Stakeholder Requirements Document: Google Fiber

BI Professional: Sayed Aslam

Client/Sponsor: Emma Santiago, Hiring Manager

Business problem: The ultimate goal is to reduce repeat calls and explore trends in repeat calls to identify why customers are having to call more than once, as well as how to improve the overall customer experience. The primary question is how often are customers repeatedly contacting the customer service team?

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:

- Understand how often customers are calling customer support after their first inquiry;
- 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

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
- Depict charts so that stakeholders can view trends by week, month, quarter, and year.