Project Requirements Document: Google Fiber

## **BI Analyst:** Luna McBride, BI Analyst

## **Client/Sponsor:** Emma Santiago, Hiring Manager

## **Purpose:** This project will reduce caller numbers by getting the call done properly the first time. It will also improve overall customer satisfaction as a result of removing the frustration from the job not being done well the first time.

## **Key dependencies:**

Expected Deliverables: A dashboard depicting repeat callers, split into multiple charts as listed in the requirements section.

Primary Contacts:

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager

Business Intelligence Team:

* Luna McBride, BI Analyst
* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

## **Stakeholder requirements:**

* R- Charts depicting weekly, monthly, and quarterly repeat callers.
* R- Charts depicting repeat calls by market and problem type.
* R- Chart depicting repeat calls by first call date.
* R- Large text and non-clashing colors for accessibility.
* D- Text-to-Speech for accessibility.
* D- Chart depicting repeat calls by year.
* N- Time between call-backs

## **Success criteria:**

S- Specific: Metrics should be specific to repeat callers.

M- Measurable: Metrics should be measurable numeric values.

1. Action-Oriented: Insights should be directed toward action on increasing satisfaction and lowering repeat call numbers.
2. Relevant: All metrics should represent the original questions raised.
3. Time-Bound: Ensure that the data uses a larger time span to minimize seasonality problems.

## **User journeys:**

Current Experience: Users are calling back multiple times to get their issues resolved.

Future Experience: The team works to get the user’s problem fixed the first time around, if possible.

## **Assumptions:** Markets specifically have been anonymized, so specific location-specific factors to the areas cannot directly be known. Types of problems have been given as 1 -> account management, 2 -> technician troubleshooting, 3 -> scheduling, 4 -> construction, and 5 -> internet and wifi. Also, pulled directly from the text: “Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact. “

## **Compliance and privacy:** The data is already fictionalized, so it is already anonymized for the fictional people. Database access should still be given to the stakeholders, however, so the logic can be followed.

## **Accessibility:** Text-to-Speech Functionality, Large Text, Labels on the Graphs.

**Roll-out plan:** An end time has not been given in the current information. Additional discussion will need to be done to understand the business’ timeline needs.