Stakeholder Requirements Document: Google Fiber

BI Professional: Manon Hernandez Anglès

Client/Sponsor: Emma Santiago, Hiring manager

Business problem: (What is the primary question to be answered or problem to be solved?)

The customer service team aim to enhance their service by reducing call volume by increasing customer satisfaction and improving operational optimization. The dashboard should reflect an understanding of this goal and provide your stakeholders with insights about repeat caller volumes across three markets and the types of problems they represent.
How often does the customer service team receive repeat calls form customers?

Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Stakeholder usage details: (How will the stakeholders use the BI tool?)

To improve customer service, the team aims to understand how effectively the customer service is able to answer customer question the first time and resolve problems, provide insights into the type of customer issues that seem to generate more repeat calls explore repeat caller trends in three different market cities with different problems.

Primary requirements: (What requirements must be met by this BI tool in order for this project to be successful?)

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