

Project Requirements Document: Google Fiber Customer Support Inquiry Trends

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Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: The team needs to understand how often customers phone customer support again after their first inquiry. They also want to understand trends in repeat calls to understand why customers are having to call more than once. These insights will help to improve the overall customer experience. The dashboard I create should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Key dependencies:

The datasets are anonymized. Stakeholders need to have data access to all datasets used so they can explore steps taken. The primary contacts are Emma Santiago and Keith Portone.

Stakeholder requirements:

R: A chart or table measuring repeat calls by their first contact date

R: A chart or table exploring repeat calls by market and problem type

D: Charts showcasing repeat calls by week, month, and quarter

D: Provide insights into the types of customer issues that seem to generate more repeat calls

Success criteria: My dashboard should be fully functional and able to provide the team with insights about repeat caller volumes in different markets and the types of problems they represent. Doing so will aid the ultimate goal in reducing call volume by increasing customer satisfaction.

User journeys: Currently some customers are having to make multiple calls before ultimately getting a solution. The aim is to reduce this call volume by increasing the customer satisfaction. More information is needed on specifics.

Compliance and privacy: The data has been anonymized to ensure privacy.

Accessibility: The dashboard must be accessible and include large print with text-to-speech alternatives. I should ask follow-up questions for more context.