**Stakeholder Requirements: Trends in Repeat Call Inquiries by Google Fiber Customers**

## **BI Professional:** Alan Roebuck

## **Client/Sponsor:** Emma Santiago, Hiring Mangager

## **Business problem:** (What is the primary question to be answered or problem solved?)

## The stakeholders are seeking to explore trends in repeat customer inquiries to the call center to better understand efficiency of call center representatives in resolving customer problems. This will enable the company to better communicate with customers in the future and improve customer satisfaction.

**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:**

## A dashboard will be used to provide insight into repeat customer call trends, the problems associated with repeat calls, and geographic trends that will ultimately aid stakeholders in reducing repeat call inquiries to improve customer satisfaction and to improve operational optimization .

**Primary requirements:**

The primary requirements for this tool is to to inform stakeholders on repeat call volume by answering the following questions:

1. How often does the customer service team receive repeat calls from customers?
2. What problem types generate the most repeat calls?
3. Which market city’s customer service team receives the most repeat calls?

This will include a series or charts or tables that showcase:

1. Repeat calls by first contact date
2. Repeat calls by market and problem type
3. Repeat calls by week, month, and quarter