



Google Fiber Q1 Market and Problem Type Analysis for Service Improvement

- An Analysis of Service Requests and Market Performance
- Presented by Miles Davidson
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Introduction

Purpose

- Identify trends in service requests
- Provide actionable recommendations

Scope

- Time period
- Three anonymized markets
- Five problem types

Key Insights

#1

Problem Type
Distribution

#2

Market
Performance

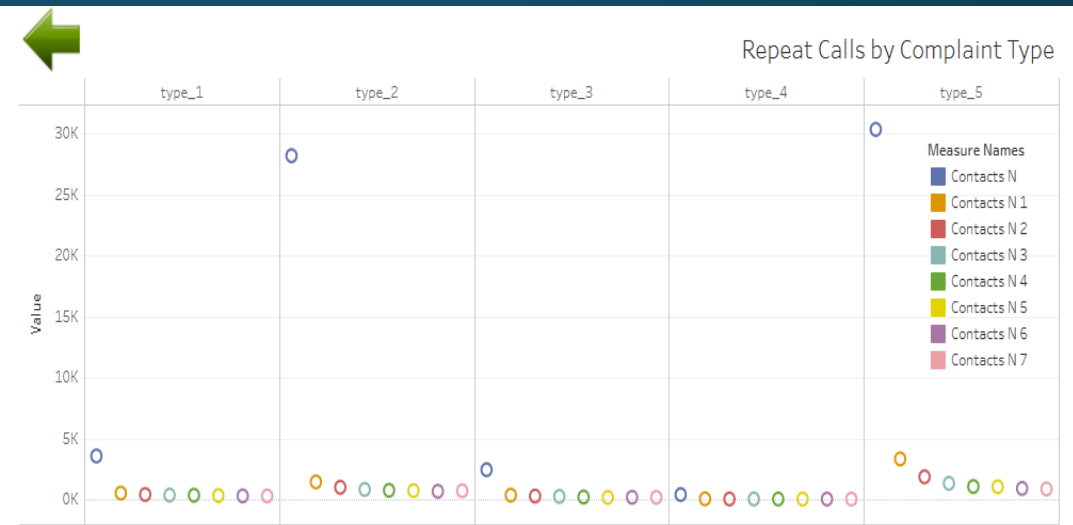
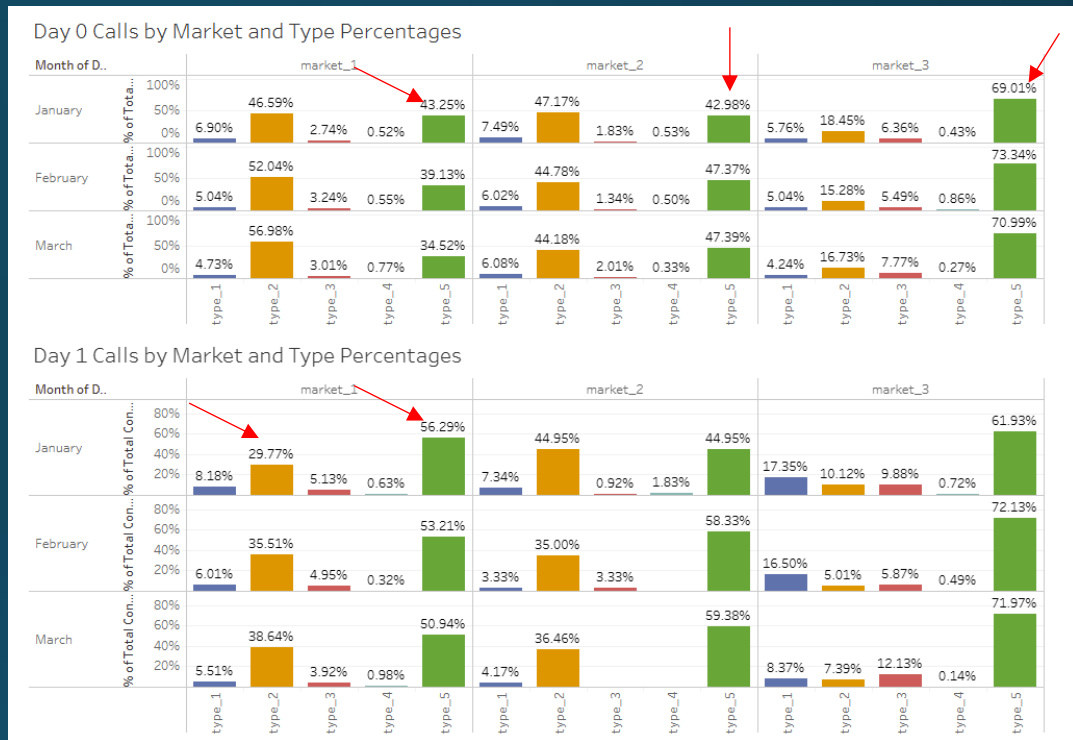
#3

