

Stakeholder Requirements Document: Google Fiber

BI Professional: Frida Ekner

Client/Sponsor: Emma Santiago, Hiring Manager

Business problem:

The team's primary objective is to enhance communication with customers, aiming to reduce call volume, increase customer satisfaction, and optimize operations. The dashboard developed should reflect this objective, offering stakeholders insights into the frequency of repeat calls across different markets and the nature of the issues being reported. Key question: How frequently are customers making repeated contacts with the customer service team?

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:

To assess the team's proficiency in addressing customer inquiries and resolving issues, stakeholders are interested in examining the frequency of repeated calls from customers across various markets and with different types of problems.

Primary requirements:

- Develop a chart or table displaying repeat calls categorized by their initial contact date.
- Create a chart or table investigating repeat calls categorized by market and problem type.
- Design charts illustrating repeat calls on a weekly, monthly, and quarterly basis.
- Offer insights into the types of customer issues that appear to generate higher rates of repeat calls.
- Analyze repeat caller trends in the three distinct market cities.
- Design charts enabling stakeholders to observe trends on a weekly, monthly, quarterly, and yearly basis.