



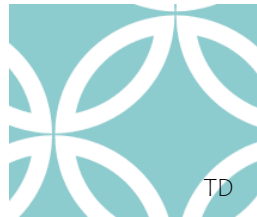
GOOGLE FIBER CALL CENTER CASE STUDY

An Analysis on call center data
in relation to frequency of
repeat customer callers

INTRODUCTION

Fictional Case: The Google Fiber customer service team works in call centers answering calls from customers in their established market city areas. In this fictional scenario, the team is interested in exploring trends in repeat calls to reduce the number of times customers have called in for an issue to be resolved. The team's goal is to reduce call volume by increasing customer satisfaction and improve operational optimization.

The purpose of this summary is to share the insights gained through data analysis of repeat callers in different markets and the types of problems that they represent.



OVERVIEW

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The team needs to understand how often customers phone customer support again after their first inquiry; this will help leaders understand whether the team is able to answer customer questions the first time.

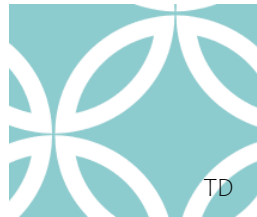
There are three major markets which all have repeat customers. Repeat callers have complaints or concerns regarding 1 of 5 problem types:

- Account Management
- Technician Troubleshooting
- Scheduling
- Construction
- Internet and WIFI

THE PROBLEM

THE SOLUTION

My dashboard demonstrates call volume in different markets as well as the most repeated problem types that are called in. These insights indicate that internet services and technician troubleshooting are the most repeated calls. Providing additional team training on guiding customers and troubleshooting when resolving internet services will reduce repeat calls by as much as 51%.



PREPARATION

Details

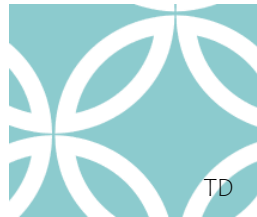
To prepare for this analysis:

Information and requirements were gathered through a 'fictional' interview with Google Fiber.

Data was transformed using SQL and stored from multiple sources. Datasets were merged from three markets into a single combined table.

An analysis was completed by querying data using SQL as well as Power Query.

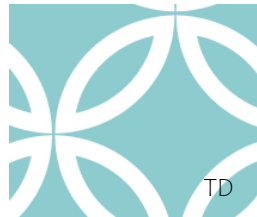
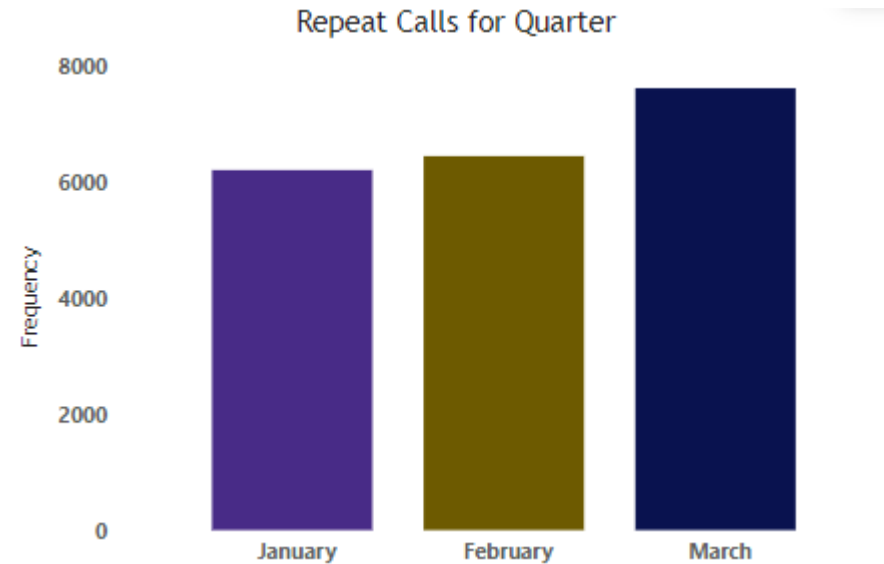
The resulting dashboard provides stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.



