

## **Stakeholder Requirements Document: Google Fiber Project**

### **BI Professional:**

Kevin Leung BI Analyst

### **Client/Sponsor:**

Google, Google Fiber Platform - Emma Santiago, Hiring Manager

### **Business problem:**

Explore trends in repeat callers. How can Google Fiber reduce call volume?

### **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:**

Insights about repeat caller volumes in different markets and the types of problems they represent will help leaders understand whether the team is able to answer customer questions the first time, identify why customers are having to call more than once, and how to improve the overall customer experience. Ask follow-up questions for more context.

### **Primary requirements:**

- 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
- Provide insights into the types of customer issues that seem to generate more repeat calls
- Explore repeat caller trends in three different market cities