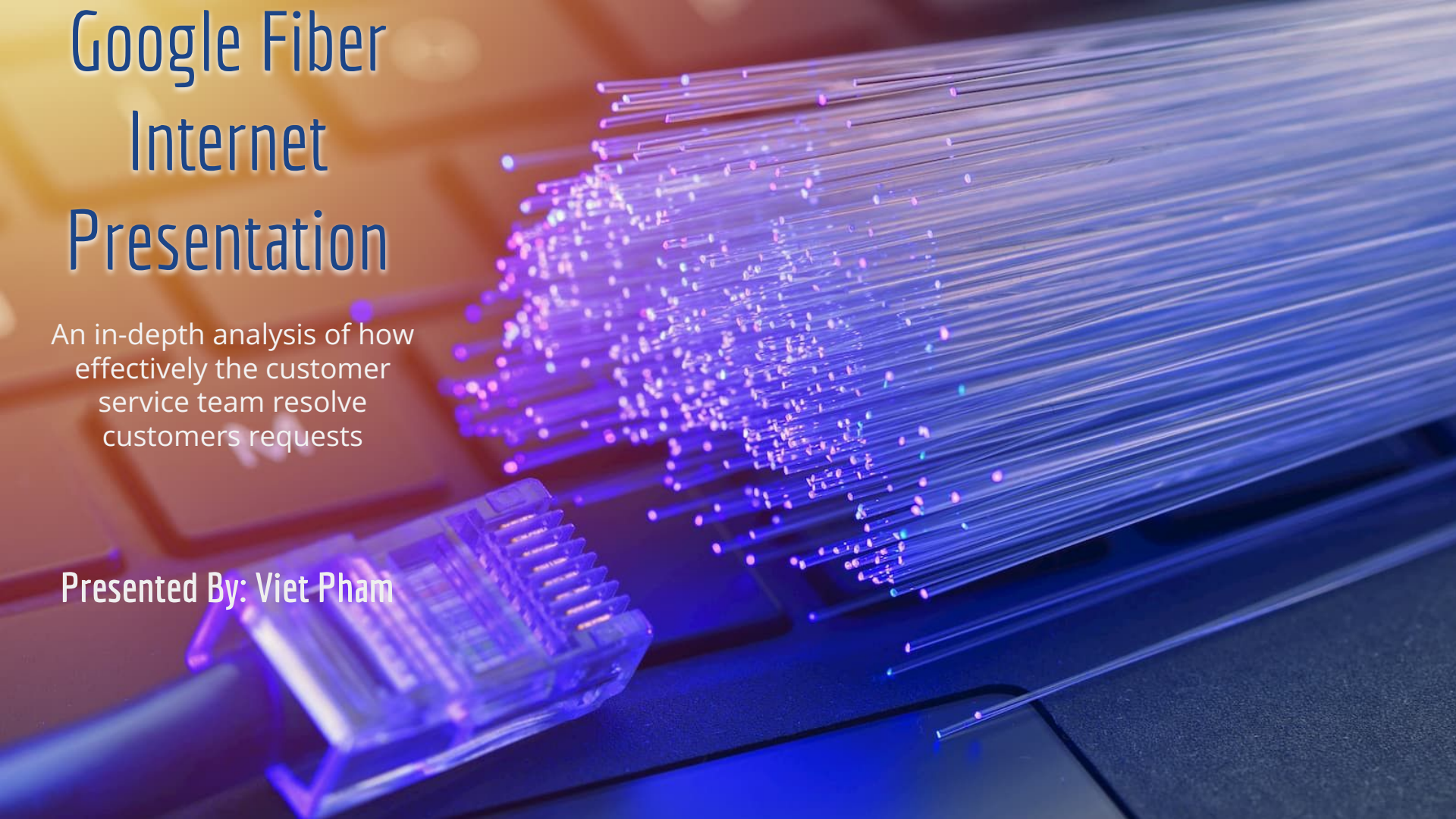# Google Fiber Internet Presentation

An in-depth analysis of how effectively the customer service team resolve customers requests

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Project overview

The Google Fiber customer service team's goal is to determine **how often** customers are calling customer support after their **first inquiry**. This will help leadership understand how effectively the team is able to answer customer questions the first time. The stakeholders also want insights about repeat caller volumes in **different markets** and **the types of problems** they represent

