

# Project Requirements Document: Google Fiber

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**Client/Sponsor:** Emma Santiago, Hiring Manager

## **Purpose:**

As part of the interview process, the Fiber customer service team has requested the creation of a dashboard utilizing fictional call center data similar to the data regularly used in their operations to analyze repeat caller patterns. The primary objective is to enhance communication with customers, thereby reducing call volume, increasing customer satisfaction, and optimizing operations. The dashboard should reflect an understanding of this goal and offer stakeholders insights into repeat caller volumes across various markets, as well as the nature of the issues they encounter.

## **Key dependencies:**

The datasets are fictionalized versions of the actual data used by the team, ensuring they are already anonymized and approved. However, it is essential to ensure stakeholders have access to all datasets, allowing them to review the steps taken. The primary contacts for this task are Emma Santiago and Keith Portone.

## **Stakeholder requirements:**

To continuously improve customer satisfaction, the dashboard must assist Google Fiber decision-makers in understanding the frequency of repeat customer calls and the types of problems or other factors influencing these calls. The following elements are required:

- A chart or table measuring repeat calls by their first contact date.
- A chart or table analyzing repeat calls by market and problem type.
- Exploration of repeat caller trends in three different market cities.
- Charts designed to allow stakeholders to view trends by week, month, quarter, and year.

Additionally, the following elements are desired:

- Charts showcasing repeat calls by week, month, and quarter.
- Insights into the types of customer issues generating more repeat calls.

## **Success criteria:**

- **Specific:** Clearly identify the specific characteristics of repeat calls, including the frequency with which customers make repeated calls.
- **Measurable:** Evaluate calls using measurable metrics, such as frequency and volume. Determine if certain problems prompt more calls than others, identify which market city

experiences the most calls, and quantify how many customers are calling more than once.

- **Action-oriented:** Quantify the number of repeat callers under various circumstances to provide the Google Fiber team with actionable insights into customer satisfaction.
- **Relevant:** Ensure all metrics address the primary question: How often are customers repeatedly contacting the customer service team?
- **Time-bound:** Analyze data spanning at least one year to understand how repeat calls evolve over time, capturing monthly variations to identify peaks and valleys in call volume.

### User journeys:

The team aims to communicate effectively with customers to reduce call volume, increase customer satisfaction, and enhance operational optimization. The dashboard created should reflect this goal by offering stakeholders insights into repeat caller volumes across different markets and the types of issues these callers encounter.

### Assumptions:

To anonymize and fictionalize the data, the datasets include columns labeled market\_1, market\_2, and market\_3, representing three different city service areas. The data categorizes issues into five problem types:

The data also lists 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

The dataset also tracks repeat calls over seven-day periods. The initial contact date is denoted as contacts\_n, while subsequent calls are recorded in columns such as contacts\_n\_6, indicating the number of days since the first contact. For instance, contacts\_n\_6 denotes a call made six days after the initial contact.

### Compliance and privacy:

The datasets are fictionalized versions of the actual data the team uses, ensuring they are already anonymized and approved. However, it is crucial to ensure that stakeholders have access to all datasets, allowing them to review the steps taken.

### Accessibility:

The dashboards should include text alternatives, such as large print and text-to-speech options, to ensure accessibility for all users.

### Roll-out plan:

The stakeholders have requested the completion of the BI tool within two weeks.