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*IANA 2012 Customer Satisfaction Survey Results Summary*

*25 June 2012  
Languages: English*



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*This report summarises the results of the recently conducted IANA 2012 Customer Satisfaction Survey.*

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## **Overview**

ICANN ran a customer satisfaction survey in April and May 2012. The objective of the survey was to gather baseline data to measure satisfaction for the level of services. There was a strong response to the survey and the results were overwhelmingly positive.

## **Objective**

ICANN has provided the IANA Functions for over 13 years. It has a formal agreement and Service Level Agreement in place with the Internet Engineering Task Force (IETF), and developed an escalation procedure with the Country Code Name Supporting Organization's IANA Working Group in 2005. ICANN also invited the Number Resource Organization (NRO) to "work with ICANN to document service levels associated with Internet Number Resource (INR) allocation processes" in an Exchange of Letters in 2007. These mechanisms provide a formal service level for one group and a formal mechanism for addressing complaints, that was developed with another and an invitation to a third to develop performance standards. However, no structured mechanism has previously been used to collect customer satisfaction data.

As part of its Business Excellence activity, which has been in place since 2009, ICANN has been working to deliver sustainable, systematic improvement. ICANN decided to conduct this customer survey to obtain reliable baseline customer satisfaction data.

## **Methodology**

ICANN has previously run customer satisfaction surveys and has learned that long questionnaires and requests for participant contact information discourage participation. A key objective of the 2012 survey is to determine the current level of satisfaction with the service ICANN delivers. With this experience and the objective in mind, we designed the survey by limiting it to just five questions that could be answered in less than five minutes. The survey only asked respondents to identify the group or groups they belonged to and not to provide personally identifying information.

Limiting the survey length means that we have focused on the questions that establish how users value the different characteristics of our service delivery. The questions are focused around our Key Performance Indicators (KPIs) for delivering ICANN's IANA services.

We targeted the survey at five key customer groups, aiming for a 10-15% response rate. They were:

- IETF Leadership;
- Authors of Internet technical standards (RFCs) published in the last 12 months;

- Top Level Domain operators;
- Regional Internet Registries; and
- DNS Root Server Operators.

We sent invitations to 957 e-mail addresses. We know some of those e-mail addresses distribute to groups of people; therefore, we believe our invitations reached more than 1,000 people. We received about 40 bounced messages, representing about 4% of the invitees. We also placed an announcement on the front page of the IANA web site; and published an announcement using the ICANN's announcement process, which resulted in the announcement being posted on the main ICANN web site, via ICANN's announcement mailing list, and via ICANN's social media accounts.

We sent a follow-up e-mail to the targeted groups one week before the survey closed, reminding them to respond.

During the one month period the survey was open for response, 218 people answered the survey, although not every respondent answered every question. This represents over 22% of the targeted e-mail addresses, or just under 22% of the approximately 1,000 people who received our messages. This is an increase on what we had hoped for and provides for a reasonably diverse and statistically valid set of responses.

## **Results**

The first question asked respondents to identify which customer groups they held positions with. As it is possible to hold positions with multiple groups, respondents could respond with multiple answers. 182 respondents answered this question and 39 skipped it.

It appears that two responses were from people who had come to the IANA website after visiting the "example.com" web page. However, this is not a large enough group to significantly reduce confidence in the answers given. The "Other" category included responses from the following organizations or individuals:

- Sponsored TLD operators;
- Internet Society;
- past IETF WG chair;
- Independent RFC author;
- registrant in a protocol parameters registry;
- student;
- registrar;
- consultant;
- RIR community;
- commercial company;
- Internet Research Task Force (IRSG);

- Data centre operator; and
- software implementer.

