Stakeholder Requirements Document: Google Fiber BI Project

BI Professional: Viet Pham

Client/Sponsor: Google Fiber stakeholders

Business problem (What is the primary question to be answered or problem to be solved?)

You are interviewing for a job with Google Fiber, which provides people and businesses with fiber optic internet. As part of the interview process, the Fiber customer service team has asked you to design a dashboard using fictional data. The position you are interviewing for is in the customer call center, where Fiber uses business intelligence to monitor and improve customer satisfaction. Specifically, the team needs to tackle the following business problem: How frequently do the customers call the customer service team after their first inquiry? This will help leaders understand how effectively the team is able to answer customer questions the first time.

Stakeholders (Who are the major stakeholders of this project, and what are their job titles?)

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Stakeholder usage details (How will the stakeholders use the BI tool?)

The dashboard should demonstrate an understanding of how often customers make repeated calls to the customer service team after their first contact, and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Primary requirements (What requirements must be met by this BI tool in order for this project to be successful?)

- 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
- 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