Google Fiber

Project Executive Summary

Overview

To determine how often customers are calling customer support after their first inquiry; this will help leadership understand how effectively the team is able to answer customer questions the first time.

The Problem

Customer calls support with problems. However if the problem isn't solved customers are likely to call back..
- Understand how often customers are calling customer support after their first inquiry. Can we better identify areas as higher risk?
- The types of customer issues that seem to generate more repeat calls
- Explore repeat caller trends in the three different market
- View trends by week, month, quarter

The Solution

Create a dashboard to provide insights about repeat caller volumes for different types of problems and markets


Details

Keys to success
- Create project planning documents
- Produce target tables in BigQuery using ETL
- Create dashboard in Tableau giving insights into repeat calls by market and problem type

Results summary
- Repeat calls increased by 26% from January to March, 2022
- Market_2 has highest first call resolution rate = 80%. Market_3 = 60%
- Day 1 repeat calls
  - Type_5 (Internet & Wifi) problems in all 3 markets is 45-72% of monthly calls
  - Type_2 (Technician troubleshooting) problems in market_1 and market_2 is 30-45% of monthly calls

Day 1 Repeat Calls by Market and Type
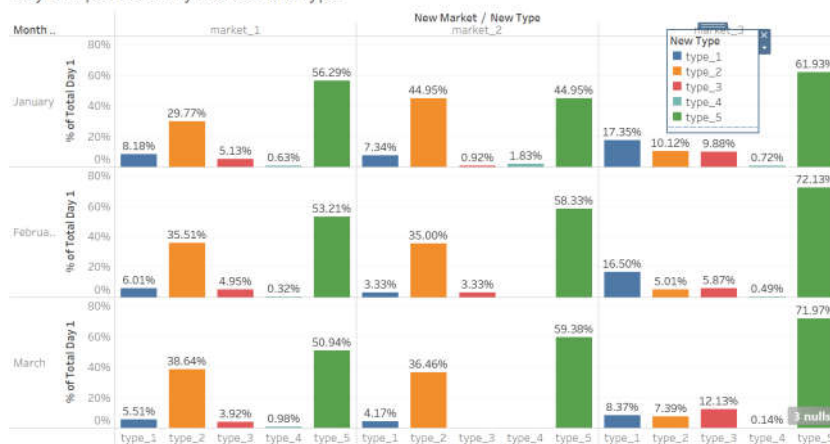
Reflections/ Next Steps

- Create a knowledge base to lookup answer if not within employee expertise.
- Train agents to build up expertise in technical product information.
- Analyze customer service that requires multiole contacts by performing root cause analysis.
- Incorporate customer feedback to determine positive and negative impact of contact.
- Consider adding channels such as live chat and automating commmon tasks.