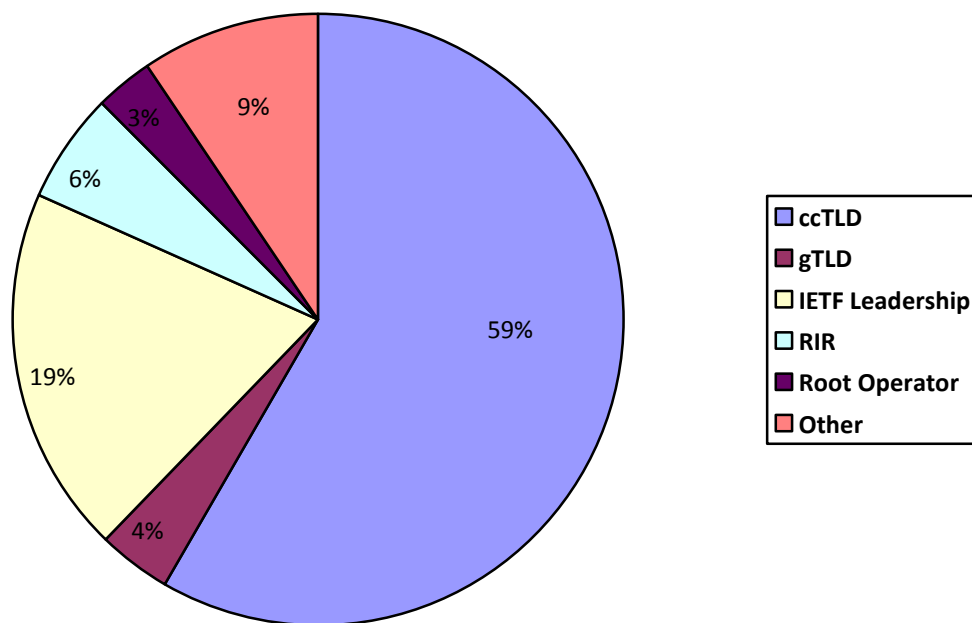


Fig. 1 Respondents' affiliations

The second question asked respondents how many interactions they had had with ICANN's IANA Department over the previous year. 217 respondents answered this question and four skipped it.

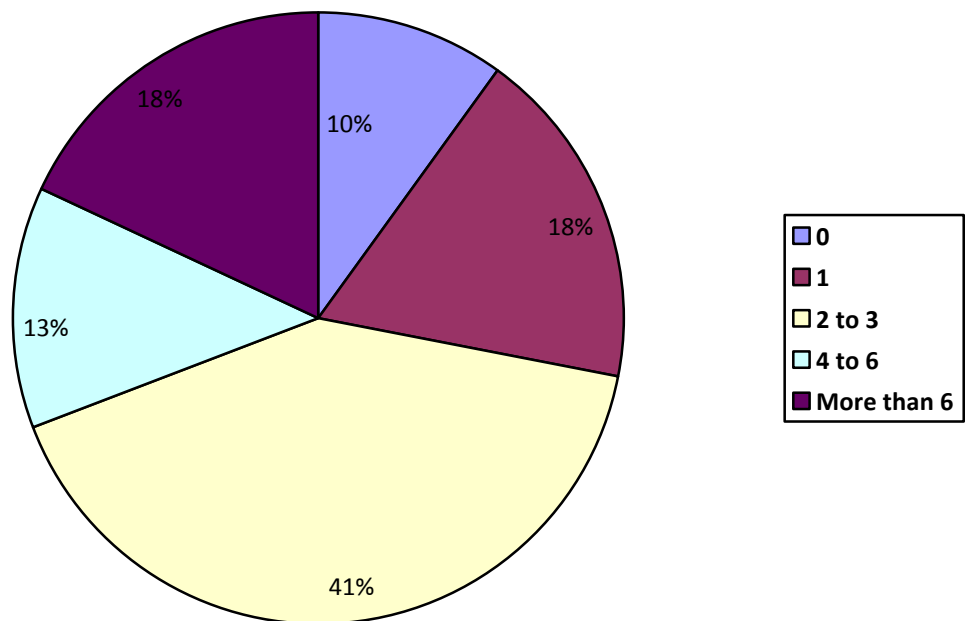


Fig. 2 Interaction frequency

The third question asked respondents to rank the value of different aspects of our services. Respondents were only able to use each answer once. For instance, if a respondent thought that the accuracy of IANA registries was the most important aspect of service s/he could not also use that answer for the speed with which requests are handled. This allows us to identify where our customers see most value. 213 respondents answered this question and three skipped it.

