

# Google Fiber Executive Summary

Proprietary +  
Confidential

## Overview

This project seeks to reduce the amount of times customers have to call in order for an issue to be resolved in order to improve the overall customer experience.

## The Problem

Customer service excellence is crucial for Google Fiber's user experience. Repeat calls - where customers contact support multiple times for a single issue - frustrates users, strain resources, and increase costs.

- How frequently do customers make repeat calls to customer service?
- Which problem types and market cities generate the most repeat calls?
- How can we use this data to improve first-call resolution rates?

## The Solution

Google Fiber has created a dashboard to improve the call center experience through analysis of trends and data analysis.

## Details

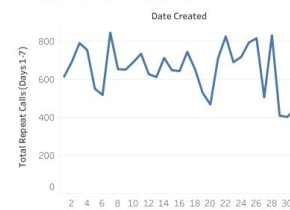
### Keys to success

- Data must be comprehensive and show trends in repeat calls by their first contact date
- The dashboard include a breakdown of repeat calls by market city and problem type
- Project should be accessible, with large print and text-to-speech alternatives

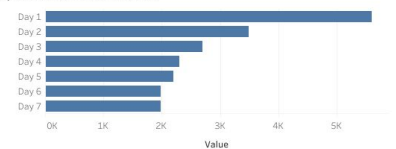
#### Metrics

Initial Calls	64,939
Total Repeat Calls (Days 1..	20,240
Repeat Call Rate	31.2%

#### Repeat Call Trend Over Time



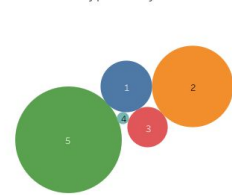
#### Repeat Call Distribution



#### Market Analysis



#### Problem Type Analysis



### Call Center Trends

## Results Summary

Google Fiber has set an internal goal for reducing the call center rate by 25% within the next quarter. Our dashboard analysis reveals that while the overall repeat call rate is 31.2%, Google Fiber can strategically focus its efforts to significantly improve the call center experience.

## Reflections/ Next Steps

- The 80/20 or Pareto Principle can be utilized to maximize efficiency in troubleshooting
- **Problem Types:** Problem types 5 (50.65%) and 2 (29.58%) account for 80.23% of all repeat calls, consistent with the 80/20 principle that a minority of causes often leads to the majority of results.
- **Market City:** Market 1 (62.47%) and Market 3 (33.62%) account for 96.09% of all repeat calls, so concentrating training efforts in these two cities would maximize training efforts.
- **Timing of repeat calls:** 58.25% of repeat calls occur within the first 3 days after the initial call, with 27.68% repeat calls occurring on day 1 alone.
- By prioritizing agent training and resource allocation to address problem type, market city, and improved follow-up within the first 3 days post-initial call, Google Fiber can potentially resolve up to 75-80% of repeat call issues while optimizing resource utilization.