Track 1

Sara Bockey & Christa Taylor | December 19, 2017

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Work Track 1 Timeline

Dec 2017
- Work on completing WG Deliberations

- Begin Review of WT Recommendations and address areas that need further work/clarification

Jan - Feb 2018
- Complete Review of WT Recommendations

March 2018
- Take WT Recommendations to Full WG

Systems

Issue posed to this WG:

How can the systems used to support the New gTLD Program, such as TAS, Centralized Zone Data Service, Portal, etc. be made more robust, user friendly, and better integrated?

As per the Final Issue Report on New gTLD Subsequent Procedures of 4 December 2015:

WG may want to consider providing implementation guidance, such as a minimum set of security and infrastructure standards, for consideration by ICANN during implementation of subsequent procedures.

There were several systems that applicants had to utilize throughout the application process, many requiring different logins, and many presenting a different user experience. Members of the DG suggested that a more integrated set of applicant-facing systems would be a more user friendly, robust approach.

Systems Recommendations

Feedback Received/ Recommendations:

- Security and stability improvements: robust user testing, better integrated systems, adequate time for system development, provide a test environment
- Ability to use non-ASCII characters
- Systems to allow for automated invoices
- Tracking capabilities to allow users to confirm information has been saved
- Improved communications with live support
- Grouping of applications to reduce the number of messages
- Standard return email addresses – automated?
- Secondary points of contact to receive communications
- Provide user transparency on application/registry data
- Allow for different levels of access
- Ability to update application documentation and information rather than cut & paste into a form

Systems Recommendations

Consensus Items to Date:

- Systems should be integrated and undergo extensive, robust testing to ensure their stability and the security of data is properly protected. Ensuring sufficient development time along with a testing environment should be employed.

- Focus on improving the transparency of submitted information and user experience including the ability to use non-ASCII characters, live support (also in systems), group applications together, standard response email addresses(auto-responder?), ability to receive automated invoices, tracking capabilities and confirmation of updated/saved information, ability to update information/documentation in multiple fields without having to copy and paste, ability to add secondary contacts to receive communication along with the ability to grant access to different users related to an application.

Systems Questions

- Means to provide answers to questions and then have it disseminated across all applications being supported.

- Need clearly defined contacts for particular questions

Communications

Issue posed to this WG:
Examine access to and content within knowledge base as well as communication methods between ICANN and the community.

As per the Final Issue Report on New gTLD Subsequent Procedures of 4 December 2015:

WG may want to consider providing implementation guidance related to communication methods, goals for communications, success criteria, and other elements.

