**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:** Saumi Rahnamay

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

## **Business problem:**

*How often do customers phone customer support again after their first inquiry?* Ultimate goal is to communicate with customers to reduce call volume and increase customer satisfaction. Dashboard should reflect this goal.

**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 must have access to datasets.

## **Dashboard access**: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

## Will help understand whether the team is able to answer customer questions the first time.

## Finding trends in repeat calls to determine why customers are having to call more than once.

## To improve overall customer experience.

**Additional Questions:**

* 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?

**Primary requirements:**

* Dashboard:
  + Frequency of repeat callers by their first contact date
    - Frequency of repeat callers from the three different market cities
  + Frequency of types of issues reported by customers
  + Time Scalability: view trends by week, month, quarter, and year.