Stakeholder Requirements Document: Google Fiber

BI Professional: Melissa Slawsky, Business Intelligence Analyst

Client/Sponsor: Google Fiber

Business problem: How frequently do customers make repeat calls to customer service? Which problem types and market cities generate the most repeat calls? How can Google Fiber utilize trends in repeat calls to improve the overall customer experience?

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

Stakeholder usage details: Insights will inform the overall customer experience for the following departments:

- **Customer Service**: to improve first-call resolution rates and identify areas for agent training
- **Operations**: to optimize resource allocation based on call volume and types
- **Product Development**: to address recurring issues that lead to repeat calls
- **Marketing:** to tailor communication strategies based on common customer inquiries

Primary requirements:
- Must include data on number of calls, number of repeat calls after first contact, call type, market city, and date
- Should show trends in repeat calls by their first contact date
- Should include a breakdown of repeat calls by market city and problem type
- Must provide visualizations of repeat call trends by week, month, quarter, and year
- Should be accessible, with large print and text-to-speech alternatives