ICANN-Applicant Communications
The PDP-WG could consider reaching out to ICANN's GDD team to see whether they may have statistics on their ability to achieve Service Level Agreements (SLAs) and metrics to help the PDPWG understand, for instance, what elements of the program may have induced the most customer support cases.
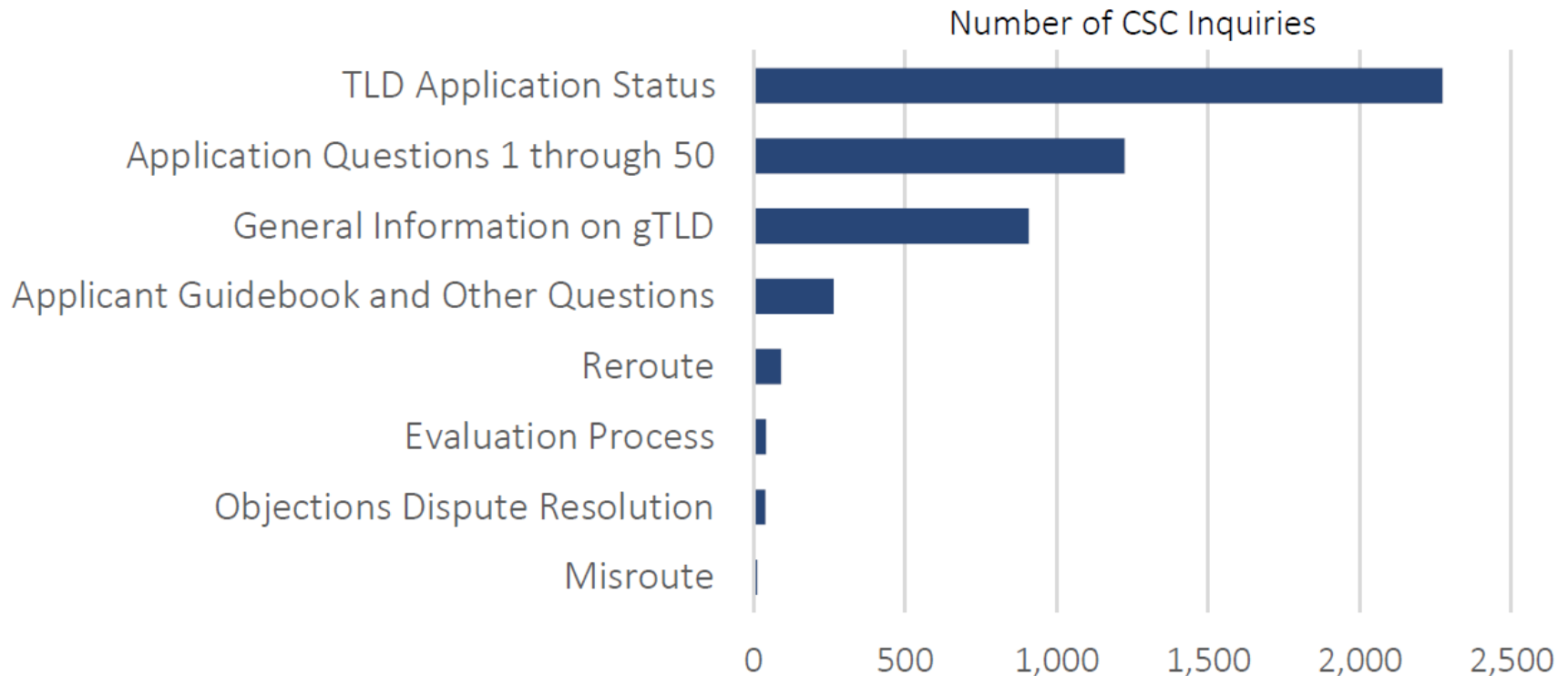
Outreach
WG may want to consider suggesting targeted groups or sectors, communication methods, as well as metrics to help identify if the communications plan was effective. A PDP-WG may also want to consider what themes should be conveyed and to what parties, as it may be beneficial to customize messaging based on the needs of the particular demographic.

Customer Service Center (CSC)

- Once application window closed, two of inquiries: status of specific applications and inquiries regarding upcoming program processes (p. 201)
- Once Extended Evaluation began, applicants had the ability to schedule phone calls to discuss specific issues regarding their applications

Number of CSC Inquiries

Category	Number
TLD Application Status	~2,280
Application Questions 1 through 50	~1,220
General Information on gTLD	~900
Applicant Guidebook and Other Questions	~250
Reroute	~90
Evaluation Process	~30
Objections Dispute Resolution	~30
Misroute	~5

