

Project Requirements Document: Google Fiber

BI Analyst: Manon Hernandez Anglès

Client/Sponsor: Emma Santiago, Hiring manager

Purpose:

As part of the interview process, the Fiber customer service team has requested a dashboard using fictional call center data based on the data they use regularly on the job to gain insight about repeat callers.

The goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The team want to understand why and where they have the most repeat calls.

Key dependencies:

The datasets are fictionalized versions of the actual team works with, so the data are already anonymized and approved.

Primary contact : Emma Santiago and Keith Portone

The stakeholders needs to have access to all datasets so they can explore the steps taken.

Stakeholder requirements: (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

- 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
- Explore repeat caller trends in the three different market cities. R
- Provide insights into the types of customer issues that seem to generate more repeat call D
- Understand how often customers are calling customer support after their first inquiry D
- Desing charts with view by week, month, quarter and year R

Success criteria: (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

Specific : BI insight must clearly identify the specific characteristics of repeat calls.

Measurable : Each call should be evaluated frequency and volume. For example, What problem types generate the most repeat calls? Which market city's customer service team receives the most repeat calls? Does this vary by time?

Action-oriented : These outcomes must quantify the number of repeat callers depend of circumstances. The Google Fiber customer service team could use this knowledge to improve their customer service and reduce the number of calls and repeated calls.

Relevant: All metrics must support the primary question: How often does the customer service team receive repeat calls from customers?

Time-Bound: Analyze data that spans at least one year because we need to see the evolution and the stakeholders need information by year, quarter, month and week.

User journeys: (Document the current user experience and the ideal future experience.)

The team's goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard needs to demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Assumptions: (Explicitly and clearly state any assumptions you are making.)

To anonymize and fictionalize the data, the datasets use columns market_1, market_2, and market_3 to indicate three different city service areas.

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 WIFI

The dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts_n, with subsequent call columns as contacts_n_number of days since the first call (e.g., contacts_n_6 indicates six days since the first contact).

Compliance and privacy: (Include compliance, privacy, or legal dimensions to consider.)

The data is already anonymized and approved because is fictional, example the market have number not city name. The stakeholders need to have access to all datasets so they can explore the steps taken.

Accessibility: (List key considerations for creating accessible reports for all users.)

Dashboards need to be accessible, with large-print and text-to-speech alternatives.

Roll-out plan:

The completion of a BI tool is requested within two weeks.