

Project Requirements Document:

Google Fiber Customer Service

BI Analyst: Ayesha Khattak

Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: The team needs to understand how often customers phone customer support again after their first inquiry; the ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The dashboard should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Key dependencies:

Stakeholders:

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

Team members:

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

Stakeholder requirements: (List

- A chart or table measuring repeat calls by their first contact date. **R**
- A chart or table exploring repeat calls by market and problem type. **R**
- Charts showcasing repeat calls by week, month, and quarter. **D**
- Dashboard needs to be accessible, with large print and text-to-speech alternatives. **R**
- Provide insights into the types of customer issues that seem to generate more repeat calls. **D**
- Explore repeat caller trends in the three different market cities. **R**
- Design charts so that stakeholders can view trends by week, month, quarter, and year. **D**

Success criteria: The dashboard should provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

User journeys: Not yet known.

Assumptions:

In order to anonymize and fictionalize the data, the datasets columns market_1, market_2, and market_3 indicate three different city service areas.

The data also 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

Additionally, the dataset also records repeat calls over seven day periods. The initial contact date is listed as contacts_n. The other call columns are then contacts_n_number of days since first call. For example, contacts_n_6 indicates six days since first contact.

Compliance and privacy:

The datasets are fictionalized versions of the actual data this team works with. Because of this, data is already anonymized and approved. However, we need to make sure that stakeholders have data access to all datasets so they can explore the steps we've taken.

Accessibility: Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Roll-out plan:

The stakeholders have requested a completed BI tool in six weeks.