Google Fiber Internet Project Presentation

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Overview

The Google Fiber customer service team's goal is to determine **how often** customers are calling customer support after their **first inquiry** by creating a dashboard. This will help leadership understand how effectively the team is able to answer customer questions the first time. Also, the stakeholders 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**

Specifically, the dashboard will provide insights on the following:

How often customers are calling customer support after their first inquiry on different timescale
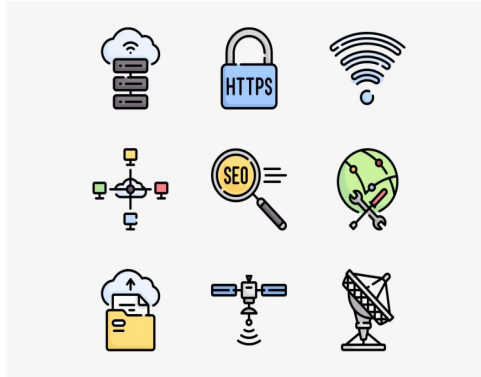
The insights into the types of customer issues that seem to generate more repeat calls
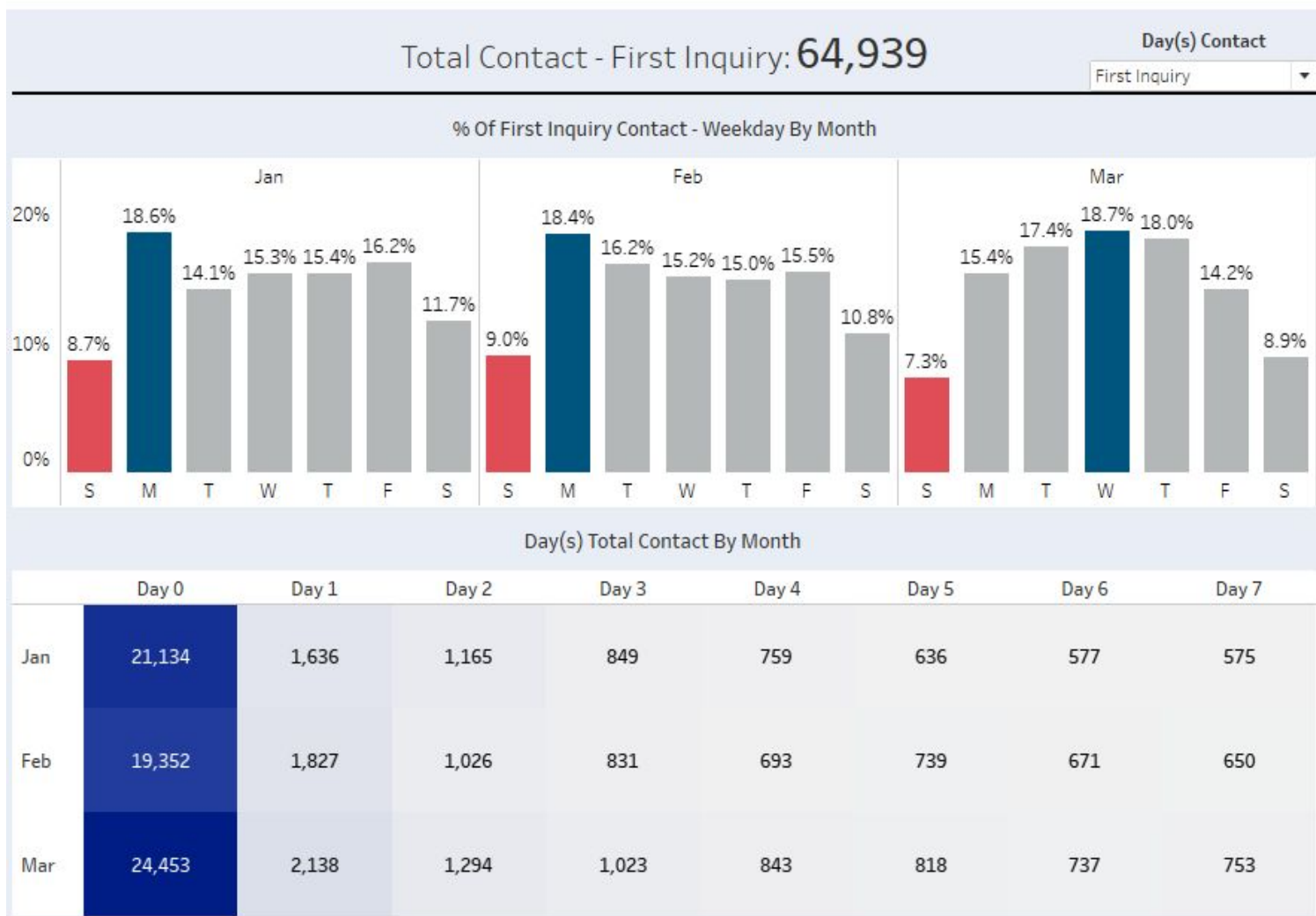
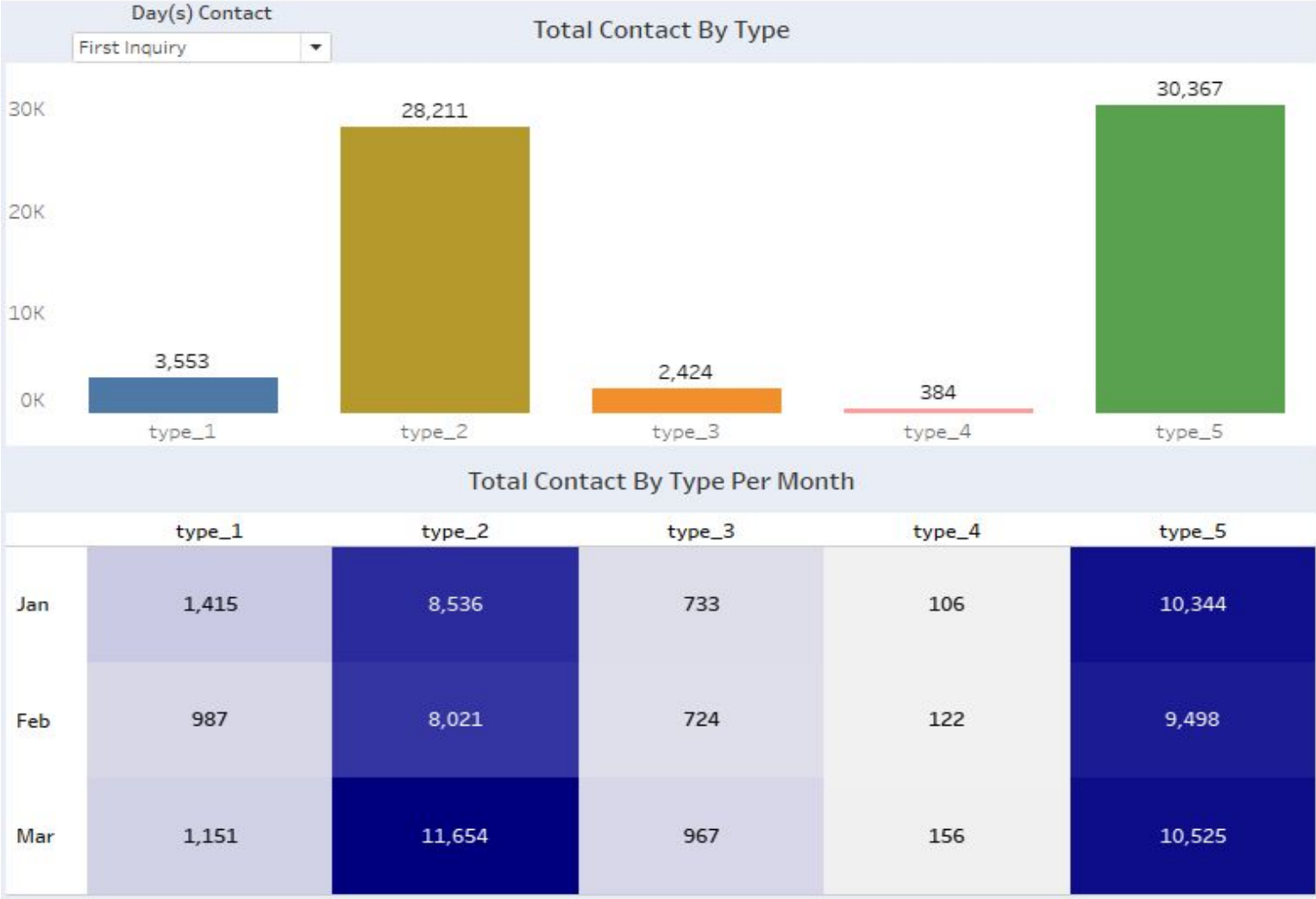Trends in repeated calls in the three different market cities