REPEAT CALL VOLUME

Details

Google Fiber Call Center had a total of 64,939 calls, of which 20,240 were calls placed by the same customer multiple times, after the initial call. These multiple calls are framed as repeated calls.



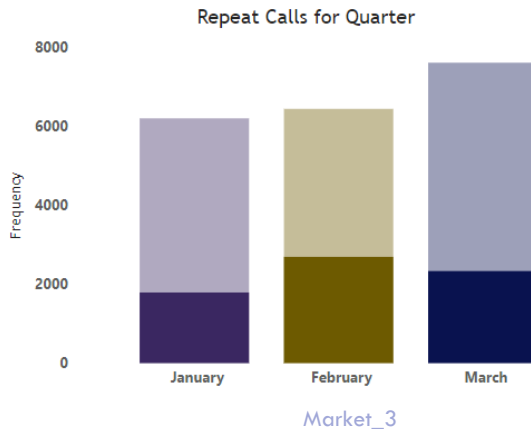
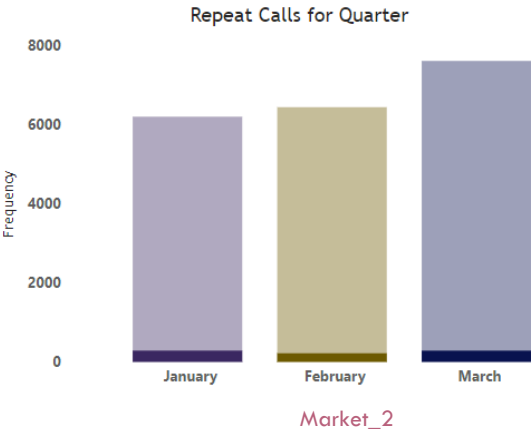
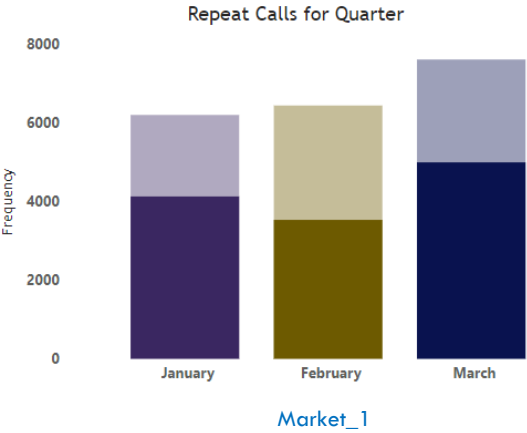
MARKET CITY REPEAT CALL VOLUME

Details

To anonymize data, the call center city service areas are represented as market_1, market_2, and market_3.

Market_1 and Market_3 had the highest volume of calls during this quarter. Market_1 called mostly during January and March, while Market_3 called mostly during the month of February.

