**Stakeholder Requirements: Google Fiber Customer Satisfaction**

## **BI Professional:** Daniel Kuhman

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

## **Business 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.

**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:** The dashboard should provide stakeholders with insights into repeat callers. Specifically, they need to know how often customers call repeatedly and in which markets with which problems they call.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

* All stakeholders must have access to all datasets
* Includes the following charts:
  + Chart or table measuring repeat calls by their first contact date
  + Chart or table exploring repeat calls by market and problem type
  + Charts showcasing repeat calls by week, month, quarter
* To answer the following questions:
  + How often does the customer service team receive repeat calls from customers?
  + What problem types generate the most repeat calls?
  + Which market city’s customer service team receives the most repeat calls?