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

Contact Day(s) By Timescale

Significantly drop after the first initial contact

Total Contact - First Inquiry: 64,939

Day(s) Contact
First Inquiry

% Of First Inquiry Contact - Weekday By Month

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

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

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

Day(s) Total Contact By Month

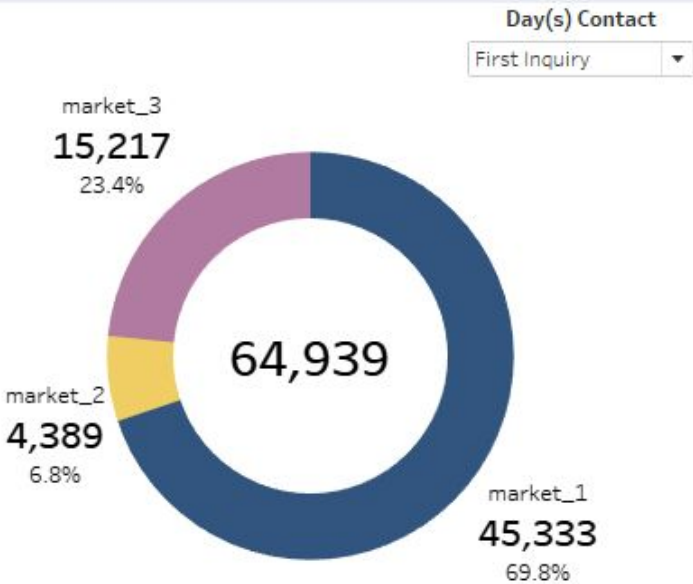|	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Jan	21,134	1,636	1,165	849	759	636	577	575
Feb	19,352	1,827	1,026	831	693	739	671	650
Mar	24,453	2,138	1,294	1,023	843	818	737	753

Contact Day(s) By Type

- Majority are in type 2 and 5

- Consistency in type 5, and rising in type 2 after the first inquiry.

Day(s) Contact

First Inquiry ▼

Total Contact By Type

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

Total Contact By Type Per 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

Contact Day(s) By Market

Total Contact By Market - First Inquiry

Day(s) Contact

First Inquiry ▼

market_3
15,217
23.4%

64,939

market_2
4,389
6.8%

market_1
45,333
69.8%

Total Contact By Market Per 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 is dominated with over 60%, follow up by market 3

