# **Project Requirements Document:** Google Fiber

**BI Analyst:** Shawn D’Souza

**Client/Sponsor:** Emma Santiago

**Purpose:** Highlight key metrics around repeat callers for customer Google Fiber to reduce call volume by increasing customer satisfaction and improving operational optimization.

**Key dependencies:**

* Understand how often customers are calling customer support after their first inquiry; this will help leaders understand how effectively the team is able to 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.
* Stakeholders have access to the datasets

**Stakeholder requirements:**

* Ideally, the dashboard should provide clarity around the following questions: (R)
  + How often does the customer service team receive repeat calls from customers?
  + What problem types generate the most repeat calls?
  + Which market city’s customer service team receives the most repeat calls?

**Success criteria:**

* Build out insights that can be gathered to reduce call volume by increasing customer satisfaction and improving operational optimization.

**User journeys:**

* Current User Experience – None
* Ideal Experience – A documented dashboard highlighting metrics, with filters by specific date groupings

**Assumptions:**

* Data has been validated and cleaned during the ETL process
* Data is loaded timely and without missing
* The different problem types are categorized as:
  + Type\_1 is account management
  + Type\_2 is technician troubleshooting
  + Type\_3 is scheduling
  + Type\_4 is construction
  + Type\_5 is internet and wifi

**Compliance and privacy:**

* **People with dashboard-viewing privileges:**
  + Emma Santiago
  + Keith Portone
  + Minna Rah
  + Ian Ortega
  + Sylvie Essa
* Anonymized Market data as part of the city cervices considered for this projext

(Include compliance, privacy, or legal dimensions to consider.)

**Accessibility:**

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

**Roll-out plan:**

* Scope is currently defined within the appropriate timeframe. i.e. within the end of this project.