

# Stakeholder Requirements Document:

## Google Fiber Customer Service Repeat Calls

**BI Professional:** Carlos Figueredo

**Client/Sponsor:** Emma Santiago

**Business problem:** Reducing repeat calls to improve customer satisfaction.

Primary Question: How often do customers have to call Customer Service again to meet their needs?

**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:** Stakeholders would like to monitor week, month and quarter trends of repeat calls by market and problem type in order to understand customer service effectiveness.

**Primary 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
- 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.