Project Requirements Document: Google Fiber BI Project

BI Analyst: Viet Pham

Client/Sponsor: Google Fiber stakeholders

Purpose: As part of the interview with the Google Fiber customer service team for a position as a BI analyst, this project aims to understand how often customers phone customer support again after their first inquiry; this will help leaders understand whether the team can answer customer questions the first time. Further, leaders want to explore trends in repeat calls to identify why customers have to call more than once and how to improve the overall customer experience. Therefore, it should include a dashboard to provide stakeholders with 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.

Key dependencies:

Stakeholders:

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

Team members:
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Primary contacts are **Emma** and **Keith**

Project goal: Explore trends in repeat callers

- Understand how often customers are calling customer support after their first inquiry; this will help leaders understand how effectively the team can answer customer questions the first time

- 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
- Design charts so that stakeholders can view trends by week, month, quarter, and year.

Stakeholder requirements:

- Provide insights into the types of customer issues that seem to generate more repeat calls - Required

- Explore repeat caller trends in the three different market cities - Required

- A chart or table measuring repeat calls by their first contact date - Required

- A chart or table exploring repeat calls by market and problem type - Required

- Charts showcasing repeat calls by week, month, and quarter - Desired

Success criteria:

- **Specific:** the team needs to understand how often customers phone customer support again after their first inquiry; this will help leaders understand whether the team is able to answer customer questions the first time. Further, leaders want to explore trends in repeat calls to identify why customers are having to call more than once.
- **Measurable:** stakeholders want to explore trends of repeated calls coming from different market cities to determine which market gets the most calls. Also, they want to know the type of problem which leads to the most repeated calls. Besides, they want to determine the number (or average) of repeated calls from customers from the given period.
- **Action-oriented:** the team's ultimate goal is to reduce call volume by increasing customer satisfaction, experience, and improving operational optimization.
- **Relevant:** how often do customers phone customer support again after their first inquiry?
- **Time-bound:** it should expand the repeated call trends by period (weeks, months, etc).

User journeys: The team's ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. The dashboard should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Assumptions: In order to anonymize and fictionalize the data, the datasets the columns market_1, market_2, and market_3 to indicate three different city service areas the data

represents.

The data also lists five 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

Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts_n. The other call columns are then contacts_n_number of days since first call. For example, contacts_n_6 indicates six days since first contact.

Compliance and privacy: This fictional dataset is a version of actual data the team works with. Because of this, the data is already anonymized and approved, and make sure stakeholders have access to all datasets as well.

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

Roll-out plan: the dashboard needs to be created in six weeks.