



# Stakeholder Requirements Document: Google Fiber

**BI Professional:** Calvin Sina Al Khazhaj

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

## Business

## problem:

Google Fiber aims to enhance customer satisfaction and operational efficiency by minimizing call volumes through proactive communication. The dashboard should offer insights into repeat caller volumes across various markets and the nature of their issues. Key focus: Understanding the frequency of customer repeat contacts with the customer service team. By identifying patterns in repeat calls and the underlying problems, the goal is to devise strategies to address root causes effectively, thereby reducing call volumes and improving overall customer satisfaction levels.

## Stakeholders:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

## Stakeholder

## usage

## details:

Stakeholders seek to assess the team's efficiency in addressing customer queries and resolving issues by examining repeat caller frequency across diverse markets and problem types. The analysis aims to gauge customer satisfaction and operational effectiveness. By understanding the frequency of repeat calls and the range of issues encountered, stakeholders can identify areas for improvement in customer service delivery. This data will inform strategic decisions to optimize support processes and enhance overall customer experience, aligning with the goal of reducing call volumes and improving customer satisfaction levels.

## 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 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.