Project Requirements: Trends in Repeat Call Inquiries by Google Fiber Customers

## **BI Analyst:** Alan Roebuck

## **Client/Sponsor:** Emma Santiage, Hiring Manager

## **Purpose:** The goal of this project is to identify trends in repeat customer inquiries to the call center. Identifying key issues that lead to repeat calls will inform key decisions that will allow the organization to better communicate with customers that will reduce the need for repeat follow up calls. This will help increase overall customer satisfaction as well as improve operational optimizations.

## **Key dependencies:**

The key dependency for this project is a fictionalized version of data that would could be used in a scenario to describe trends in customer calls. The data has already been anonymized and approved. We will continue to engage with stakeholders to ensure that have full access to the data at all times. The primary contacts for this project are Emma Santiago and Keith Portone.

**Stakeholder requirements:**

They key requirement for this project is to improve customer satisfaction by reducing the need for repeat calls. To do so, a dashboard will be created to highlight key drivers of repeat calls for various markets. The following charts will be included:

1. A chart or table measuring repeat calls by their first contact date - Required
2. A chart or table exploring repeat alls by market and problem type - Required
3. Charts showcasing repeat calls by week, month, and quarter - Required

**Success criteria:**

1. **Specific:** BI insights will identify trends in repeat calls including how often and for what primary problems.
2. **Measurable:** Evaluations will be measurable to answer key questions including 1) How often do customers have repeat inquiries? 2) What problems drive the most repeat calls across key markets of interest?
3. **Action-oriented**: Insights from this study will enable Google Fiber team to increase customer satisfaction and improve operational efficiency.
4. **Relevant:**  All metrics will be relevant to the key primary objective of identifying key drivers of repeat customer calls.
5. **Time-Oriented:** Data will be analyzed with a minimum of 1 year of data to identify key times of high call volume.

## **User journeys:** It is the ultimate goal to reduce call volume and increase customer satisfaction. The dashboard created will demonstrate an understanding of such a goal that will allow stakeholders to make actionable insights to improve the overall customer experience.

## **Assumptions:** There are 3 markets identified within the data set and 5 key problem types.

* Type 1: Account Management
* Type 2: Technician Troubleshooting
* Type 3: Scheduling
* Type 4: Construction
* Type 5: Internet and Wifi

## **Compliance and privacy:** This is a fictionalized data set where personal information has been anonymized and approved.

## **Accessibility:** Will require text to speech alternatives and large print.

## **Roll-out plan:** Timeline not yet requested.