https://www.icann.org/en/system/files/files/program-review-29jan16-en.pdf
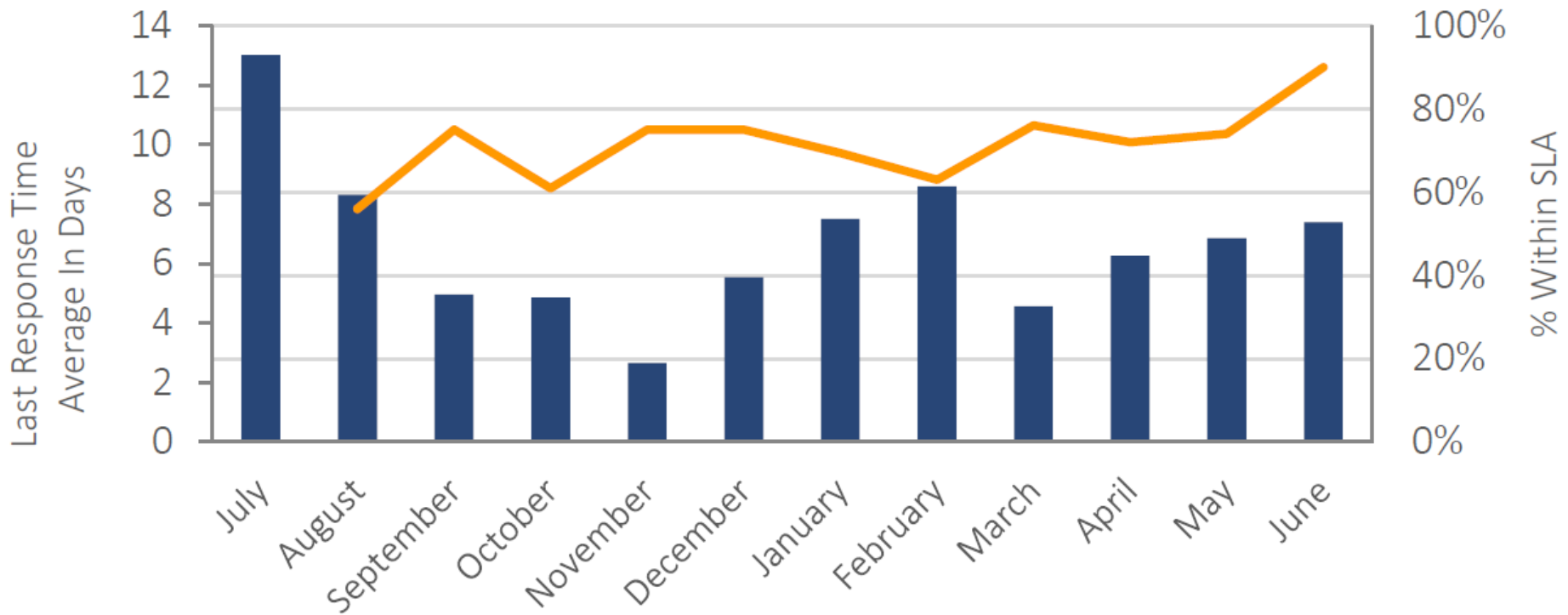
CSC Annual Volume of Cases

- 2012: Queries during the application window
- H2 2012: Upcoming processes & contention set resolution & objectives
- 2013: Application change requests re: CQ's and COIs
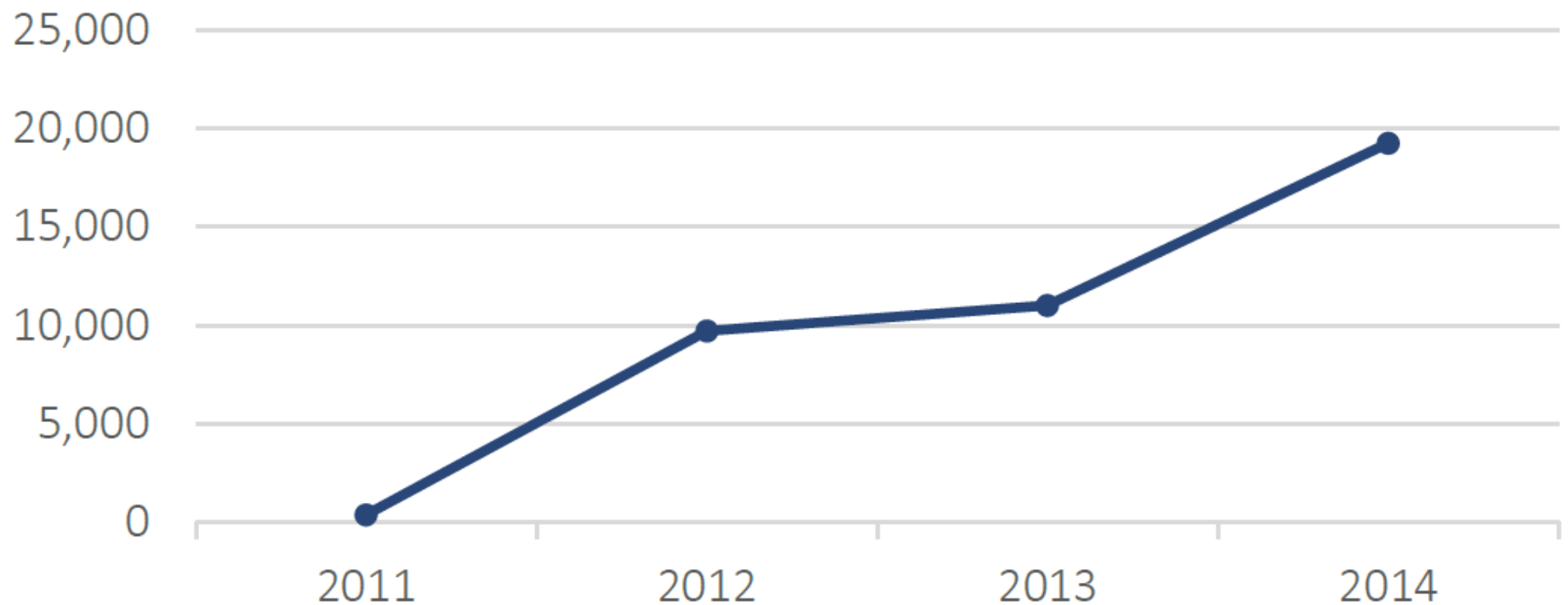
CSC Number of Days to Last Response

