

Stakeholder Requirements Document: Google Fiber

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Client/Sponsor: Google Fiber

Business problem:

Primary Question: How often does the customer service team receive **repeat** calls from customers?

The goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational efficiency.

The dashboard should provide your stakeholders with insights into repeat caller volumes in different markets and the types of problems they represent.

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: Uncovering insights and trends in repeat calls to identify why and where customers must call more than once, and how to improve the overall customer experience based on the results.

Primary requirements: (What requirements must be met by this BI tool for this project to be successful?)

- A chart or table measuring repeat calls by their first contact date.
- Provide insights into the types of customer issues that generate more repeat calls.
- The dashboard must provide insights into repeat call volumes by market, problem type, and time intervals (week, month, quarter) to help the stakeholders get a more nuanced view of the problem at hand.