



ICANN

# IANA Customer Feedback Activities

Marilia Hirano  
Sr. Program Manager

IFRT

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# **Service Delivery** Website, Ticketing system, Key Ceremonies.

# IANA Website

- [www.iana.org/form/complaint](http://www.iana.org/form/complaint)

## Submit a Complaint

We strive to provide a good service that meets our customer's expectations. If you experience an issue with our delivery of the IANA functions, we encourage you to report it to us using our [complaint resolution process](#) via this form.

<b>Your name:</b>	<input type="text"/>
<b>Your email:</b>	<input type="text"/>
<b>Details of your issue:</b>	<p>Please explain your complaint, such as what happened and what you expected to happen.</p> <input type="text"/>
<b>Reference numbers:</b>	<p>For most of our processes, we provide you with a reference number to track your request. If this complaint is in reference to a request we processed, please provide the reference number so we can review all previous correspondence associated with your complaint.</p> <input type="text"/>

By submitting my personal data, I agree that my personal data will be processed in accordance with our [Privacy Policy](#) and agree to abide by the website [Terms of Service](#).

# Request lifecycle

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- During the lifecycle of a ticket, if the customer voices a concern, a compliment or a suggestion, IANA staff record this into a separate feedback ticket.
- Feedback tickets are evaluated by management and response is sent as appropriate.
- A report on all feedback is compiled on a monthly basis.
  - Report will include feedback from the IANA website, as well as complaints received through the post-interaction survey.
  - Analysis is used to drive improvements.

\* Complaints submitted through the IANA Website form are also tracked through this mechanism.

# Feedback Post-KSK Ceremony

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After each Key Ceremony there is a feedback session where:

- In-person attendees (including Trusted Community Representatives, Root Zone Maintainer, and the Cryptographic Business Operations) debrief on the event.
  - What went well during the ceremony
  - Areas for improvement on how ceremony was conducted
  - Longer-term ideas for evolution of KSK management
- Suggestions and other feedback is tracked in the meeting notes that is sent to the trusted community representatives.
  - Cryptographic Business Operations team uses suggestions to improve future ceremonies.

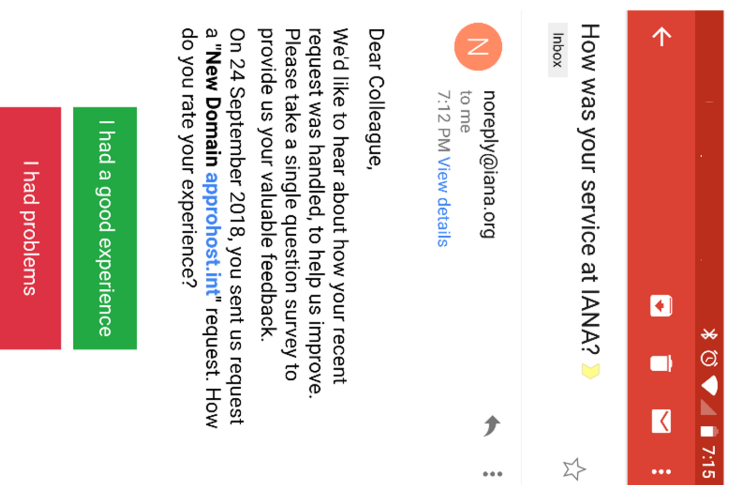


# Surveys

## Satisfaction Surveys and Annual Engagement

# Post-Interaction Survey

Once the IANA staff resolves a request, the customer will receive a survey, for example:



# Post-Interaction Survey

An internal tool segments feedback based on functions:

HDWD Chart Report

	Satisfied	Dissatisfied	Responded	No Response
<b>All Segments</b>	89.8% 53	10.2% 6	49.2% 59	50.8% 61
<b>Domain Names</b>	90.9% 20	9.1% 2	46.8% 22	53.2% 25
<b>Protocol Parameters</b>	93.8% 15	6.3% 1	72.7% 16	27.3% 6
<b>General Questions</b>	85.7% 18	14.3% 3	41.2% 21	58.8% 30
<b>Number Resources</b>	0% 0	0% 0	0% 0	0% 0

\* Data range: April 7 - May 7 2020





## Post-Interaction Survey:

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When we receive a “I had problems” response, we:

- Lodge a ticket into our feedback queue
- Engage with the responder to clarify the concerns.
- Document concerns into the ticket.

\* Positive responses are tracked within the tool.

# Annual Engagement Survey

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- 2012-2018 - Survey focus on customer satisfaction with our services.
  - 2012 - Staff used Survey Monkey to administer
  - 2013 - 2016 - Team engaged a third party vendor to administer (Ebiqurity), but staff was analyzing results and producing reports.
  - 2017-2018 - Ebiqurity continued to administer, but also produced reports for us.
  
