

Stakeholder Requirements Document

Google Fiber's Customer Service

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Client/Sponsor: Emma Santiago, Hiring Manager

Business problem: The project aims at exploring 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.

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: The project's ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. To understand how effectively the team is able to answer customer questions and resolve problems, the stakeholders would like to explore how often customers are calling repeatedly in different markets with different problems.

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
- Dashboard needs to be accessible, with large print and text-to-speech alternatives
- 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
- Design charts so that stakeholders can view trends by week, month, quarter, and year.