Market City



CAUSES FOR REPEAT CALLS

Details

5 Trending Issues:

Type_1 is account management

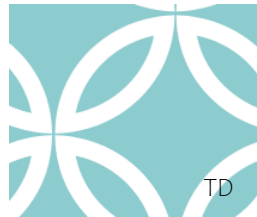
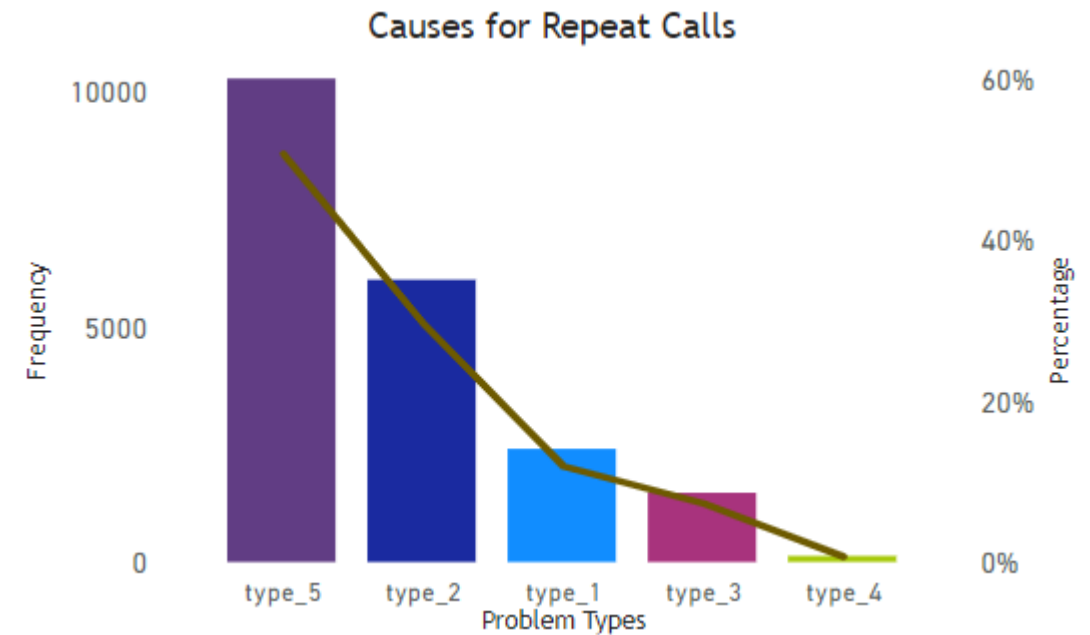
Type_2 is technician troubleshooting

Type_4 is construction

Type_5 is internet/Wi-Fi

Type_3 is scheduling

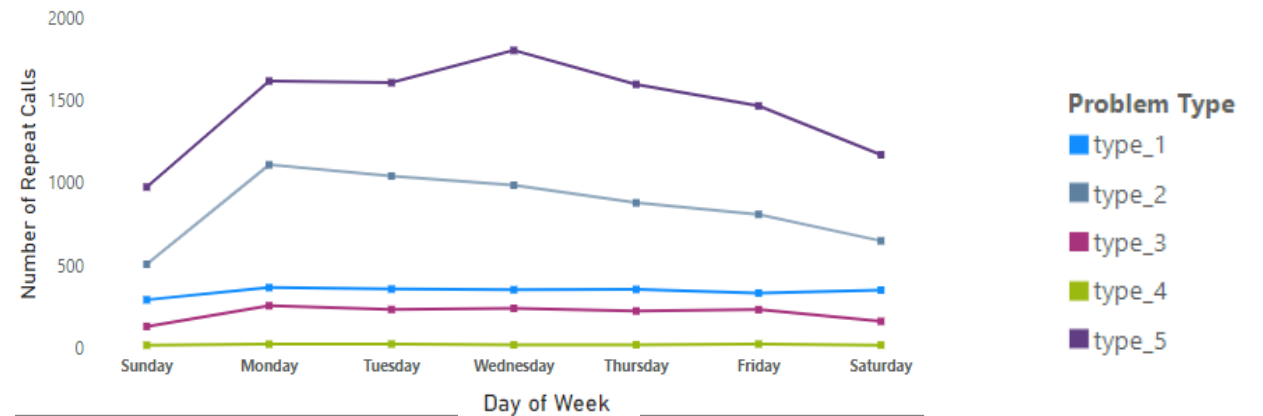
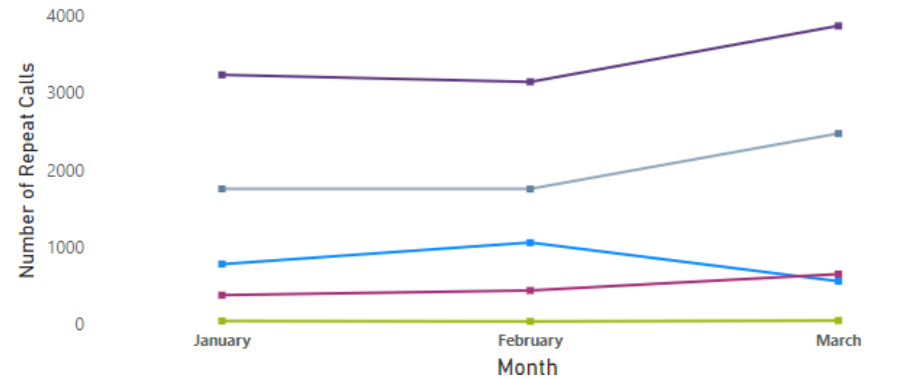
As shown in the chart, Over 50% of all calls were due to concerns for internet and Wi-Fi issues. The second most concerning issue is technician troubleshooting, averaging about 30% of calls. Construction concerning Google Fiber were the least problematic with less than 1% of calls.



