer satisfaction.

## **Key dependencies:**

\*The primary contacts are Emma and Keith

\*The team: Ian Ortega, BI Analyst; Sylvie Essa, BI Analyst

**Project goal:** Explore trends in repeat callers

**The deliverables and metrics:**

* 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

## **Stakeholder requirements:**

* Understand how often customers call customer support after their first inquiry; this will help leaders understand how effectively the team can answer customer questions the first time. R
* Provide insights into the types of customer issues that seem to generate more repeat calls. D
* Explore repeat caller trends in the three different market cities. R
* Design charts so that stakeholders can view trends by week, month, quarter, and year. R
* A chart or table measuring repeat calls by their first contact date. R
* A chart or table exploring repeat calls by market and problem type. R
* Charts showcasing repeat calls by week, month, and quarter. D

## **Success criteria:**

The team’s goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. My 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.

Specific: The insights must specify the characteristics of repeat calls, including how often customers are making repeat calls.

Measurable: The calls should be evaluated using metrics like frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once?

Action-oriented: These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction.

Relevant: All metrics must support the primary question: How often are customers repeatedly contacting the customer service team?

Time-bound: Analyse data that spans at least one year to understand how repeat callers change over time. Exploring data that spans multiple months will capture peaks and valleys in usage.

## **User journeys:**

The goal is to improve customer satisfaction and improve operations by communicating with the customers to reduce the call volume. The dashboard should show an understanding of this goal and provide the stakeholders with insights about the volume of repeat calls in different markets and the types of problems they represent.

The analysis will provide insight.

## **Assumptions:**

To anonymize and fictionalize the data, the datasets columns market\_1, market\_2, and market\_3 indicate three different city service areas the data represents.

The data also lists five problem types:

* Type\_1 is account management
* Type\_2 is technician troubleshooting
* Type\_3 is scheduling
* Type\_4 is construction
* Type\_5 is internet and Wi-Fi

In addition, the dataset also records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since the first call. For instance, contacts\_n\_6 indicates six days since the first contact.

## **Compliance and privacy:**

Data is anonymised (personal and identifiable information have been removed) and approved

## **Accessibility:**

Per Minna: The dashboard needs to be accessible, with large print and text-to-speech alternatives.

**Roll-out plan:**

TBD: Roll-out plan not specified. (2 weeks specified apparently)