

## Overview

This project seeks to provide a dashboard for Google Fiber call centre stakeholders to evaluate day-to-day performance metrics.

## The Problem

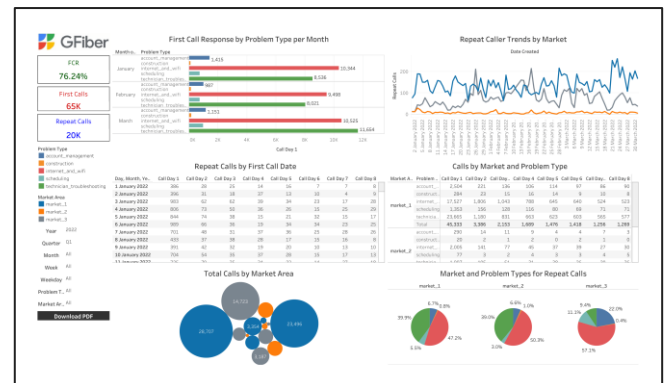
The GFiber customer service team faces a significant volume of repeat calls, which burdens operational resources and impacts customer satisfaction. Identifying patterns and causes of these repeat interactions is essential to addressing this issue effectively.

## The Solution

The call centre data was utilised to develop a Tableau dashboard to analyse trends from repeat callers across three market cities. The dashboard provides insights into call trends, problem types, and market-specific patterns, enabling stakeholders to make data-driven decisions to enhance customer satisfaction and operational optimisation.

## Key Insights

- Market city 2 has the best overall FCR rate (78.2%), while market city 3 has the lowest overall FCR rate (69.1%).
- Market city 1 received the greatest number of repeat calls.
- Most repeat calls were made regarding internet and Wi-Fi, and technician troubleshooting problems.
- Market city 1 has an FCR rate below industry standards for scheduling problems (66.2%).
- Market city 3 has FCR rates below industry standards for accounting (33.6%) and scheduling (56.9%) problems.



Google Fiber Dashboard

## Reflections/Next Steps

Through rigorous data cleaning, analysis, and visualisation, this project provides actionable insights into customer call patterns, enabling informed decision-making to enhance customer satisfaction and operational optimization across market cities and problem types.

The recommendations to stakeholders are as follows:

- Provide more training and support for handling technician troubleshooting and internet and Wi-Fi problems.
- Allocate more resources and staff to market\_1 to address the higher volume of repeat calls.
- Training should be provided to staff in market\_3 to better equip them to handle account management and scheduling problems.
- Provide additional support to market\_1 for staff to handle scheduling problems better.