The team's ultimate goal is to reduce call volume by increasing **customer satisfaction** and improving **operational optimization**

Dashboard Key insights:

How often customers are calling customer support after their **first inquiry** on different timescale
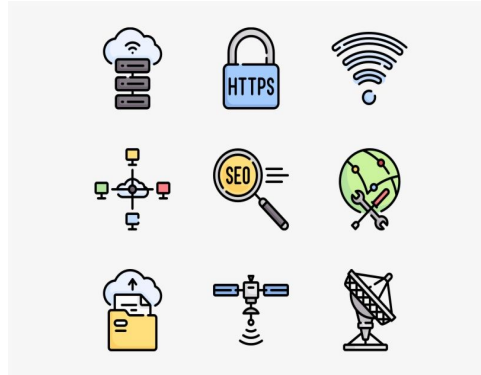
The **types** of customer issues that seem to generate more repeat calls

Trends in repeated calls in **3 different** market cities

Dataset

date_created	contacts_n	contacts_n_1	contacts_n_2	contacts_n_3	contacts_n_4	contacts_n_5	contacts_n_6	contacts_n_7	new_type	new_market
2022-01-15	2	0	0	0	0	0	1	0	type_1	market_3
2022-01-18	3	1	1	0	0	0	0	0	type_1	market_3
2022-03-06	3	0	0	0	1	0	0	0	type_1	market_3
2022-01-19	3	1	0	1	0	0	0	0	type_1	market_3
2022-03-18	3	0	0	0	1	0	0	0	type_1	market_3
2022-01-10	4	0	0	1	1	0	1	0	type_1	market_3
2022-03-05	4	0	1	0	0	0	0	0	type_1	market_3
2022-03-30	4	6	4	0	0	0	0	0	type_1	market_3
2022-03-13	4	0	0	0	0	0	0	0	type_1	market_3
2022-03-17	4	1	0	0	0	0	0	1	type_1	market_3
2022-03-12	5	2	0	0	0	0	0	0	type_1	market_3
2022-03-22	5	0	0	0	0	0	0	1	type_1	market_3
2022-03-01	5	3	3	6	0	0	0	0	type_1	market_3
2022-01-16	5	0	0	0	0	0	0	0	type_1	market_3
2022-01-20	5	0	0	0	0	0	0	0	type_1	market_3
2022-03-14	5	0	1	0	0	0	0	1	type_1	market_3
2022-03-10	6	0	1	1	0	0	0	0	type_1	market_3
2022-01-21	6	0	0	0	0	0	0	1	type_1	market_3
2022-03-20	6	1	0	0	0	0	0	0	type_1	market_3

Customers repeated call trends

Significantly drop after the first initial contact from customers (Day 1: **~91%** in calls resolution)
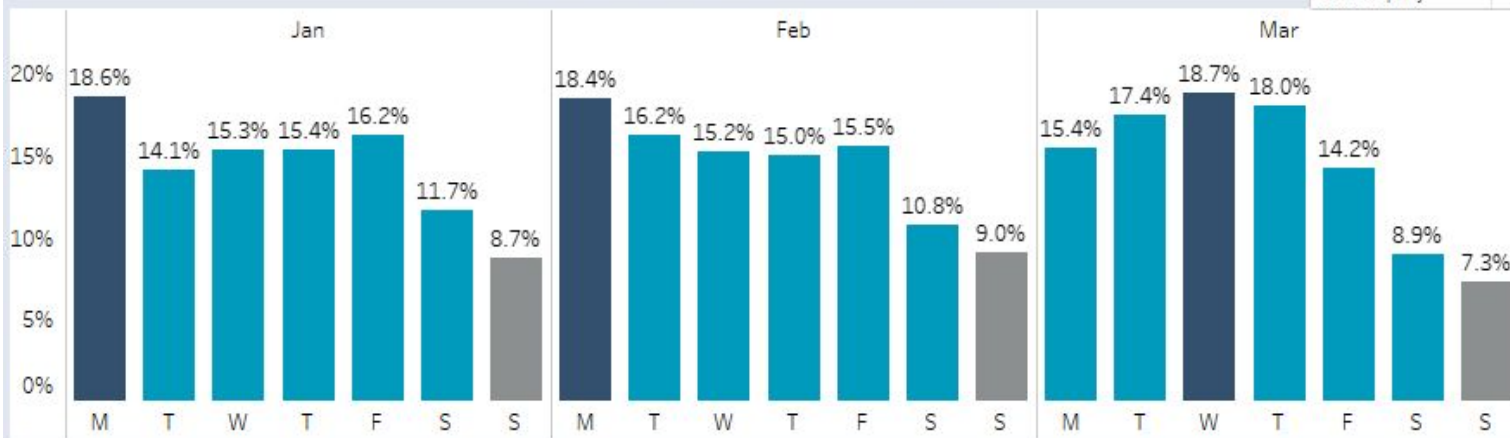
Total Contact - First Inquiry: 64,939