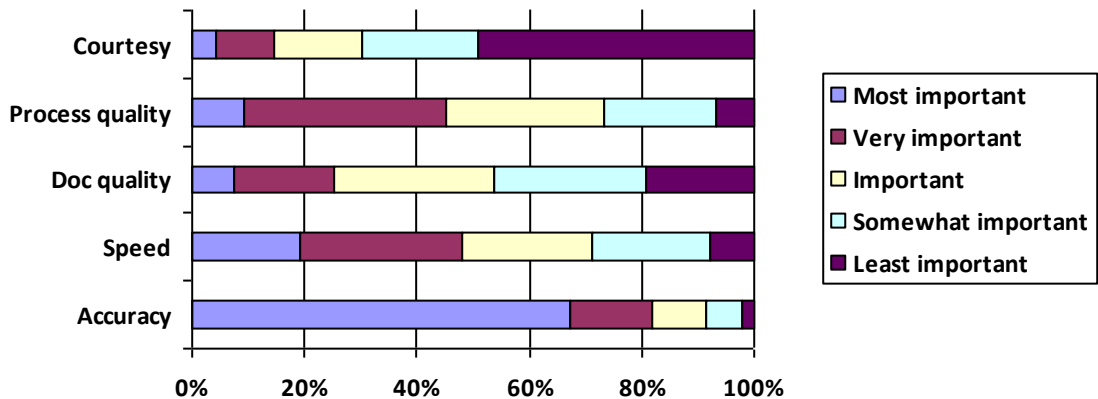


Fig. 3 Importance of customer service aspects

As the chart shows, registry accuracy, processing speed and process quality are the most important aspects of our services. While courtesy is identified as the least

important aspect of our service, comments received in question six make it clear that it is appreciated and valued.

The fourth question asked respondents to rate their satisfaction with the way we delivered different aspects of ICANN's IANA services. In contrast to question three, respondents were able to select the same answer for multiple aspects of service. This allows us to identify how well our customers believe we have provided each service aspect. 208 respondents answered this question and 13 skipped it.

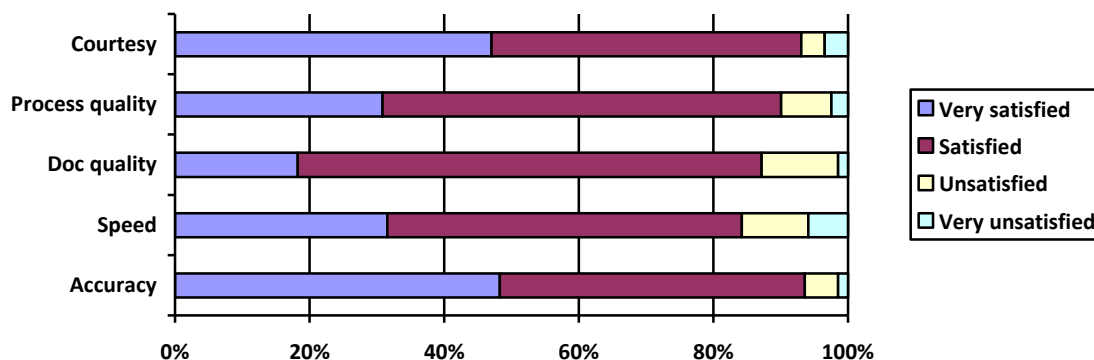


Fig. 4 Satisfaction with customer service aspects

While all five aspects of our services received over 80% satisfaction, process speed and documentation were identified as particularly important in the third question and are areas where it is clear we need to focus improvement efforts.

