

# Stakeholder Requirements Document: Google Fiber

**BI Professional:** Laura Hoyte

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

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

Understand how often customers again call customer support after their first inquiry. Further to explore trends in repeat calls and to identify why customers have to call customer support more than once in different markets. How to improve overall customer experience and operational optimization.

**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

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

They will use the BI to gain insights into when customers have having repeat calls and explore these trends for different problems in different markets. This information will be used to increase customer satisfaction and improve operational optimization

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

- 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
- Give insight into the type of customer issues that generate repeat calls
- Explore repeat caller trends in three different cities