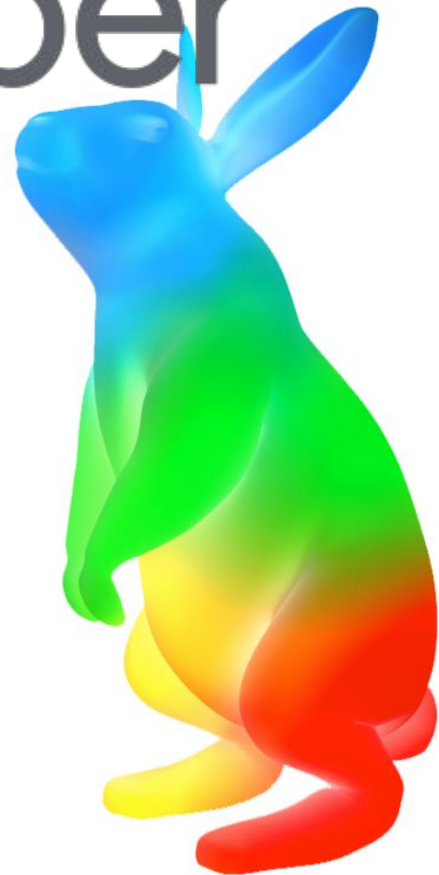




# Google Fiber



## Google Fiber Call Center

Analyzing Call Types Across Time in Each Market

by Jennifer Taylor

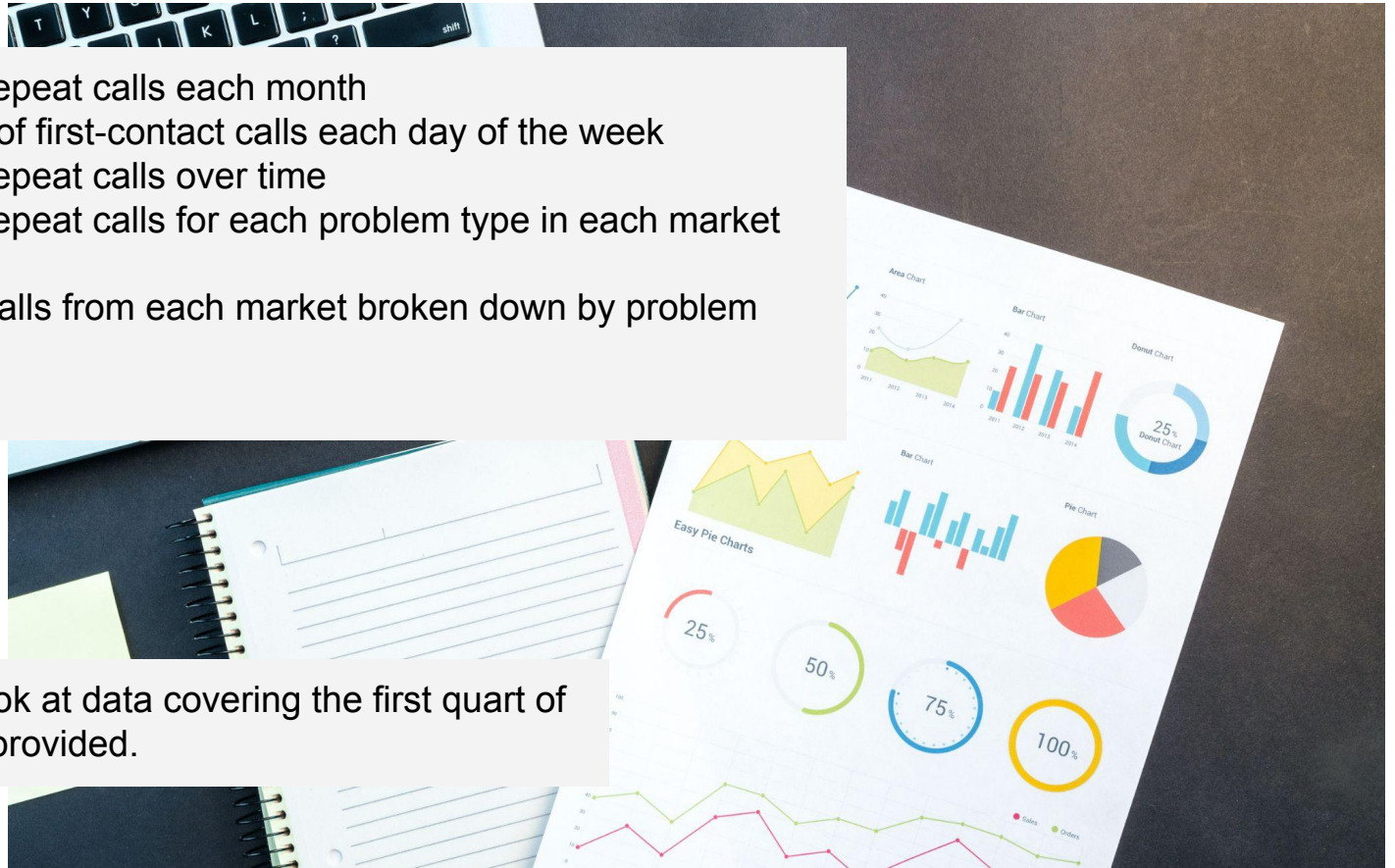


**Google Fiber's call center team wants to understand how effectively they are addressing caller's issues.**

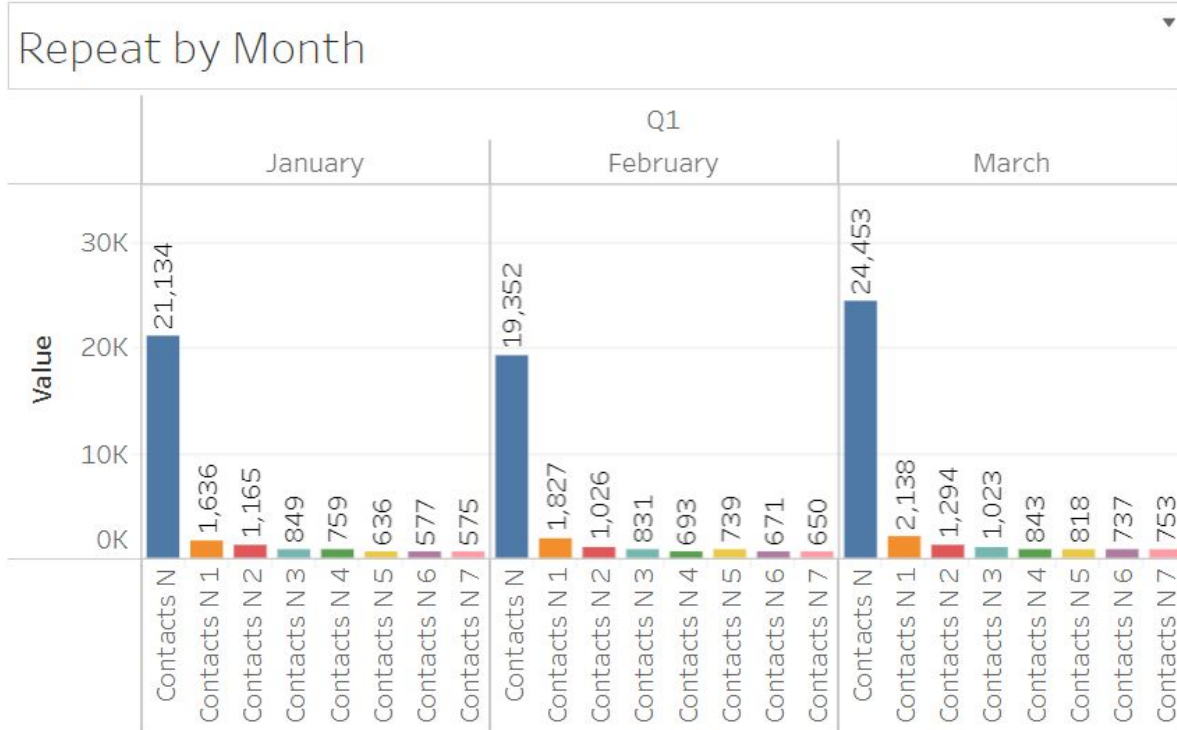
# The Google Fiber team wants tools to study:

1. Number of repeat calls each month
2. Percentage of first-contact calls each day of the week
3. Number of repeat calls over time
4. Number of repeat calls for each problem type in each market area
5. Number of calls from each market broken down by problem type

They wanted to look at data covering the first quart of 2022, which they provided.



# Number of Repeat Calls Each Month



The number of calls go up slightly in March.