The final question asked respondents to let us know whether they were aware of several services provided by ICANN and whether they had used those services in the past year. 207 respondents answered this question and 14 skipped it.

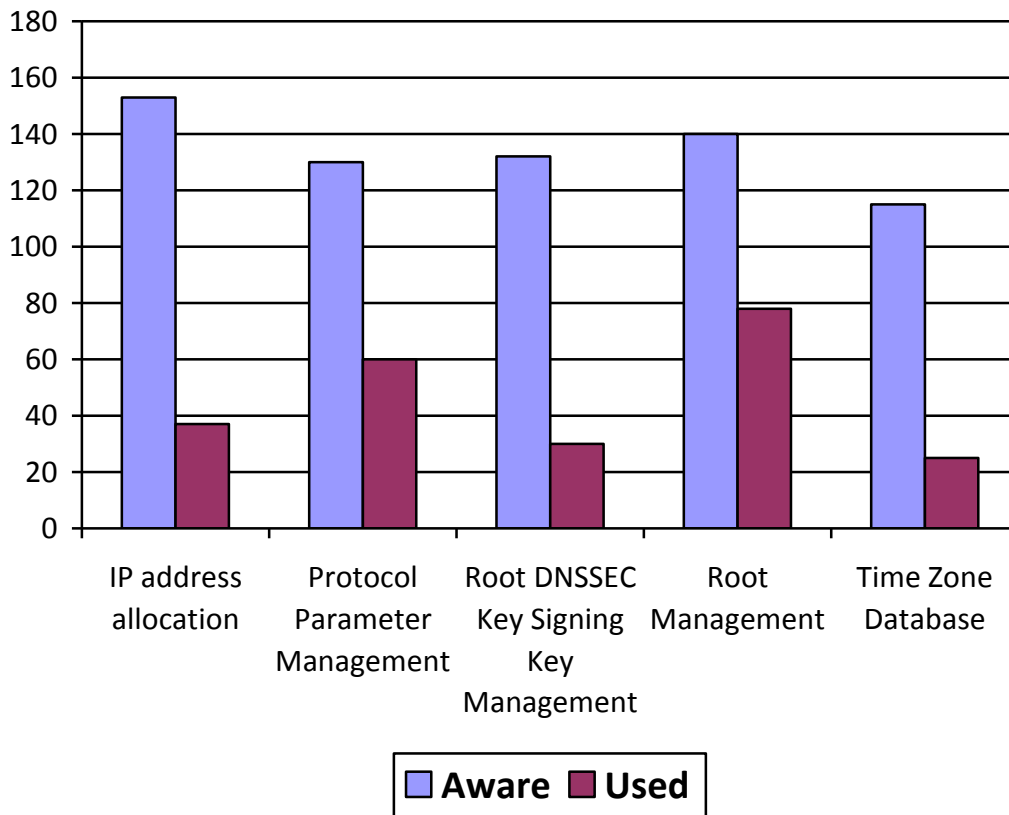


Fig. 5 Familiarity with offered services

Almost 40 respondents stated that they had used IP address allocation services while only 11 respondents identified themselves as working for RIRs. It is possible that the respondents who answered as having used this service and were not from an RIR had either received an IP Multicast assignment or an IP assignment made through an RFC as a protocol parameters management action.

Finally a text box was available for respondents to provide freeform comments. 54 respondents left a comment and 167 did not. The comments included 28 statements of thanks and congratulations, 16 comments asking for improvements and 11 other comments. One comment included thanks and a suggestion for improvement.

