

Google Fiber Project Executive Summary

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Confidential

Overview

This project aims to enhance phone customer support for Google Fiber. Our goal is to assist leaders in determining whether the team can resolve customer inquiries on the first call.

The Problem

The customer service team want to improve their service by reducing the call volume by increasing customer satisfaction and improving operational optimization. How often does the customer service team receive repeat calls from customers?

The Solution

We will use a sample of customer support data to determine insights about repeat calls, focusing on variations depending on the market segment and the type of problem.

Details

Keys to success

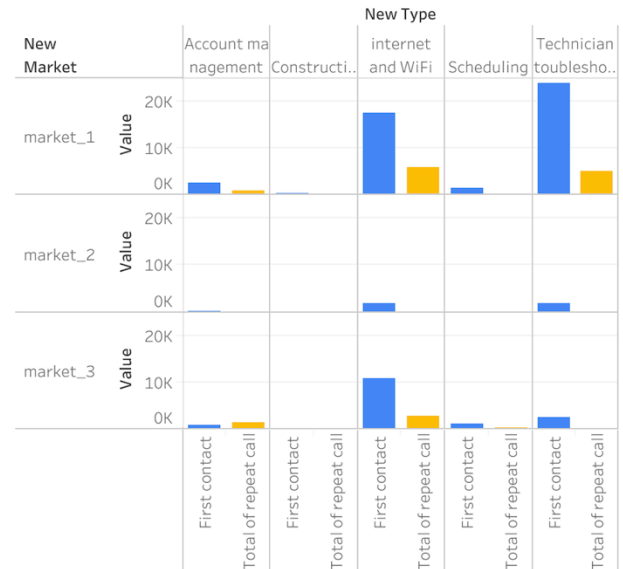
BI insights must clearly identify the specific characteristics of repeat calls.

These outcomes must quantify the number of repeat callers depending on various circumstances.

The Google Fiber customer service team can leverage this knowledge to enhance customer service and reduce both the total and repeat call volumes.

Analyze data that spans at least one year to observe trends and evolutions. Stakeholders require insights broken down by year, quarter, month, and week.

Number of repeat call by market and type



Results Summary

The majority of repeat calls occur in Market 1, primarily due to WiFi and internet issues, as well as technician troubleshooting.

Reflections/ Next Steps

- Apply insight and the method of the market who have good results for improve the others .
- The principal problem are now identified.
- Future results should determine if the modifications enhance the service.