Project Requirements Document: Google Fiber

## **BI Analyst:** Saumi Rahnamay

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

## **Purpose:** Part of the fictional interview process for the fictional Google Fiber company. Offer insight into how often customers phone customer support again after their first inquiry. Empowers stakeholder decision-making by helping to understand whether the team is able to answer customer questions the first time. Explore trends in repeat calls to identify why customers are having to call more than once, as well as to improve the overall customer experience.

**Key dependencies:**

**Team members:**

* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst
* Fictionalized version of the team’s working dataset. Already anonymized and approved; stakeholders must have access to the dataset to monitor my work.
* The primary contacts are Emma Santiago and Keith Portone.

**Stakeholder requirements:**

* Dashboard:
  + **R:** Volume and Frequency of repeat callers by their first contact date
    - **R:** Volume and Frequency of repeat callers from the three different market cities
  + **R:** Volume and Frequency of types of issues reported by customers
  + **D:** Timescales: view trends by week, month, quarter, and year.
  + **R:** large print and text-to-speech alternatives

**Success criteria:**

**Specific**: BI insights must clearly identify specific characteristics of repeat calls, including how frequently customers are repeat-calling.

**Measurable**: Calls should be evaluated according to metrics, including call frequency and volume, problem type, and location.

**Actionable**: Provide an overview of repeat caller characteristics such that they can be addressed by Google Fiber’s customer service team.

**Relevant**: All metrics must support the question: How often do customers repeat-call the customer service team?

**Time-bound**: Metrics should be delivered at year, month and week levels.

**Assumptions:**

* The data lists five problem types:
  + Type\_1 is account management
  + Type\_2 is technician troubleshooting
  + Type\_3 is scheduling
  + Type\_4 is construction
  + Type\_5 is internet and wifi

## “Repeat calls” means any calls after the initial call over the next seven day period.

## The initial contact date is “contacts\_n”

## The number of days since first call is recorded in the “contacts\_n\_[number of days since initial contact]” columns.

## E.g., “contacts\_n\_6 “indicates six days since first contact.

* No/less repeat calls means customer service was able to help the customer on their first call

## **Compliance and privacy:**

## In order to anonymize and fictionalize the data, the datasets the columns market\_1, market\_2, and market\_3 to indicate three different city service areas the data represents.

## **Accessibility:**

## Stakeholders must have access to datasets.

## Per Minna: Dashboards need to have large print and text-to-speech alternatives.