Trends Over
Time

#1

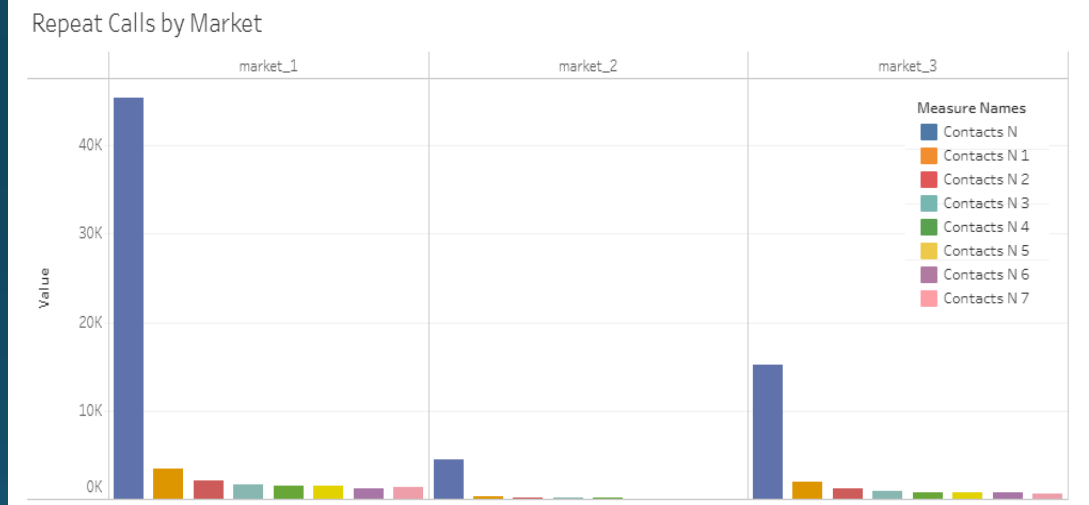
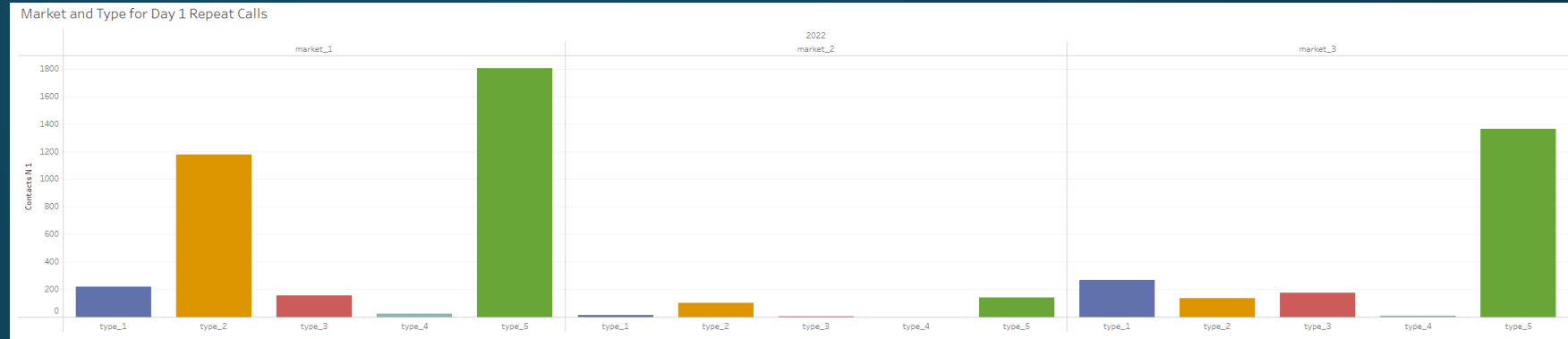
Problem Type Distribution