Total Contact First Inquiry - Market vs. Type By Month
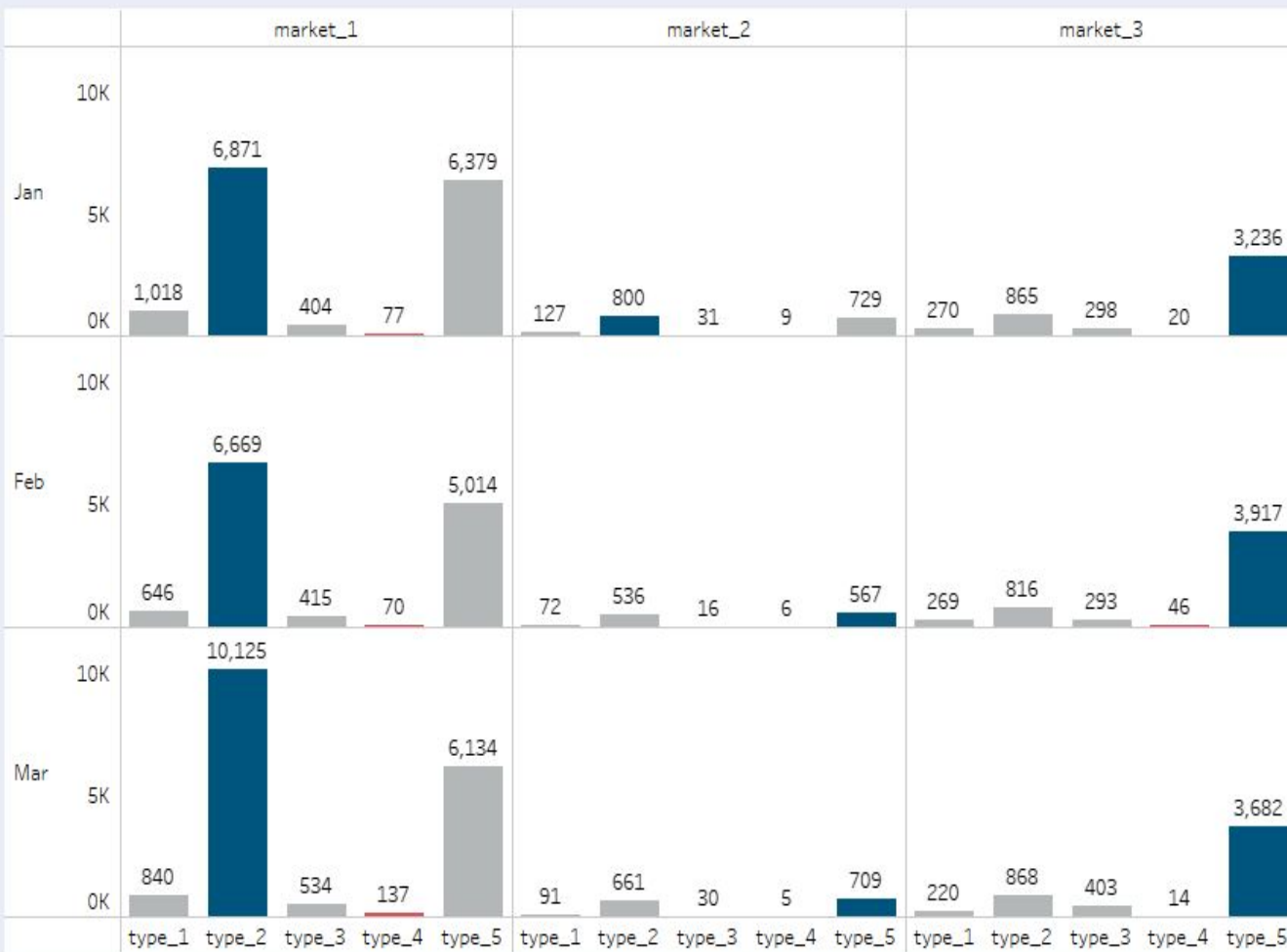
Day(s) Contact
- ⦿ First Inquiry
- ◯ 1 Day After
- ◯ 2 Days After
- ◯ 3 Days After
- ◯ 4 Days After
- ◯ 5 Days After
- ◯ 6 Days After
- ◯ 7 Days After

Contact Day(s) – Market vs. Type

Type 2 and 5 mostly appear in each market

Conclusions

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

- Further training to technicians by holding training or live demonstration every week

- Fixing pain points; upgrade and improve our products to meet customers need

- Further analyzing at market 1 and putting measures to decrease repeated calls, and having measures to prevent the potential increasing calls at market 3

THANK YOU!

Reference:

Fiber_ | Tableau Public