**Stakeholder Requirements Document: Google Fibre Customer Satisfaction Project**

## **BI Professional:** Navyadeep Singh Boparai

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

## **Business problem:** 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.

## How often customers call after their first call with support team?

What repeating trends are there in the customers calling after their first inquiry?

## How can we improve the customer satisfaction?

**Stakeholders:**

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

Primary contacts = Minna and Keith

## **Stakeholder usage details:** Explore trends in repeat callers under different circumstances to increase customer satisfaction.

**Primary requirements:**

* 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
* Provide insights into the types of customer issues that seem to generate more repeat calls
* Explore repeat caller trends in the three different market cities