

# Stakeholder Requirements Document: Google Fiber Customer Support Inquiry Trends

**BI Professional:** Miles Davidson

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

## **Business problem:**

- How often does the customer service team receive repeat calls from customers?
- What problem types generate the most repeat calls?
- Which market city's customer service team receives the most repeat calls?

**Stakeholders:** Emma Santiago, Hiring Manager; Keith Portone, Project Manager; Minah Rah, Lead BI Analyst

**Stakeholder usage details:** Stakeholders will use the dashboard to reveal insights about repeat callers. They want to explore how often customers are calling repeatedly in different markets with different problems.

## **Primary requirements:**

- 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 generate more repeat calls
- Explore repeat caller trends in the three different market cities