**Stakeholder Requirements Document: Google Fiber Project**

## **BI Professional:** Kilin Widjaja

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

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

The main purpose is to increase customers’ satisfaction and improve operational optimization. In order to do that, the team needs to understand how often customers phone customer support again after their first inquiry in different markets and types of problems; this will help leaders understand whether the team is able to answer customer questions the first time. Primary question: How often are customers repeatedly contacting the customer service team.

**Stakeholders:** (Who are the major stakeholders of this project, and what are their job titles?)

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst
* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

## **Stakeholder usage details:** (How will the stakeholders use the BI tool?)

Stakeholders use the BI tool to gain insights to understand how often customers are calling customer support in different markets after their first inquiry and types of problems; this will help leaders understand how effectively the team is able to answer customer questions and resolve problems the first time.

**Primary requirements:** (What requirements must be met by this BI tool in order for this project to be successful?)

* Provide insights into the types of customer issues that seem to generate more repeat calls
* Explore repeat caller trends in the three different market cities
* Design charts so that stakeholders can view trends by week, month, quarter, and year.
* A chart or table measuring repeat calls by their first contact date
* A chart or table exploring repeat calls by market and problem type
* Charts showcasing repeat calls by week, month, and quarter