**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:** Pratyush Karna

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

## **Business problem:** The main goal is devise a BI solution that reduces caller volumes, increase customer satisfaction and improve operational optimization. To resolve these problems some key business questions need to addressed in order to align with the stakeholder requirements. How often do the customers call the customer support after their first inquiry? Why are the customers having to call more than once?

**Stakeholders:**

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

## **Stakeholder usage details:**

The BI tool should enable the stakeholders to be able to address the primary business problem and resolve customer questions. The stakeholders must be able to access the dashboards to gain key insights about repeat caller volumes in different markets with different kinds of 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 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.