**Stakeholder Requirements Document: Google Fiber**

## **BI Professional:** Robin SIngh

## **Client/Sponsor:** Emma Santiago, Hiring Manager; Minna Rah, Lead BI Analyst

## **Business problem:** How often do customers phone customer support again after their first inquiry? Further, leaders want to explore trends in repeat calls in different markets and the types of problems they represent.

## **Stakeholders:**

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

## **Stakeholder usage details:** The insights will help leaders understand whether the team is able to answer customer questions the first time. Trends in repeat calls will help stakeholders to identify why customers are having to call more than once, as well as how to improve the overall customer experience by reducing repeat caller volumes.

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