Day(s) Total Contact By Month

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Jan	21,134	1,636	1,165	849	759	636	577	575
Feb	19,352	1,827	1,026	831	693	739	671	650
Mar	24,453	2,138	1,294	1,023	843	818	737	753

% Of First Inquiry Contact - Weekday By Month

Day(s) Contact
First Inquiry

Jan
- M: 18.6%
- T: 14.1%
- W: 15.3%
- T: 15.4%
- F: 16.2%
- S: 11.7%
- S: 8.7%

Feb
- M: 18.4%
- T: 16.2%
- W: 15.2%
- T: 15.0%
- F: 15.5%
- S: 10.8%
- S: 9.0%

Mar
- M: 15.4%
- T: 17.4%
- W: 18.7%
- T: 18.0%
- F: 14.2%
- S: 8.9%
- S: 7.3%
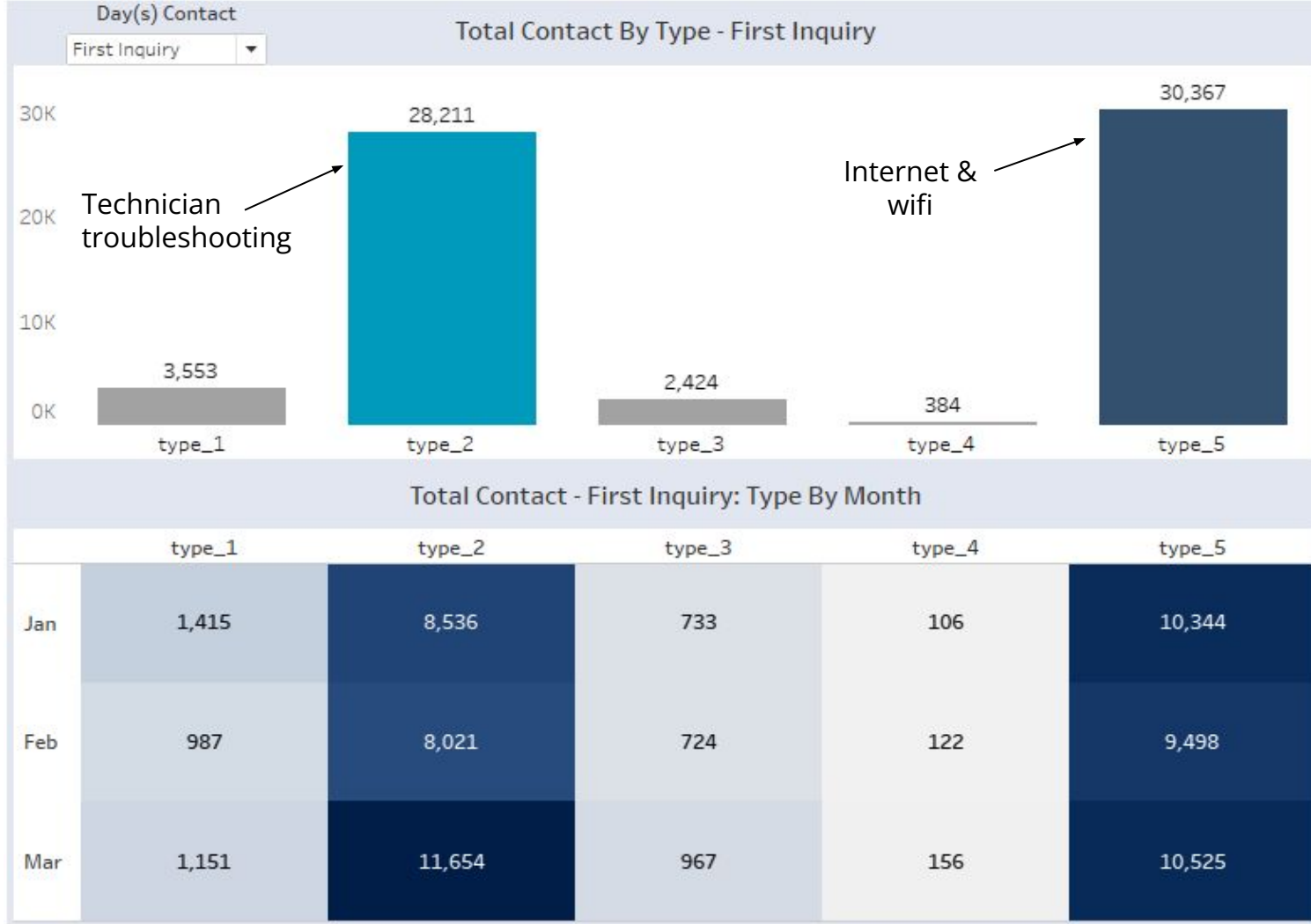
Types of customer issues

