Project Requirements Document: Google Fiber Customer Support

## **BI Analyst:** David Aderaldo

## **Client/Sponsor:** Google Fiber

## **Purpose:** The Google Fiber Customer service team needs to understand how often customers phone customer support after their first inquiry, this will be used to understand whether the team is able to answer customer questions the first time. Leaders also want to explore trends in repeat calls to identify why customers call more than once, as well as how to improve the overall customer experience.

## **Key dependencies:** The datasets are already anonymized and approved. Stakeholders must have data access to all datasets so they can explore the steps taken. Emma Santiago and Keith Portone are the primary contacts.

## **Stakeholder requirements:** To continuously improve customer experience, the dashboard must help Google Fiber decision makers understand how often customers are repeated calling and what problem types and factors are leading to these repeat calls.

* 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 seems 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:** BI insights must clarify and identify the specific characteristics of a repeat call. Calls should be evaluated using measurable metrics, such as frequency and volume. For example, the number of calls and repeat calls per market city. The outcomes must quantify the number of repeat callers under different circumstances to provide Google Fiber team with insights of Csat. All metrics must support the primary question: “How often are customers repeatedly calling the customer service team?”. It’s ideal that the analyzed data has a span of at least one year.

## **User journeys:** The goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and optimize operational performance.

## **Assumptions:** The datasets contain some particularities, those being 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 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 already anonymized, and all stakeholders must have access to the datasets data.

## **Accessibility:** Dashboard needs to have large print and text-to-speech alternatives.

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