**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:** Benedict Lee

## **Client/Sponsor:** Emma Santiago, Hiring Manager

## **Business problem:** The main goal of the team is to reduce repeated calls by customers, by increasing customer satisfaction and improving operational optimization. The dashboard created will be centred around this goal, and provide stakeholders with insights about repeat caller volumes in **different markets** and the **types of problems they represent**.

**Stakeholders:**

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

## **Stakeholder usage details:**

## The stakeholders will explore how often customers are calling repeatedly in different markets with different problems. This is to understand how effectively the team is able to answer customer questions in the initial call, and resolve problems.

**Primary requirements:**

* 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
* Provide insights into the types of customer issues that generate more repeat calls
* Explore repeat caller trends in three different market cities
* Design charts so that stakeholders can view trends by week, month, quarter, and year