FREQUENCY OF REPEAT CALLS

Details

Frequency of Repeat Calls



Type_1 account management

Highest volume **1059** in **February**
Call volume mostly flat during
averaging **343** calls

Type_2 technician troubleshooting

Highest volume **2475** calls in **March**
Call volume peaks at **1111** on **Monday**
then trending down remaining week`

Type_3 scheduling

Highest volume **652** calls in **March**
Call volume mostly flat averaging
210 calls

Type_4 construction

Highest volume **49** calls in **March**
Call volume flat averaging **19**
calls

Type_5 internet and Wi-Fi

Highest volume **3871** in **March**
Call volume peaks at **1806** on
Wednesday then trending
down remaining week

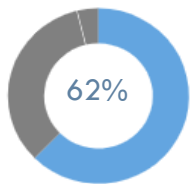
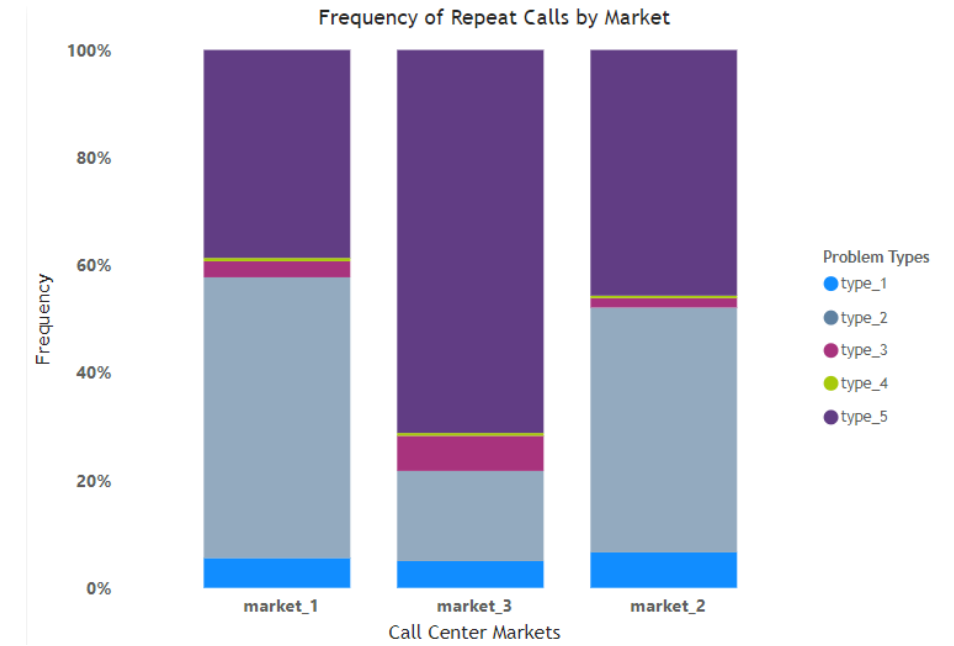


FREQUENCY OF REPEAT CALLS BY MARKET

Details

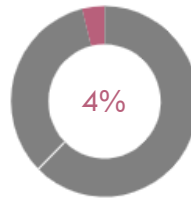
From the three markets, Market 1 has been identified as having the highest repeat callers.

Market_1 and Market_3 had high call volume concerning internet and Wi-Fi services. Market_1 had 5969 calls, accounting for 62% of these calls. Market_3 had 3888, which accounted for 34% of the calls.