- Overview
- Type 5 vs Type 2
- Other Types
- Key Takeaway



#2 Market Performance

- Overview
- Market 1
- Market 2
- Market 3
- Comparison Summary
- Actionable Focus



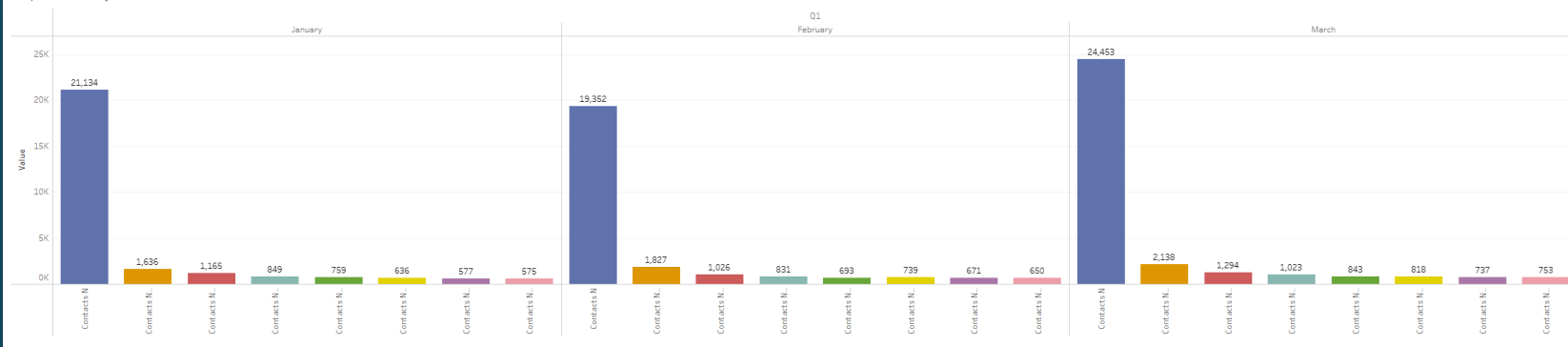
Calls by Market and Type

		Contacts N	Contacts N 1	Contacts N 2	Contacts N 3	Contacts N 4	Contacts N 5	Contacts N 6	Contacts N 7
market_1	type_1	2,504	221	136	106	114	97	86	90
	type_2	23,665	1,180	831	663	623	603	565	577
	type_3	1,353	156	128	116	80	69	71	71
	type_4	284	23	15	16	14	9	10	8
	type_5	17,527	1,806	1,043	788	645	640	524	523
	Total	45,333	3,386	2,153	1,689	1,476	1,418	1,256	1,269
market_2	type_1	290	14	11	9	4	4	7	3
	type_2	1,997	105	51	31	38	26	20	36
	type_3	77	3	2	4	3	3	4	5
	type_4	20	2	1	2		2	1	
	type_5	2,005	141	77	45	37	39	27	30
	Total	4,389	265	142	91	82	74	59	74
market_3	type_1	759	267	240	225	207	201	181	177
	type_2	2,549	136	99	108	69	78	67	81
	type_3	994	176	128	110	96	76	85	83
	type_4	80	8	5	4	2	2	3	4
	type_5	10,835	1,363	718	476	363	344	334	290
	Total	15,217	1,950	1,190	923	737	701	670	635
Grand Total		64,939	5,601	3,485	2,703	2,295	2,193	1,985	1,978

