

Stakeholder Requirements Document: [Project Name]

Google Fiber

BI Professional: [Your name] Thong Hwang

Client/Sponsor: [Name and title]

Business problem: (What is the primary question to be answered or problem to be solved?)

- Understand how often customers phone customer support *again after their first inquiry*

The team's ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard you create should demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Primary question: How often are customers repeatedly contacting the customer service team?

Stakeholders: (Who are the major stakeholders of this project, and what are their job titles?)

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

Stakeholder usage details: (How will the stakeholders use the BI tool?)

Dashboard needs to be accessible, with large print and text-to-speech alternatives.
(wrong spot)

To understand how effectively the team is able to answer customer questions and resolve problems, the stakeholders would like to explore how often customers are calling repeatedly in different markets with different problems. (teacher written)

Primary requirements: (What requirements must be met by this BI tool in order for this project to be successful?)

- Answer questions for the first time (**Not primary**)
- Explore trends in repeat calls to identify why customers are having to call more than once
- Provide insights into the types of customer issues that seem to generate more repeat calls
- improve the overall customer experience.
- 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
- Explore repeat caller trends in the three different market cities
- Design charts so that stakeholders can view trends by week, month, quarter, and year.