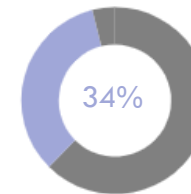
62%

% of repeat callers in **Market_1**



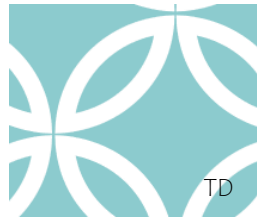
4%

% of repeat callers in **Market_2**



34%

% of repeat callers in **Market_3**



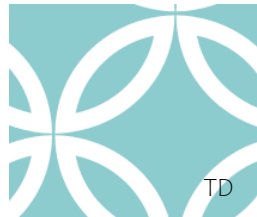
NEXT STEPS

Recommendations

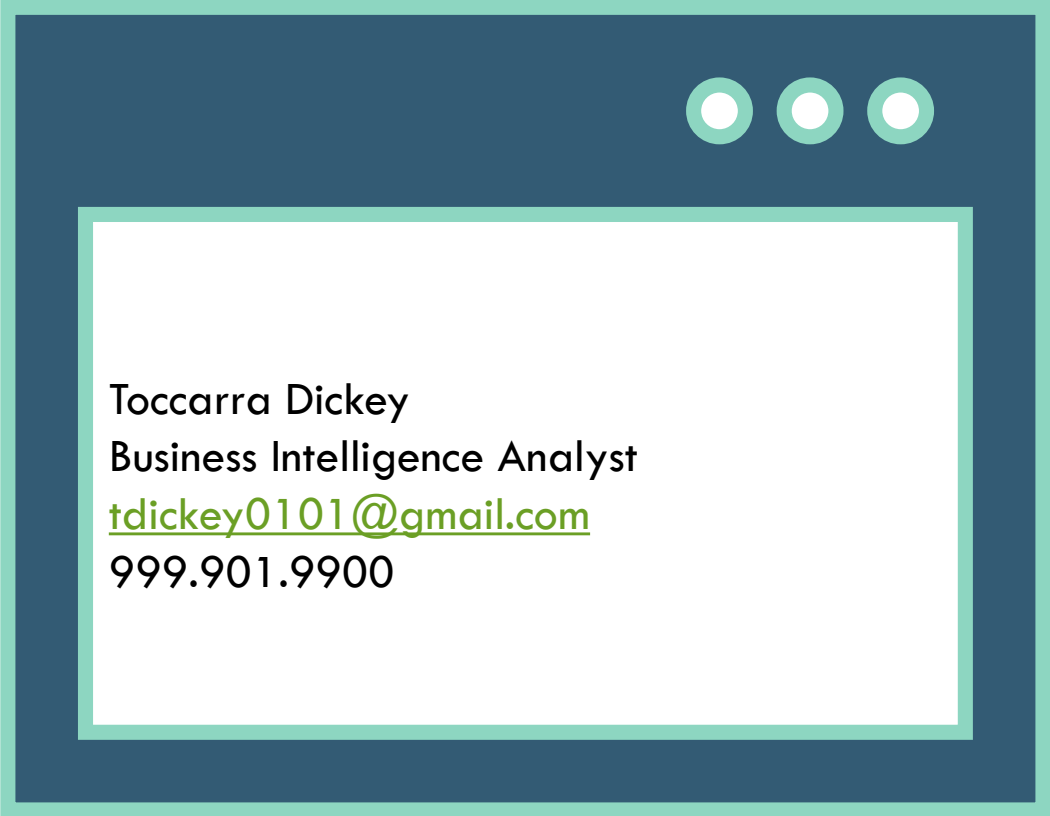
Keys to Success:

- Provide additional training for employees
- Update processes for troubleshooting internet/Wi-Fi issues with customers
- Identify specific areas on internet/Wi-Fi usage that causes issues
- Clarify and use probing questions to gather as much data as possible to resolve problem type
- Set a priority to decrease this problem type by implementing an OKR

Routinely using this dashboard for insights will improve operational optimization.



THANK YOU



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