Project Requirements Document: Google Fiber

## **BI Analyst:** Joehan Misquitta

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

## **Purpose:** The team seeks to understand how often customers contact customer support again after their first inquiry; this will help leaders understand whether the team is able to answer customer queries effectively the first time. Further, leaders want to explore trends in repeated calls to identify why customers are having to call more than once, as well as how to improve the overall customer experience. I aim to create a dashboard to provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

## **Key dependencies:** I will need to anonymize and fictionalize the available data and make sure stakeholders have access to all datasets so they can explore the steps I’ve taken. Primary contacts are Emma Santiago, Hiring Manager and Keith Portone, Project Manager.

## **Stakeholder requirements:** R - required, D - desired, or N - nice to have.

## ● A chart or table measuring repeat calls by their first contact date. R

## ● A chart or table exploring repeat calls by market and problem type. R

## ● Provide insights into the types of customer issues that seem to generate more repeat

## calls. D

## ● Charts showcasing repeat calls by week, month, and quarter. D

## ● Design charts to view call trends by week, month, quarter, and year. R

## **Success criteria:**

## Using the SMART criteria to define success.

## **Specific:** The insights must clearly identify the specific characteristics of repeat calls, including how often customers are repeating calls.

## **Measurable:** Calls are evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once?

## **Action-oriented:** These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction.

## **Relevant:** All metrics must support the primary problem of How often and Why are customers repeatedly contacting the customer service team.

## **Time-bound:** Analyze data that spans at least one year to understand how repeat callers

## change over time. Exploring data that spans multiple months will capture peaks and valleys in

## usage.

## **User journeys:** The team aims to effectively communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard I am creating will provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

## **Assumptions:** To anonymize and fictionalize the data,

## the dataset has columns market\_1, market\_2, and market\_3 to indicate three different city service areas the data represents.

## 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 Wi-Fi.

## Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** I will need to anonymize and fictionalize the data to protect customer privacy and get the anonymized data approved.

## **Accessibility:** The dashboard will offer text alternatives including large print and text-to-speech alternatives.

**Roll-out plan:** The stakeholders have requested a completed BI tool in six weeks.