

Google Fiber Customer Satisfaction: Executive Summary

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Overview

The Google Fiber team has tasked me with creating a data tool that provides insights into repeat callers and will allow them to continuously monitor repeat calls in the future.

The Problem

Repeat callers to customer service indicate operational inefficiencies - customer service should be able to address customer issues on the first call. Google Fiber wants a dashboard that gives them insight into repeat callers, which they can ultimately use to decrease repeat callers by improving customer satisfaction and operational efficiencies.

The Solution

I have created a dashboard in Tableau that provides insights into repeat callers. The Google Fiber team can use the dashboard to understand repeat callers in general, and by market and problem type.

Link to dashboard:

https://public.tableau.com/app/profile/daniel.kuhman/viz/B_I_CaseStudy-GoogleFiberCallCenterAnalysis/GoogleFiber-RepeatCallersDashboard

Details

Keys to success

- Charts or tables measuring repeat calls by their first contact date
- Charts or tables exploring repeat calls by market and problem type
- Charts showcasing repeat calls by week, month, quarter
- The dashboard should be interactive and dynamic, so that the team can monitor repeat calls after implementing changes in the future

Results Summary

I built the dashboard using Tableau. It includes all data and features required by the stakeholders and can be used in the future to monitor data following changes. I included a chart to monitor repeat calls by market over the last 7 days, that will be useful in determining whether changes made have an impact on repeat calls.

Reflections/ Next Steps

- The Google Fiber team will continue to monitor the dashboard
 - This will help them determine the effects of changes made on repeat callers
 - They will ask me to iterate on the dashboard as needed
- More granular data may be needed for future analysis
 - Are certain customers more likely to be repeat callers than others?
 - Are some customer service agents more likely to have repeat callers than others?
 - Do repeat calls increase following the launch of a new product or service? If so, can we predict this and adjust staffing accordingly?