Project Requirements Document: Google Fiber

BI Analyst:

Mr Dean Walsh

Client/Sponsor:

Emma Santiago, Hiring Manager

Purpose:

As part of my interview process for Google Fiber I have been tasked with creating a Dashboard for the call centre to gain insight into repeat callers. The purpose of this dashboard would be to support the customer service call centre's mission to reduce the number of calls they are receiving while at the same time increasing customer satisfaction and improving operational optimization. To do this they need a tool to explore repeat call trend and identify reasons why customers may have to call more than once.My dashboard should demonstrating an understanding of the project's goals and provide a tool capable of delivering actionable insights into repeat caller trends.

Key dependencies:

Stakeholders

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

Team

- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

The Data

I have been provided with fictional data sets. They are pre-approved and do not need to be anonymized.

Interactive Dashboard

Stakeholder requirements:

Required:

- A chart or table measuring repeat calls by first contact date.
- A chart or table exploring repeat calls by market and problem type.
- Charts showcasing repeat calls by week, month and quarter.
- Explore repeat caller trends in each city individually.
- Stakeholders need access to all datasets used.

Desirable:

- Provide insight into particular customer issues which lead to a greater number of repeat calls.

- Enable easy identification of trend changes.

Success criteria:

Provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent which enable them to take actions to reduce call volume and increase customer satisfaction

Calls should be evaluated according to measurable metrics such volume and frequency.

A clean and easy to use dashboard with all required metrics and no distractions which do not support the stated purpose.

The project should be completed within the given timeframe of 2 weeks.

User journeys:

Users are calling in regard to queries and problems they are facing in the following areas:

- Account management
- Technician troubleshooting
- Scheduling
- Construction

- Internet and wifi

Assumptions:

Since I have not been provided with any metrics for customer satisfaction I am forced to assume that a lower level of repeat calls is a valid proxy for higher levels of customer satisfaction. This may not be the case as some customers may just give up or be forced to look for a solution elsewhere. It would be better if I was provided with explicit customer satisfaction data.

Compliance and privacy:

Viewing privileges are to be limited to:
- Emma Santiago
- Keith Portone
- Minna Rah
- Ian Ortega
- Sylvie Essa

Accessibility:

Large print
Support for text to speech alternatives

Roll-out plan:

Week 1: Migrate data to appropriate tool for dashboard creation. Plan chart types and create dashboard mock-up. Create initial draft of each chart.

Week 2: Refine individual charts. Dashboard design and implementation and accessibility review.