

Project Requirements Document: Google Fiber

BI Analyst: Laura Hoyte

Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: (Briefly describe why the project is happening and why the company should invest resources in it.)

Customers call customer support the first time can sometimes call subsequent times about the same issue. The team needs to understand how often customers call customer support after their first inquiry. This will help the team to understand if customer questions are answered the first time. Further, it will help to identify why customers are having to call more than once and explore trends in repeat calls in three different market cities. It will also provide insights into how to improve the overall customer experience.

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

Stakeholders:

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

Team members:

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

Primary contacts are Emma and Keith

Need to make sure stakeholders have access to all datasets so they can explore all steps taken

Stakeholder requirements: (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

The dashboard must help Google Fiber understand the behaviour of repeat customers.

- 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
- Charts showcasing repeat calls by week, month, and quarter. R
- Give insight into the type of customer issues that generate repeat calls R

- Explore repeat caller trends in three different cities R

Success criteria: (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

Specific: Identify which customers are having repeat calls and the reasons why. Explore trends in repeat calls. Provide insight into the type of customer issues that generate repeat calls in different markets.

Measureable: The number of repeat calls from date of first contact. Explore repeat call trends in three different cities. Do customers call with a specific problem more often than others?

Action oriented: Outcomes must use repeat calls to show reason for repeats. The top three locations where repeat calls occurred. Use this information to improve customer satisfaction and operational optimization by reducing call volume.

Relevant: All metric support the question, how often are customers repeatedly contacting the customer service team?

Time-bound: Analyze repeat calls by week, month, and quarter

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

The customer support team needs to understand how often customers are repeat callers and how effective support is answering customer questions the first time. Identify reasons for repeat calls and the top three cities for repeat calls. Charts that show trends by week, month, and quarter.

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

The datasets the columns market_1, market_2, and market_3 to indicate three different city service areas the data represents.

The data also lists five problem types:

- Type_1 is account management
- Type_2 is technician troubleshooting
- Type_3 is scheduling
- Type_4 is construction
- Type_5 is internet and wifi

The dataset records repeat calls over seven-day periods. The initial contact date is listed as day 0. The other call columns are then 'day number' of days since first call. For example, day 6 indicates six days since first contact.

Compliance and privacy: (Include compliance, privacy, or legal dimensions to consider.)

The dataset has been anonymized to protect the privacy of customers.

Accessibility: (List key considerations for creating accessible reports for all users.)

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

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

The stakeholders have requested a completed BI tool in two weeks.