**Stakeholder Requirements Document: Repeat Caller Analysis Dashboard (Google Fiber)**

## **BI Professional:** Shubham Kumbhar

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

## **Business problem:** How often do customers call customer support again after their first inquiry? Additionally, the team aims to identify trends in repeat calls to understand why customers are calling more than once and how to improve the overall customer experience.

**Stakeholders:**

1. Emma Sanitago, Hiring Manager
2. Keith Portone, Project Manager
3. Minna Rah, Lead BI Analyst

## **Stakeholder usage details:** The stakeholders will use the BI tools to:

* Understand the frequency of repeat calls
* Analyze trends in repeat calls by market city and problem type
* Monitor the effectiveness of first-time query resolution
* Identify areas for improvement in customer service

**Primary requirements:** For this project to be successful, the BI tool must:

* Provide insights into the frequency of repeat calls
* Present data on repeat calls by market city and problem type
* Design charts and tables for analyzing repeat caller trends over different time periods (weekly, monthly, quarterly, and annually)
* Ensure accessibility with large text and text-to-speech alternatives
* Allow stakeholders to access and explore all datasets used in the analysis
* Demonstrate an understanding of the project goal to reduce call volume by improving customer satisfaction and operational optimization