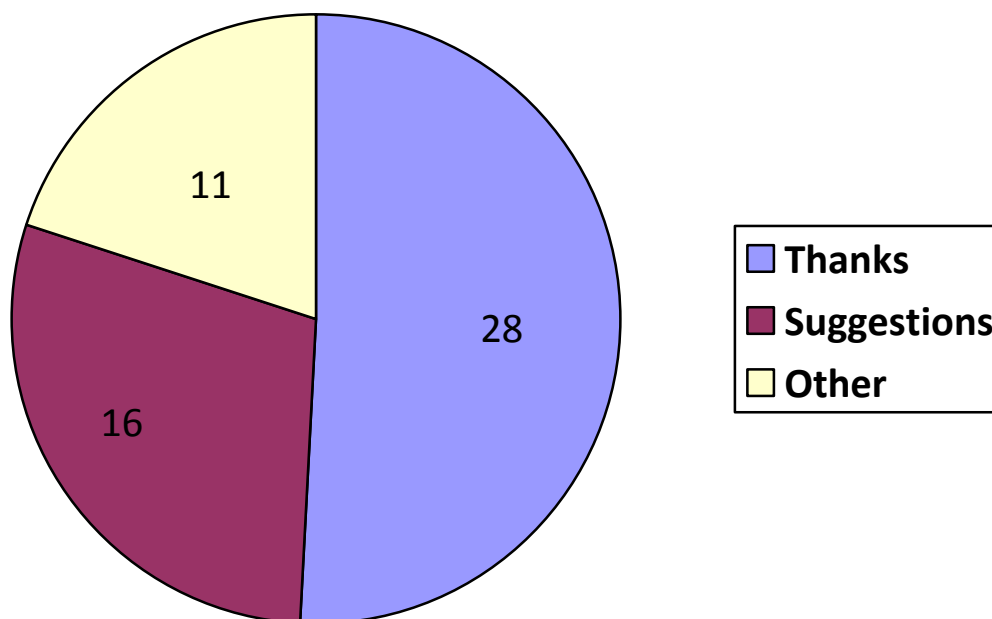


Fig. 6 Classification of open comment responses

The comments of thanks recognised recent improvements, such as the web interface to the Root Management system: “The automation on Root Management has made life very easy compare to the manual approach. This is for us a greater improvement from IANA”; and “Kudos on the new zone change system that is the way to go.” They also included older web interfaces, which are currently being updated, such as PEN: “I used the PEN registration service. What a pleasure!”

Others reflected a more general atmosphere of satisfaction: “I am very satisfied by the service offered by IANA and I do not have any complaint”; “Very good service.”; and “none. IANA is doing the right job.”

The statements that were neither statements of thanks or suggestions for improvement included a joke about RFC 5513 (a joke RFC proposing a registry for three-letter acronyms); a statement about the frequency with which the author used our services; and a comment on the design of the third question.

The improvement suggestions covered a broad range of topics and are summarised below:

- two requests for improvements to process documentation;
- two comments about the design of question #3;
- two requests for multi-lingual documentation;
- a request for changes to the way the ticketing system works;



- requests for more dynamic registries;
- a request for a standard DNSSEC deployment procedure for people to copy and a request for ICANN's IANA staff to assist in ccTLD DNSSEC deployments;
- a request for web site improvements;
- a comment about slow handling for some requests;
- comments about perceived inconsistency in handling of requests;
- a comment about improving IP address registries;
- a comment on gTLD policy;
- a comment on an ongoing redelegation request; and
- a complaint about process.

### **Summary results analysis**

The survey shows that registry accuracy, processing speed and process quality are the most important aspects of our services. While there was over 80% satisfaction ("satisfied" and "very satisfied") for all our services, the 84.2% satisfaction with timeliness aspect of our service was the lowest level of satisfaction in the five key aspects. This is an area we will focus our work between now and September 2012.

Similarly, fewer than 7% of respondents were unsatisfied with the accuracy of the registries we publish. Between now and September 2012 we will analyse what is the cause of the dissatisfaction.