

Stakeholder Requirements Document: Google Fiber C.C.C

BI Professional: Leana Yee

Client/Sponsor: Google Fiber

Business problem: How often are customers calling back after their first inquiry to fix their problem? What trends can be found from repeated calls? How can we improve customer experience?

Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

Stakeholder usage details: Insights will show trends in repeated customer calls and improve overall customer experience.

Primary requirements:

- 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
- Dashboard should demonstrate an understanding of repeated caller volume and trends in customer satisfaction