Project Requirements Document: Google Fibre Customer Satisfaction Project

## **BI Analyst:** Navyadeep Singh Boparai

## **Client/Sponsor:** Google Fibre

## **Purpose:** As part of the interview process, the Fiber customer service team has asked for a dashboard using fictional call center data based on the data they use regularly on the job to gain insights about repeat callers. The team’s ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard you create should demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

## **Key dependencies:**

## The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved. However, you will need to make sure that stakeholders have data access to all datasets so they can explore the steps you’ve taken. The primary contacts are Emma Santiago and Keith Portone.

## **Stakeholder requirements:**

## R - 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 - Design charts so that stakeholders can view trends by week, month, quarter, and year.

## D - Charts showcasing repeat calls by week, month, and quarter.

D - Provide insights into the types of customer issues that seem to generate more repeat calls

## **Success criteria:** Understand characteristics of repeat calls and how many repeat calls are happening. Calls should be measured in terms of volumes like How many repeated calls per market type. The outcomes must help the stakeholders understand insights in repeat calls under different circumstances. All metrics should relate to repeat calls and help answer why the repeat calls are taking place.

## **User journeys:** (Document the current user experience and the ideal future experience.) N/A

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increase customer satisfaction and improve operational optimization. The dashboard you create

should demonstrate an understanding of this goal and provide your stakeholders with insights

about repeat caller volumes in different markets and the types of problems they represent.

## **Assumptions:**

In order to anonymize and fictionalize the data, 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

Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts\_n. The other call columns are then contacts\_n\_number of days since first call. For example, contacts\_n\_6 indicates six days since first contact.

## **Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)N/A

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## **Accessibility:** The constructed dashboard should be accessible to Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa.

The dashboards should offer text alternatives including large print and text-to-speech.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.) N/A  
The stakeholders have requested a completed BI tool in six weeks.