

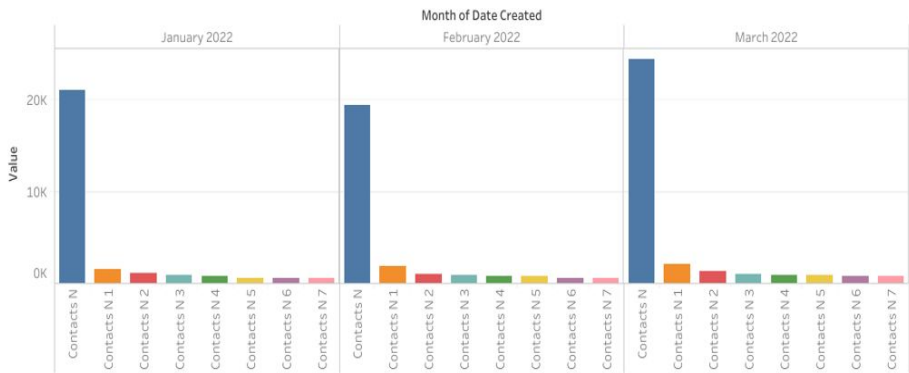
Executive Summary

Reducing Repeat Calls for Google Fiber Call Center

Problem:

This analysis focuses on identifying trends in repeat calls to assist Google Fiber's customer service team in reducing call volumes and improving first-call resolution rates. The dashboards created provide actionable insights into key metrics across various dimensions, such as call patterns by month, day of the week, customer market segments, and issue types.

Repeats by Month



Key Insights:

1. Monthly Trends in Repeat Calls

Volume by Month:

- January and March show higher repeat call volumes, with noticeable consistency in the number of repeat calls across all customer segments.
- February exhibits a slight decrease in overall volume, suggesting opportunities for improvement or possible seasonality factors.

Implication: Efforts to streamline operations should focus on high-volume months to alleviate workload during peak times.

2. Day of the Week Analysis

Patterns in Repeat Calls:

- Monday and Tuesday have the highest percentages of calls, exceeding 18% of total calls for each day.
- Weekends (Saturday and Sunday) have significantly lower call volumes, likely due to reduced customer activity or fewer operational hours.

Implication: Allocate additional resources during high-volume weekdays to address peak traffic efficiently.

3. Market and Issue Type Analysis

Market-Specific Trends:

- Market 1 has the highest repeat call volume, with "Type 5" issues being the most prevalent across all markets.
- Type 2 issues in Market 1 and Market 3 also contribute significantly to the overall repeat calls.

Implication: Prioritize addressing the root causes of Type 5 issues, especially in Market 1, to reduce overall call volume.

Recommendations:

- Target High-Volume Days and Times:**
 - Enhance staffing levels and provide additional training during Mondays and Tuesdays to manage high call volumes effectively.
- Address Key Issue Types:**
 - Investigate common causes of Type 5 issues and implement proactive measures to resolve them during the first customer inquiry.
- Monitor Seasonal Trends:**
 - Analyze the reasons behind the drop in February call volume to replicate successful practices in other months.
- Optimize Market-Specific Strategies:**
 - Tailor customer service efforts to address unique challenges in Market 1, where repeat calls are highest.