

Stakeholder Requirements Document: Google Fiber

BI Professional: Luis O. Silva O.

Client/Sponsor: Emma Santiago, Hiring Manager

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

The team's primary objective is to enhance customer communication to decrease call volume, improve customer satisfaction, and optimize operations. The dashboard you develop should align with this goal by offering stakeholders valuable insights into repeat caller volumes across different markets and the common issues they face.

Primary Question: How frequently are customers making multiple contacts with the customer service team?

Stakeholders: (Who are the major stakeholders of this project, and what are their job titles?)

- 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 assess the team's effectiveness in addressing customer inquiries and resolving issues, stakeholders want to analyze the frequency of repeat customer calls across different markets and problem types.

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
- Provide insights into the types of customer issues that seem to generate more repeat calls
- Explore repeat caller trends in the three different market cities
- Design charts so that stakeholders can view trends by week, month, quarter, and year.