April 17, 2013 new Customer Portal launched

CSC Number of Days to Case Closure

- Service level target was for customer service to provide a communication to applicants within 7 days of the last communication. Positive trend and exceeded the target at least 70% of the time between Nov 2014 and July 2015
- Number of days to case closure with a target of 7 days – target met 80% of the time between November 2014 and July 2015
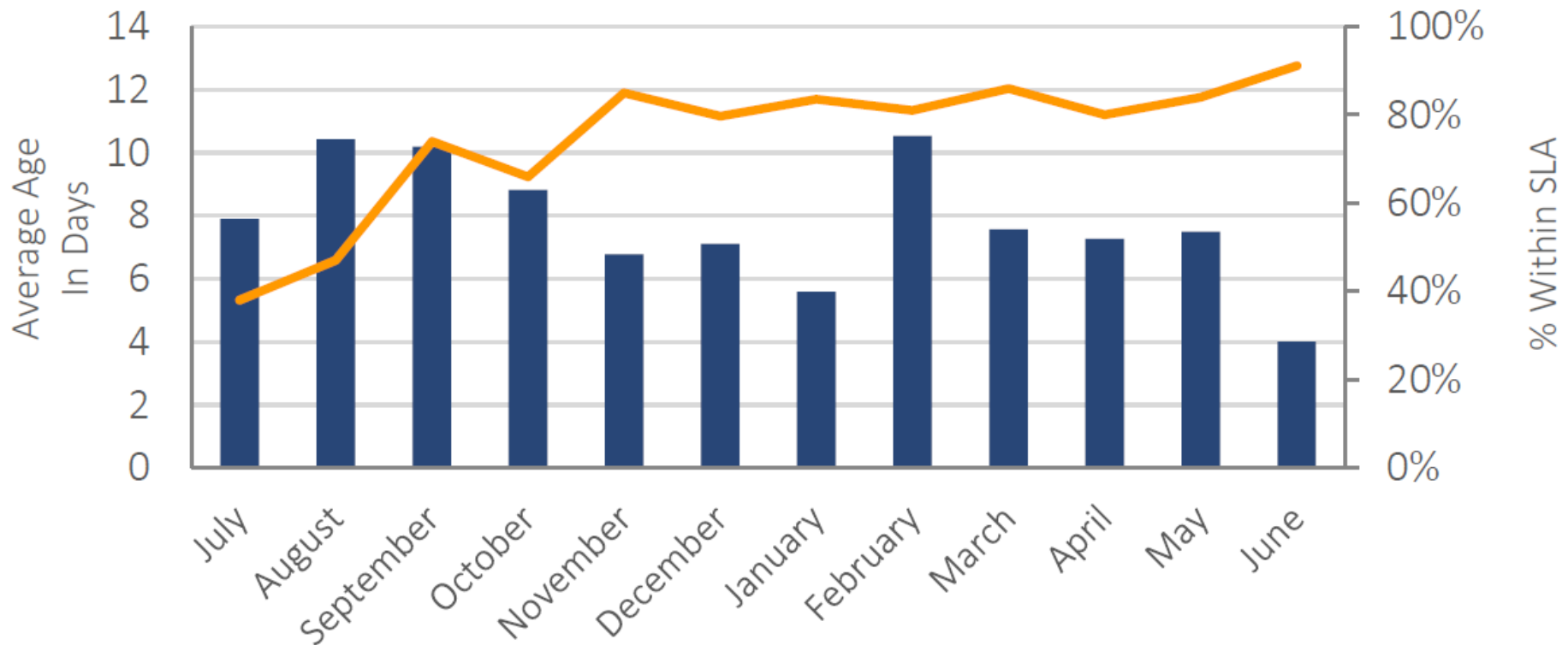
CSC Percentage of Cases Resolved by Tier 1

