Stakeholder Requirements Document:
Google Fiber Call Resolution Optimization Dashboard

BI Professional: Leonor Duarte

Client/Sponsor: Google Fiber Customer Service Team

Business problem: Understanding how often customers call customer support after their first inquiry to improve first-time resolution and overall customer experience

Stakeholders: Emma Santiago, Hiring Manager
Keith Portone, Project Manager
Minna Rah, Lead BI Analyst

Stakeholder usage details:

- Insights will help leadership understand the effectiveness of the customer support team in resolving issues on the first call.

- Identification of trends and problem types generating repeat calls to develop targeted strategies for improvement.

Primary requirements:

1. The dashboard must be accessible, with large print and text-to-speech alternatives.
2. Provide insights into the types of customer issues that seem to generate more repeat calls
3. Explore repeat caller trends in the three different market cities
4. Design charts so that stakeholders can view trends by week, month, quarter, and year.

Key Questions:

How often does the customer service team receive repeat calls from customers?

What problem types generate the most repeat calls?

Which market city's customer service team receives the most repeat calls?