It's also clear that the number of repeats go up more than they should in March. While the number of total calls goes up about 15%, but the number of second calls goes up by 30%.

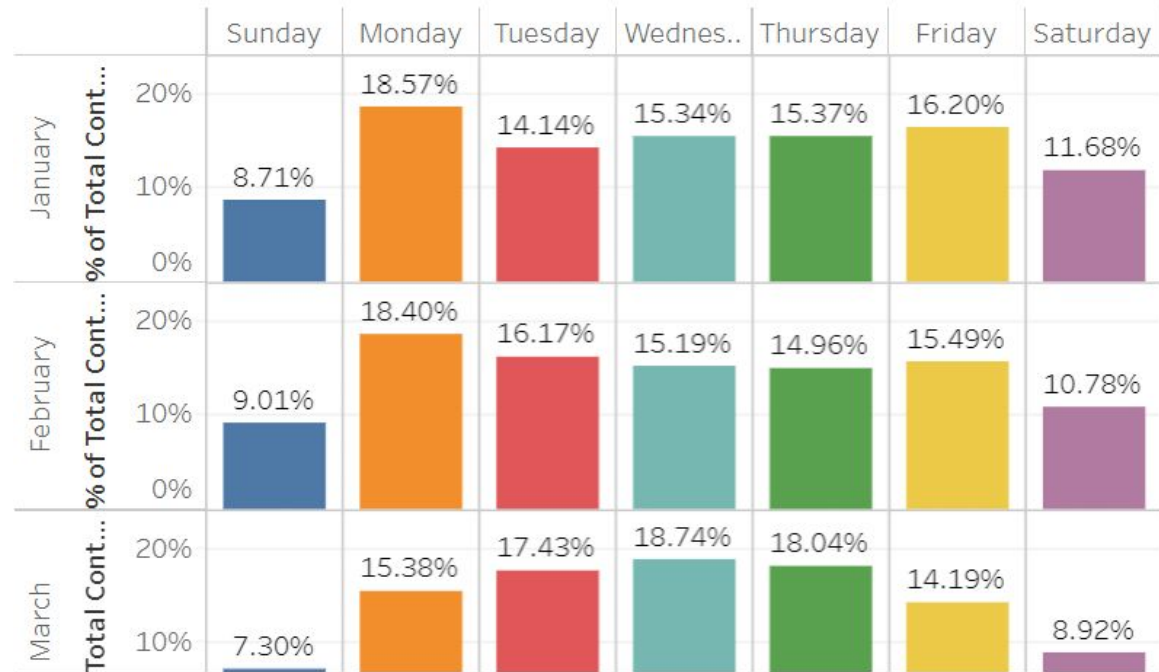
# Number of first-contact calls over time

Calls are spread well across the weekdays.

Mondays are the busiest day in January and February, but in March that shifts later in the week to Wednesday and Thursday.

Tooltip shows a nearly 50% increase in total call count for Wed & Thur in March vs. February.

## First-time Calls by Day of Week





# Number of repeat calls over time

## Repeat Calls by Date of First Call

Month, Day, Year of Date Created	Contacts N	Contacts N 1	Contacts N 2	Contacts N 3	Contacts N 4	Contacts N 5	Contacts N 6	Contacts N 7
January 1, 2022	386	28	25	14	16	7	7	8
January 2, 2022	396	31	18	37	13	10	4	9
January 3, 2022	983	62	62	39	34	23	17	28
January 4, 2022	806	73	50	36	26	15	25	29
January 5, 2022	844	74	38	15	21	32	15	17
January 6, 2022	989	66	36	19	34	34	23	25
January 7, 2022	701	48	31	37	36	25	28	26
January 8, 2022	433	37	38	28	17	15	16	8
January 9, 2022	391	42	32	19	20	10	13	10
January 10, 2022	704	54	35	37	28	15	17	13
January 11, 2022	725	70	35	34	22	14	27	18

This shows the number of callers who need second, third, fourth or more calls to address their issue.

In some cases there are more N7 contacts than N6. This is because the system combines all contacts after that into just N7, so N7 is actually N7+.

