

Project Requirements Document:

Google Fiber Customer Service Repeat Calls

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Purpose: The team's primary objective is to lower repeat call volume, boost customer satisfaction, and enhance operational efficiency. The dashboard should offer stakeholders valuable insights into repeat call volumes across various markets by highlighting the types of issues these callers are experiencing.

Key dependencies:

The datasets should be anonymized and approved. Stakeholders should have data access to all relevant datasets. The primary contacts are Emma Santiago and Keith Portone.

Stakeholder requirements:

The dashboard should demonstrate an understanding of reducing repeat calls and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent..

- 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)
- 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. (R)

Success criteria:

Specific: BI insights should precisely identify the characteristics of repeat calls, detailing how

frequently customers are making multiple contacts.

Measurable: Calls must be assessed using quantifiable metrics such as frequency and volume. For instance, determine whether certain issues prompt more repeat calls, identify which city receives the highest call volume, and track the number of customers who contact support more than once.

Action-oriented: The analysis should quantify repeat callers under various scenarios, equipping the Google Fiber team with actionable insights into customer satisfaction.

Relevant: Every metric should directly address the central question: How frequently are customers reaching out to the customer service team multiple times?

Time-bound: Examine data covering at least a full year to observe trends and fluctuations in repeat call patterns over time, ensuring both peaks and troughs in usage are captured.

User journeys: The team's ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction.

Assumptions:

The columns market_1, market_2, and market_3 to 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 data is anonymized and approved. The team should make sure that stakeholders have data access to all datasets.

Accessibility: The dashboards should offer text alternatives including large print and text-to-speech.

Roll-out plan: The stakeholders have requested a completed BI tool in six weeks.