- 2019 - Survey focus changed from satisfaction with our customer service to satisfaction with the level of engagement we have with customers.
  - HDWD began providing us with service feedback on a more immediate basis.
  - After the transition, we saw a decline in response rate to the annual survey (11% to 5%).
  - We had no way to gauge if our participation in mailing lists, meetings, and other events coordinated by our community was sufficient.
  - We invited more than just direct customers to participate.

# Annual Engagement Survey

## Response Statistics - Naming Function

<b>Customer Groups</b>	<b>% Responding</b>
Customer Standing Committee	42%
ccTLD Operators	12%
* ccNSO Council	15%
gTLD Operators	3%
gNSO Council + RysG chair	13%
Trusted Community Representatives	10%
* Root DNSSEC Community	5%
Root Server Operators	12%

\* Received invitation through a mailing list

\*\* Overall participation rate was 3%.

# Annual Engagement Survey

Examples of statements we asked customers to rate us on:

## 2019 IANA ENGAGEMENT SURVEY

### IANA Engagement with Customers/Stakeholder Groups

Customers were asked to rate the IANA team on their engagement with customers and stakeholder groups. There were 20 statements rated and categorized into six positive characteristics describing IANA engagement.

<p><b>VALUE of THE IANA team</b> Engagement <b>4.0</b> overall rating</p>	<p><b>TRANSPARENT</b> communication <b>4.0</b> overall rating</p>	<p><b>ATTENTIVENESS</b> OF IANA team <b>3.9</b> overall rating</p>	<p>IANA team are <b>FAIR</b> to customers <b>3.9</b> overall rating</p>	<p>IANA team are <b>RESPONSIVE</b> at communicating <b>3.9</b> overall rating</p>	<p><b>Quality REPORTING</b> by the IANA team <b>3.9</b> overall rating</p>
<ul style="list-style-type: none"> <li>E14 - I am confident about the IANA team's skills and ability to accomplish its objectives</li> <li>E20 - The IANA team has established itself as credible and has proven to be successful in its work</li> <li>E21 - Compared with other Internet Governance organizations, I value my relationship with the IANA team</li> <li>E13 - The IANA team is innovative and forward-looking</li> </ul>	<ul style="list-style-type: none"> <li>E19 - I am confident in IANA's ability to cooperate with the community if a concern is raised</li> <li>E17 - IANA team participation in conferences and outreach activities routinely address key issues and concerns identified by participants within the industry</li> <li>E7 - IANA's mission and plan to achieve that mission is clear and effectively communicated within its customers and stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>E10 - IANA listens to the concerns of its customers and stakeholder groups</li> <li>E15 - It has been my experience that it is easy to communicate my concerns to the IANA team</li> <li>E9 - IANA takes feedback from the community into account when making decisions that impact its customers and stakeholder groups</li> <li>E11 - I know how to escalate my concerns within the IANA team</li> </ul>	<ul style="list-style-type: none"> <li>E1 - IANA treats its customers and stakeholder groups fairly and justly</li> <li>E6 - I trust when IANA says "no" to a customer or a stakeholder group, the reasoning and thought processes applied are sound and justified</li> <li>E2 - IANA does not play favorites within its customers and stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>E16 - The IANA team is responsive to its customers and stakeholder groups</li> <li>E18 - The IANA team clearly and frequently communicates with the community</li> <li>E12 - My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the IANA team</li> </ul>	<ul style="list-style-type: none"> <li>E8 - IANA routinely delivers on its commitments to its customers and stakeholder groups</li> <li>E5 - IANA learns from mistakes and takes appropriate corrective action to prevent repeated errors</li> <li>E4 - IANA acknowledges when they have made an error as it relates to its customers and stakeholder groups</li> </ul>

# What do we do with the Feedback? Reporting & Analysis

# Reporting

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## Internal

- Monthly review of all feedback
- Quarterly summary of trends

## External

- Quarterly results of HDWD survey included in:
  - ICANN CEO report
  - ICANN Board Report
  - IETF Leadership meetings
- Annual Survey report published on [iana.org](http://iana.org)

# Analysis

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- Identify trends to discuss with relevant stakeholders
  - GNSO exhibiting lowest scores in Annual Survey, highlighted during ICANN 67
  - Post-interaction survey identified customers were not happy with timeliness in some protocol parameter tickets, which opened up a discussion for improvements with the IETF
  - We developed new key ceremony software based on feedback received from the DNSSEC community.
- Improve our service delivery
  - Feedback from TLD operators during their ticket lifecycle used to develop the new features being added into next major update of Root Zone Management System.
  - Feedback on difficulties with legacy application used for Private Enterprise Number registrations used to prioritize new system development.
  - Overall feedback about timeliness and accuracy of our requests led to us launching an internal Quality Assurance audit to ensure process standards are being followed consistently.



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# Thank You and Questions

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