Project Requirements Document: Google Fiber

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Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: The Google Fiber customer service team needs to understand how often customers phone customer support again after their first inquiry. The goal is to reduce the number of repeat calls and increase the efficiency of each phone call. In order to achieve this goal, the team would like a dashboard that will effectively help them work toward this objective.

Key dependencies: The datasets being used are fictional versions of data used by the team, and all data has been anonymized and approved. Ensure that the stakeholders have access to all datasets so that they can explore the steps that were taken. The primary contacts for this project are Emma Santiago and Keith Portone.

Stakeholder requirements:

- 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
- Design charts so that stakeholders can view trends by week, month, quarter, and year. D
- Design charts to explore repeat caller trends in three different markets D
- Provide insights as to what issues are being called in repeatedly D

Success criteria:

Specific: The dashboard must be able to help the team clearly identify how often customers repeatedly call.

Measurable: Calls must be evaluated by what problems are being called in and what

market the calls are coming from. Also, be able to show how many customers are repeat callers.

Action-oriented: The dashboard must provide the team with insights to customer satisfaction and call efficiency.

Relevant: All metrics used must help answer the purpose of this project.

Time-bound: Explore data that spans over multiple months or years so that trends can be detected.

User journeys: The current user experience is that customers may need to call multiple times about a specific problem. The ideal experience is that customers only need to call once to resolve their issue.

Assumptions: I assume that there are only five problems that are called in. I am given the following 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

Compliance and privacy: As previously stated, the datasets being used are fictionalized versions of real data. All data has been anonymized and approved.

Accessibility: Per Minna: Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Roll-out plan: Stakeholders have requested a completed BI Tool in 4 weeks.