Project Requirements Document: Repeat Caller Analysis Dashboard (Google Fiber)

## **BI Analyst:** Shubham Kumbhar

## **Client/Sponsor:** Emma Santiago

## **Purpose:** The project aims to analyze repeat caller trends to understand customer behavior and improve customer service effectiveness. By investing resources in this project, the company can enhance customer satisfaction, reduce call volume, and optimize operational efficiency.

## **Key dependencies:**

* Team: BI Analysts (Ian Ortega, Sylvie Essa), Lead BI Analyst (Minna Rah)
* Primary contacts: Emma Santiago, Keith Portone
* Expected deliverables:
  + Charts and tables displaying frequency of repeat calls by first contact date
  + Visualization of repeat calls by market and problem type
  + Charts presenting repeat caller trends over different time periods (weekly, monthly, quarterly, yearly)

## **Stakeholder requirements:**

* Frequency of repeat calls - (R)
* Analysis of problem types generating repeat calls - (R)
* Identification of market city with highest repeat calls - (R)
* Accessible dashboard with large print and text-to-speech alternatives - (R)
* Ability for stakeholders to explore datasets used in analysis - (D)
* Demonstration of understanding project goal to reduce call volume and improve customer satisfaction - (R)

## **Success criteria:**

## Specific: Reduce repeat caller volume by 10% within six months.

## Measurable: Track repeat caller frequency before and after dashboard implementation.

## Achievable: Implement targeted strategies based on dashboard insights.

## Relevant: Improve customer satisfaction score by 15%.

## Time-bound: Achieve goals within a six month timeframe.

## **User journeys:**

* Current experience: Stakeholders rely on manual data analysis and lack real-time insights into repeat caller trends
* Future experience: Stakeholders access an interactive dashboard providing comprehensive insights into repeat caller behavior, enabling data-driven decision-making.

## **Assumptions:**

* The provided dataset accurately represents customer interactions and trends.
* Stakeholders will actively engage with the dashboard and utilize insights to drive improvements.
* Reduction in repeat caller volume will positively impact customer satisfaction and operational efficiency.

## **Compliance and privacy:** Ensure data anonymization and compliance with relevant privacy regulations (e.g., GDPR, CCPA).

## **Accessibility:**

* Utilize large print and provide text-to-speech alternatives for visually impaired users.
* Ensure compatibility with screen readers and other assistive technologies.

**Roll-out plan:**

* Phase 1 (Month 1-2): Develop and test dashboard prototype.
* Phase 2 (Month 3-4): Implement accessibility features and refine dashboard based on feedback.
* Phase 3 (Month 5-6): Roll out dashboard to stakeholders, provide training, and monitor impact on repeat caller volume and customer satisfaction.