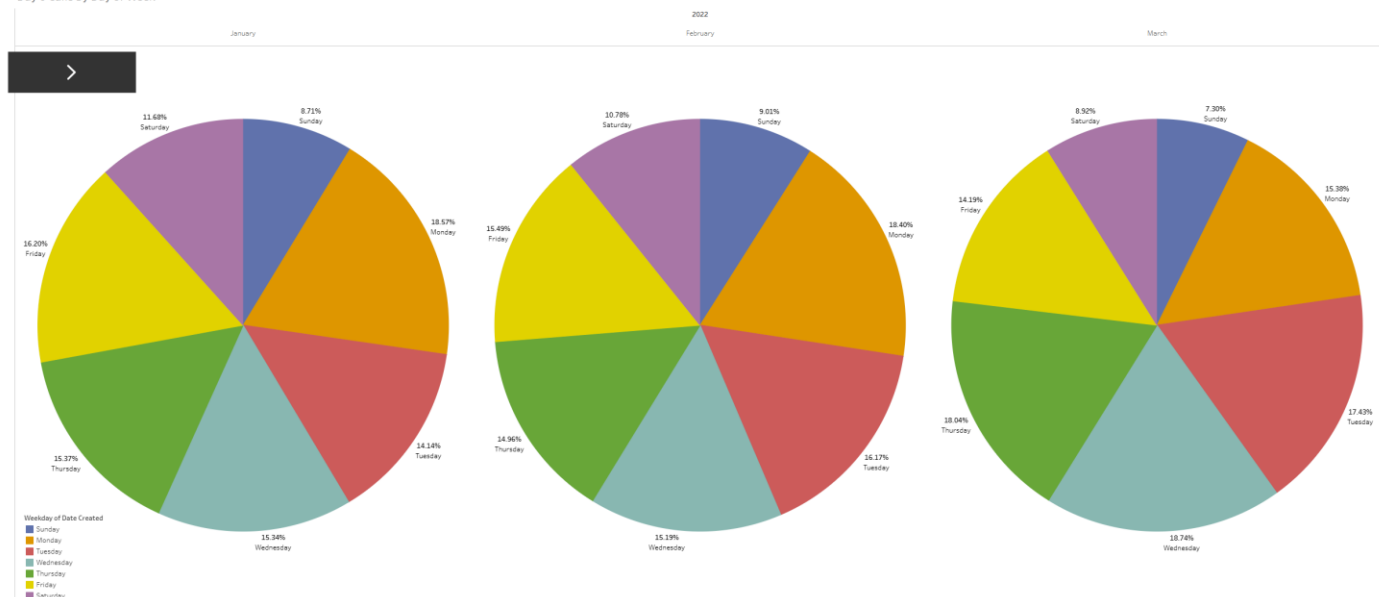
#3 Trends Over Time

- Overview
- Day of the Week Patterns
- Repeat Call Trends by Month
- Key Takeaway

Repeat Calls by Month



Day 0 Calls by Day of Week



Recommendations

#1

**Strengthen
Market's 1 and 3
by Improving
First-Contact
Resolution**

#2

**Maintain Strong
Service in Market
2**

#3

**Improve
Infrastructure to
Reduce Type 5
Calls**

Conclusion

- **Strengthen Markets 1 and 3** to reduce Technician Troubleshooting calls and address Wi-Fi issues.
- **Maintain Market 2** by continuing to monitor service levels and prevent future issues.
- **Invest in Infrastructure** to reduce Wi-Fi-related repeat calls across all markets.
- **Operational Adjustments**
- **Call to Action**