Cases resolved without escalation outside of the customer service team – target was 60% and was met between November 2014 and July 2015
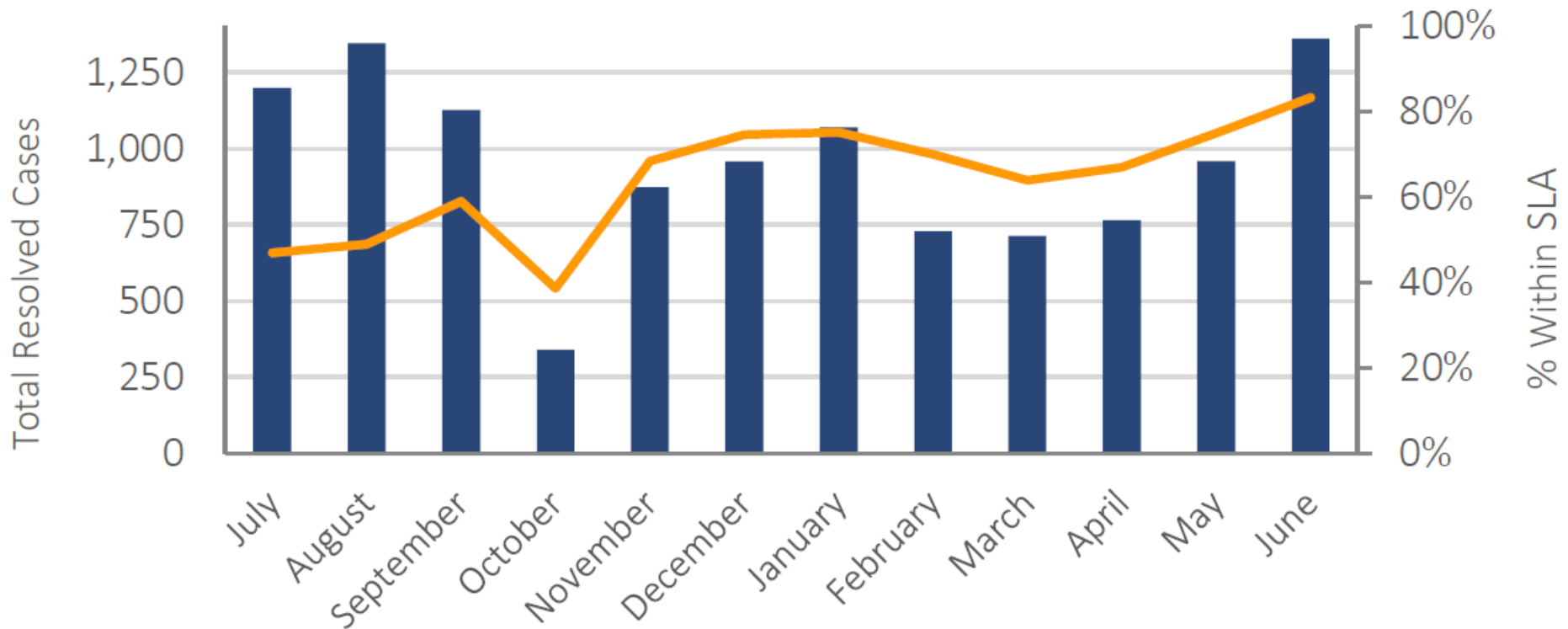
Communications Recommendations