- **~90%** in number of calls on the 1st inquiry

- **Type 2**: technicians shortage, or complaints

- **Type 5**: high need frequency on installing internet, or pain points (frequency wifi outage, disconnect)

Total Contact By Type - First Inquiry

Technician troubleshooting

Internet & wifi

type	value
type_1	3,553
type_2	28,211
type_3	2,424
type_4	384
type_5	30,367

Total Contact - First Inquiry: Type By Month

	type_1	type_2	type_3	type_4	type_5
Jan	1,415	8,536	733	106	10,344
Feb	987	8,021	724	122	9,498
Mar	1,151	11,654	967	156	10,525

Repeat caller trends in the three different market cities

Total Contact By Market - First Inquiry

Day(s) Contact
First Inquiry

market_3
**15,217**
23.4%

market_2
4,389
6.8%

64,939
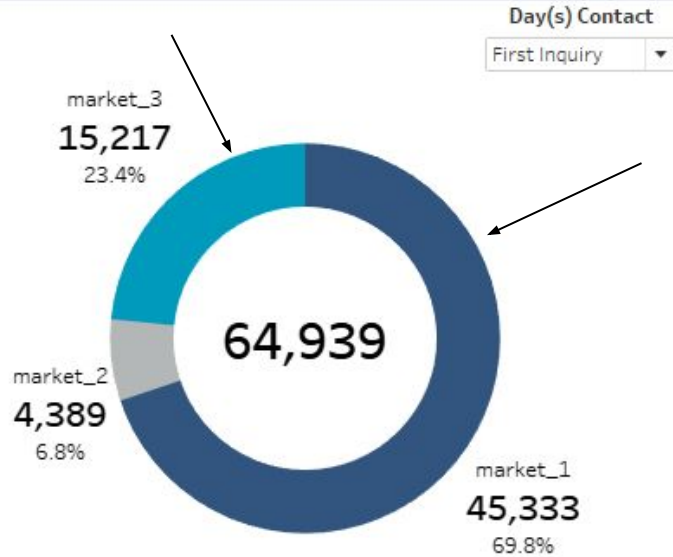
market_1
45,333
69.8%

Total Contact - First Inquiry: Market By Month

	market_1	market_2	market_3
Jan	14,749	1,696	4,689
Feb	12,814	1,197	5,341
Mar	17,770	1,496	5,187

