

Stakeholder Requirements Document: Google Fiber

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BI Professional: Benjamin Taylor

Client/Sponsor: Emma Santiago, Hiring Manager

Business problem:

The team's ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard you create should demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Primary question: How often are customers repeatedly contacting the customer service team?

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:

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
- 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.