**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:**

## Lipika Mahata

## **Client/Sponsor:**

## Google Fiber Customer Service Team

## **Business problem:**

## Customer support leaders lack visibility into the frequency and drivers of repeat customer calls, making it difficult to assess the effectiveness of first-contact resolution. Without clear insights into why customers are calling multiple times, the team cannot identify service gaps or improve the overall support experience.

## There is a need for a data-driven dashboard that **highlights repeat caller patterns**, **uncovers root causes**, and **enables targeted improvements** in **customer service delivery**.

**Stakeholders:**

1. Emma Santiago, Hiring Manager
2. Keith Portone, Project Manager
3. Minna Rah, Lead BI Analyst
4. Ian Ortega, BI Analyst
5. Sylvie Essa, BI Analyst

## **Stakeholder usage details:**

**Emma Santiago (Hiring Manager)** and **Keith Portone (Project Manager)** will use the dashboard to:

* Evaluate how effectively customer support resolves issues on first contact.
* Identify operational gaps that lead to repeat calls.
* Inform hiring and training decisions based on call volume and issue types.

**Minna Rah (Lead BI Analyst)** will:

* Ensure accessibility standards are met, including large print and text-to-speech compatibility.
* Review dashboard design and data integrity.

**Ian Ortega and Sylvie Essa (BI Analysts)** will:

* Analyse trends and validate insights.
* Support ongoing improvements to the dashboard.

All stakeholders will:

* View repeat caller trends segmented by market city, problem type, and time period (weekly, monthly, quarterly, yearly).
* Use visualizations to explore patterns and root causes of repeat calls.
* Access underlying datasets to audit methodology and explore data lineage

**Primary requirements:**

* **Functional Requirements:**
  + Display repeat call metrics by first contact date.
  + Segment repeat calls by market city (market\_1, market\_2, market\_3) and problem type (Type\_1 to Type\_5).
  + Include time-based filters to view trends by week, month, quarter, and year.
  + Enable stakeholders to answer key questions:
    - How often do repeat calls occur?
    - Which problem types drive the most repeat calls?
    - Which market cities have the highest repeat call volumes?
* **Accessibility Requirements:**
* Large print and text-to-speech alternatives for visual elements.
* Clear labelling and intuitive navigation for all charts and tables.
* **Data Requirements:**
  + Use the approved, anonymized dataset containing:
    - Number of calls
    - Number of repeat calls after first contact
    - Call type
    - Market city
    - Date
  + Ensure columns like contacts\_n, contacts\_n\_6, etc., are correctly interpreted to track repeat calls over seven-day periods.
* **Project Dependencies:**
  + Stakeholders must have access to all datasets used in the dashboard.
  + Data must remain anonymized and fictionalized for compliance.
* **Success Criteria:**
* Dashboard provides actionable insights that help reduce overall call volume.
* Stakeholders can identify service areas and issue types needing improvement.
* The tool supports operational optimization and enhances customer satisfaction.