Project Requirements: Google Fiber Customer Satisfaction

## **BI Analyst:** Daniel Kuhman

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

## **Purpose:** As part of the hiring process, Google Fiber asked me to create a dashboard using call center data to gain insight into customers who call the center multiple times. Ultimately, they want to use this dashboard to decrease repeat callers by improving customer satisfaction and operational efficiencies.

## **Key dependencies:** The dataset provided is already anonymized and approved for use. The dashboard I create will need to be accessible by all stakeholders.

## **Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

* Chart or table measuring repeat calls by their first contact date - R
* Chart or table exploring repeat calls by market and problem type - R
* Charts showcasing repeat calls by week, month, quarter - D

## **Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

* **Specific**: BI insights must clearly identify the specific characteristics of repeat callers, including how often customers are repeating calls, which markets they’re in, and what problems they have.
* **Measurable**: Calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once?
* **Action-oriented**: These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction.
* **Relevant**: All metrics must support the primary question: How often are customers repeatedly contacting the customer service team?
* **Time-bound:** Analyze data that spans a relevant amount of time to understand the problem and to monitor changes the team makes going forward. Exploring data that spans multiple months will capture peaks and valleys in usage and exploring data over the last month should allow the team to see whether changes they make have an impact on repeat calls.

## **User journeys:** The current problem is that some customers require more than one call to customer service to find a solution to their problem. Google Fiber wants to improve communications to their customers to improve satisfaction and to reduce call volume for customer service. The dashboard needs to provide insight into the repeat callers.

## **Assumptions:** Based on information from the team, I can assume that the data are already anonymized and approved for use.

## **Compliance and privacy:** Based on information from the team, I can assume that the data are already anonymized and approved for use.

## **Accessibility:** Dashboard needs to be accessible by all stakeholders.

**Roll-out plan:** The stakeholders requested a completed dashboard within six weeks.