- **Market 1**: urban area, with the high request frequency from the customers

- The potential increasing from **market 3**

% Of Total Contact - 3 Days After: Market & Type By Month

Day(s) Contact: 3 Days After
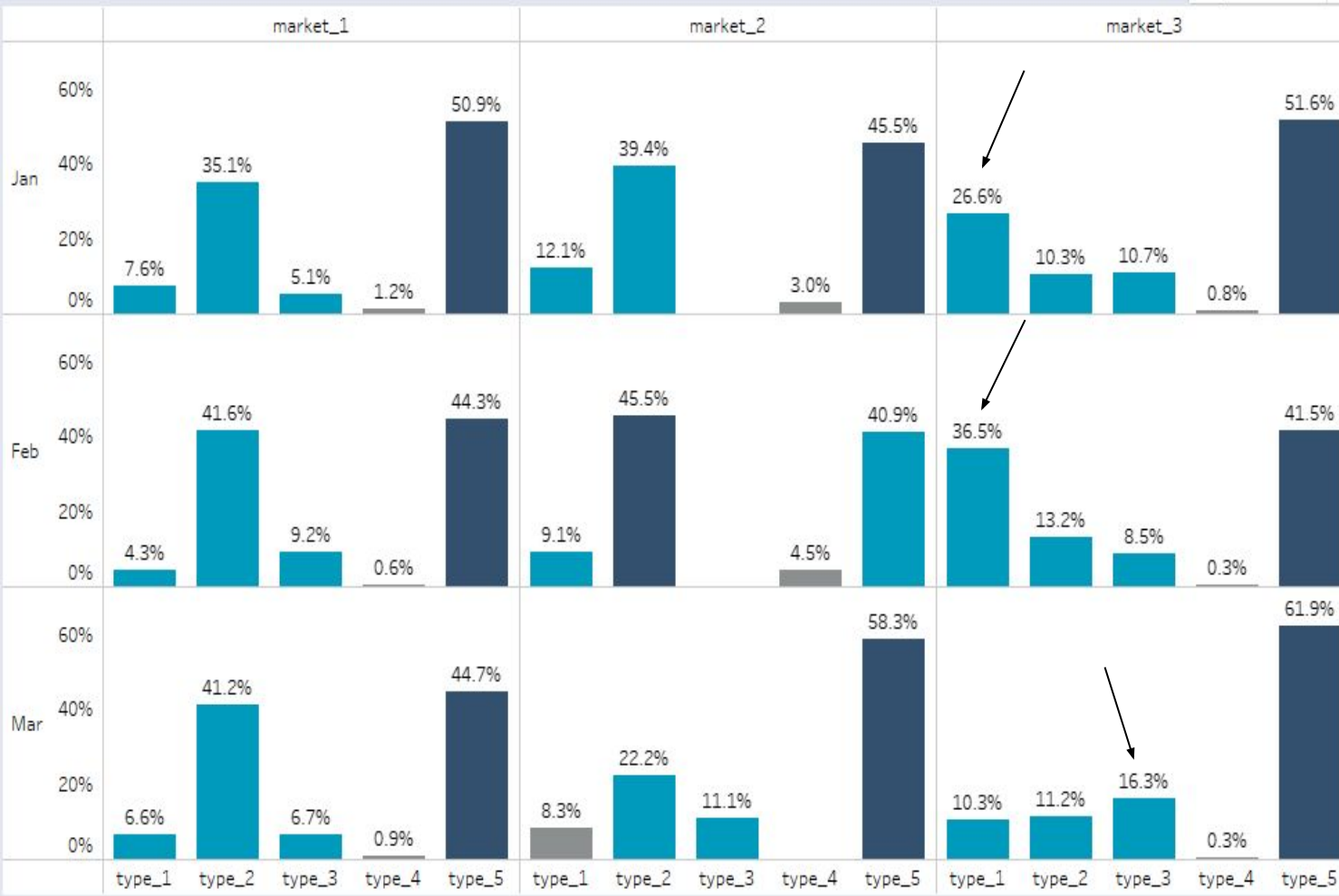
Call trends in market & type

The increasing repeated calls on **type 1** or **3** in the **market 3** after the first inquiry

Conclusions/Recommendations

- Enhancing in training customer service team (target → reducing the repeated calls after the initial contact by **95%** or **above** in the next quarter)

- **Recruit** more technicians, or further **train** to technicians by holding training or live demonstration (monthly)

- Address **demands** and fixing **pain points**; upgrade and improve our products to meet customers need

- More support at **market 1** (mobilizing more staff needed, training); having measures to decrease the potential increasing in repeated calls at **market 3**

THANK YOU!

Dashboard reference:

Fiber_ | Tableau Public