Feedback Received/ Recommendations:

- Knowledge database be more timely and searchable, improved communications on applicant advisories (e.g. subscription service), consolidation of program information into a single site, leverage Global Stakeholder Engagement team to promote global awareness
- Metrics to measure successful communication levels were not established; The Applicant Support Program was highlighted as an area of weakness
- Allow applicants to be notified of new developments, processes and procedures including information that is germane to their own applications
- ICANN portals to allow the submission of confidential application questions with stated response times
- Use of a general "help line" and a searchable FAQ-type webpage
- Organize regional teams within underserved regions to help educate and inform potential applicants to ensure they have the right contacts including RSP and Applicant Support programs

Communications Recommendations

Consensus Items to Date:

- The web-based knowledge base should be easily searchable with timely updated information. Additionally, applicants should be provided with the option to opt-in to a subscription service on applicant advisories, new developments, processes and procedures pertinent to their application.

- Timely and updated expected response times should be displayed on the website.

- Program information should be contained within one website (is this for the search function or?)

- Use of a general 'help line' and online tools such as a live support function would also help improve communications.

- Contact information of regional teams employed in underserved regions should be easily attainable to help educate and potential applicants including RSP and Applicant Support programs (*see ASP for further details*)

Communications

Any other aspects we would like to consider?

Application Queuing

Issue posed to this WG:

Review whether first come first served guidance remains relevant and if not, whether another mechanism is more appropriate.

As per the Final Issue Report on New gTLD Subsequent Procedures of 4 December 2015:

The AGB implementation, and the subsequent operationalization, did not follow the guidance in the 2007 Final Report that recommended first come first served processing scheduling. There were a number of reasons for implementing a different processing methodology, as first come first served introduces a number of potential issues, including:

· Applicants rushing to complete applications, possibly forsaking quality
· Favoring applicants most familiar with the process and requirements
· Favoring applicants who are located closer to ICANN's servers
· Creating the possibility of a self-inflicted distributed denial of service attack as applicants rush to click the submit button first

WG may want to deliberate on a different application processing methodology, although care should be taken in considering the impact on other areas of the program. WG may want to consider modifying the existing language to codify the actual implementation, if the PDP-WG were to agree with the implementation. Else, if a new methodology is recommended, it may require new policy development or implementation guidance.

Applicant Queuing Recommendations

Feedback Received/ Recommendations :

- If queuing is needed, support for prioritization draw/raffle; Digital archery should be avoided
- Allow applicants to choose which of their applications to prioritize within a queuing process.
- No consensus on prioritization. If we start with a "round", do we support randomization without prioritization. If the process transitions to continuous, there will no longer be a need for queuing.
    - Some WT members expressed that applications at low risk of contention should receive prioritization
    - Some WT members suggested that it would be helpful to have data about whether prioritization of IDN applications met stated goals in the 2012 round

Applicant Queuing Recommendations

Consensus Items to Date:

- Applicants who wish to have their application prioritized may choose to participate in a random draw. If an applicant has more than one application, the may choose to alter the priority number assigned to an application.

- Applicants who choose not to participate in the draw will be processed after the prioritized applicants.

- Assignment of a priority number is for the processing of the application and does not necessarily reflect when the TLD will be delegated.

- If applications windows become a continuous process then applications considered low risk should be given priority.

Applicant Queuing Questions

- Do we want to suggest a policy if a continuous application process is implemented - how should applications be prioritized?

- What about prioritization of a specific type of applications? i.e. IDNs

- How are applications who did not participate in the draw sequenced? When submitted? Other?

- Some WT members suggested that it would be helpful to have data about whether prioritization of IDN applications met stated goals in the 2012 round

Happy Holidays

Thank-you for your Time and Thoughts!

Next Meeting:

Tuesday, 9 January 2018 at 3:00 UTC
** Tuesday, 16 January 2018 at 20:00 UTC **