# Number of repeat calls for each call type

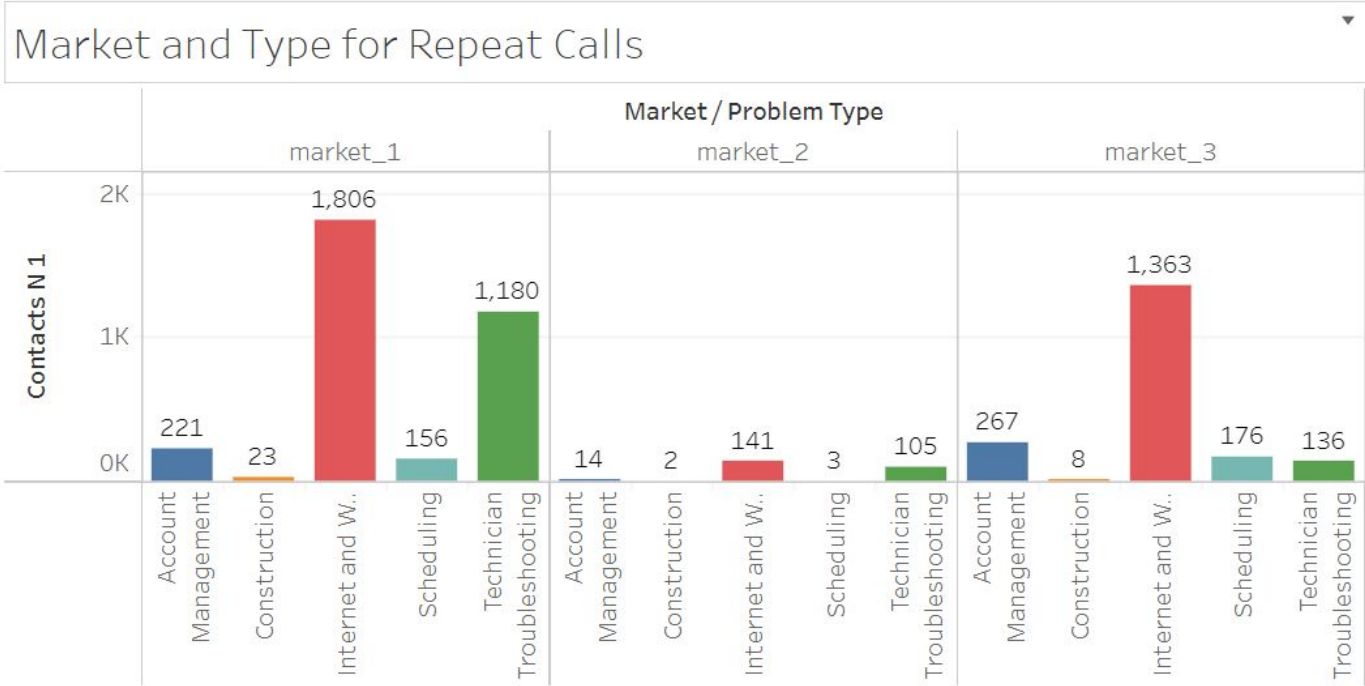
This table shows the repeat calls by type for each market.

You can see that both Technician Troubleshooting and Internet and Wifi are issues that get a lot of calls in market 1. Those are also common issues in market 2, but market 2 receives far fewer calls. Market 3 gets a lot of calls for Internet and Wifi.

Calls by Type and Market

Problem Type		Contacts N	Contacts N 1	Contacts N 2	Contacts N 3	Contacts N 4	Contacts N 5	Contacts N 6	Contacts N 7
Market 1	Account Management	2,504	221	136	106	114	97	86	90
	Construction	284	23	15	16	14	9	10	8
	Internet and Wifi	17,527	1,806	1,043	788	645	640	524	523
	Scheduling	1,353	156	128	116	80	69	71	71
	Technician Troubleshooti..	23,665	1,180	831	663	623	603	565	577
Market 2	Account Management	290	14	11	9	4	4	7	3
	Construction	20	2	1	2		2	1	
	Internet and Wifi	2,005	141	77	45	37	39	27	30
	Scheduling	77	3	2	4	3	3	4	5
	Technician Troubleshooti..	1,997	105	51	31	38	26	20	36
Account Management	759	267	240	225	207	201	181	177	

# Number of call in each market by problem type



This chart shows the number of first time repeat calls per type in each market.

This shows a similar trend as the previous, with the same problem types that got the most calls getting the most repeats.

This chart shows that there are by far the most calls in market 1, followed by market 3. Market 2 gets far fewer total calls, and far fewer repeat calls.