Project Requirements Document: Google Fiber Project

BI Analyst:

Kevin Leung BI Analyst

Client/Sponsor:

Google, Google Fiber Platform - Emma Santiago, Hiring Manager

Purpose:

Google Fiber customer service monitors and improves customer satisfaction. The goal is to understand how often customers phone customer support again after their first inquiry and exploring trends in repeat callers. The insights could then reduce call volume by increasing customer satisfaction and improving operational optimization.

Key dependencies: (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

Stakeholders:

- Emma Santiago, Hiring Manager - *Primary Contact *
- Keith Portone, Project Manager - *Primary Contact *
- Minna Rah, Lead BI Analyst

Team Members:

- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Deliverables:

Make sure stakeholders and team members have access to all datasets so they can explore steps taken.

Stakeholder requirements:

- R: 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
- R: Explore repeat caller trends in three different market cities
- R: Charts showcasing repeat calls by week, month and quarter

Success criteria:

A fully functional dashboard that demonstrates how to reduce call volume by revealing insights into repeat caller volumes in different markets and the types of problems they represent.

User journeys: (Document the current user experience and the ideal future experience.)

Customers are phoning customer support again after their first experience. The team is expected to find insights as to why calls are repeated and to reduce call volume to improve overall customer experience.

Assumptions: (Explicitly and clearly state any assumptions you are making.)

No information listed, ask follow-up question.

Compliance and privacy:

- Dataset is anonymized and approved including: number of calls, number of repeat calls after first contact, call type, market city, and date.
- Datasets the columns market_1, market_2, market_3 indicate 3 different city service areas the data represents.
- Five problem types listed, type_1 is account management, type_2 is technician troubleshooting, type_3 is scheduling, type_4 is construction, and type_5 is internet and wifi
- Dataset repeats calls over seven-day periods
- Initial contact date is listed as contacts_n and other call columns are contact_n_number of days since first call. Ex. contacts_n_6 indicates 6 days since first contact

Accessibility:

Dashboard needs to be accessible, with large print and text-to-speech alternatives

Roll-out plan: (Detail the expected scope, priorities and timeline.)

- Understand how often customers call customer support after their first inquiry
- Provide insights into the types of customer issues that seem to generate more repeat calls
- Explore repeat caller trends in three different market cities
- Design charts so that stakeholders can view trends by week, month, quarter, and year

Ask follow up question regarding a deadline.