Google Fiber Analysis Executive Summary

Overview

This analysis seeks to improve the customer experience by exploring reasons behind repeated customer calls to Google Fiber's customer service team.

The Problem

Leadership lacks clear insights as to how often customers require multiple calls to resolve issues encountered and the type of issues that drives repeated contact.
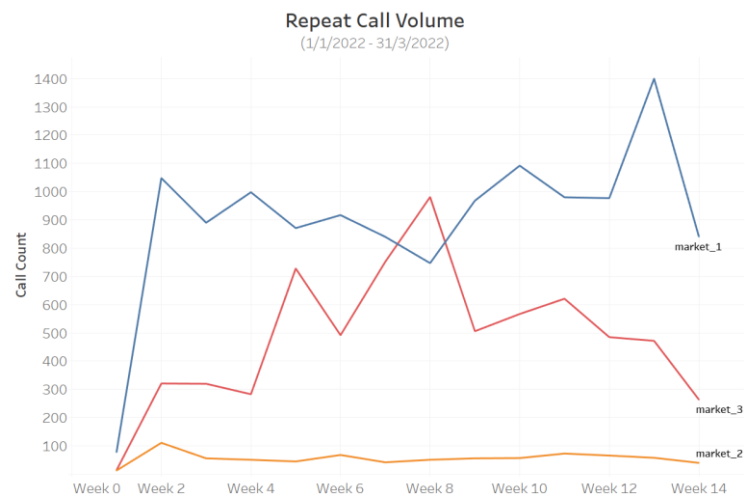
- How can we improve the first-call resolution rates across all markets?
- Are there differences in customer patterns between different markets?

The Solution

An interactive dashboard was built to highlight repeated call patterns, broken down by market, problem type and time period. This would enable leadership to identify recurring trends and address the root causes of the repeated calls.

Key Insights

- Across all markets, **one in four** (**23.8%**) customers had to call more than once to resolve their issue

- Across all markets, issue **type 2 and 5** were the leading problem customers encountered

- Customers in **Market 3** were the most likely to be repeat callers with **30.9%** calling more than once, whereas Market 2 was the least likely with only 15.2% calling more than once.

Repeat Call Volume (1/1/2022 - 31/3/2022)

Results Summary
The dashboard empowers users to easily interpret data and make data-driven decisions in order to improve first-call resolution rates, ultimately improving customer satisfaction.

Reflections/ Next Steps

- Leadership will need to act on the new insights derived from the dashboard to address the root cause of the repeated calls

- Future steps can include implementing a data pipeline to automate the ETL process and feed incoming data directly into the dashboard through a live connection. This will allow stakeholders access to near-real time data for monitoring