



2015 IANA Functions Customer Service Survey Results

Report on the third annual customer service satisfaction survey administered by Ebiquity
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Survey objective

ICANN's main objective is to use the results of the annual survey to identify aspects of the service where improvements can be made for each of the customer groups that participated as well as analyze trends in satisfaction rates since its first segmented survey in 2013.

This survey measures customer satisfaction for the time period from 1 September 2014 to 30 August 2015 and compares the results of the same period of previous years.

Methodology

For the third year in a row, ICANN engaged [Ebiquity](#) — a global media, marketing, and reputation consultancy, with over 20 years of experience in customer and stakeholder research — as an independent third-party organization to conduct the annual IANA customer satisfaction survey. As in 2013 and 2014, the survey was segmented by customer group while supporting customer anonymity. Customers were associated with each of the IANA services they had used in the previous 12 months and were asked general questions about their perception of ICANN’s performance of the IANA functions as well as group specific questions.

In this report, results are presented as percentages. When a result includes a fraction it is rounded down for fractions below one half and up for those at or above one half. By rounding the fractions, not all totals will add to 100 percent.

No prizes, awards, payment or remuneration of any kind were offered or provided to respondents to the survey.

Executive Summary

ICANN first conducted a formal survey of IANA functions customers in 2012 and saw a response rate of 20 percent. Since then the survey has evolved from an internally administered set of general questions where around 1,000 customers were invited to participate, to being conducted by a third-party vendor that is contractually bound to guarantee the anonymity of the respondents with invitations sent to over 4,000 customers. The response rate was in subsequent years 8 percent in 2013 and 11 percent in both 2014 and 2015.

The 2015 survey saw healthy response rates from all of the customer segments. There was a significant increase in satisfaction rates amongst the RFC authors, and a slight decrease in satisfaction from the .INT customers when it comes to the transparency in which the [approval process](#) is explained.

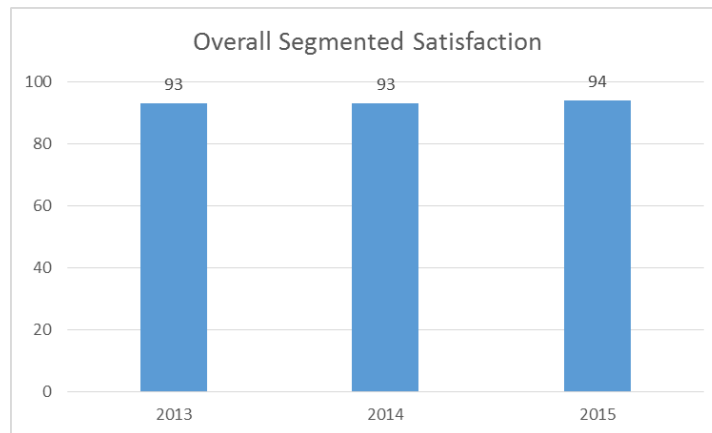


Figure 1: Overall year on year segmented customer satisfaction obtained by calculating average of responses from all segmented groups.

There is a very high overall level of satisfaction with the way ICANN delivers the IANA functions, as there has been over the years, and customers would still like to see some improvements. In particular, some customers would like to see transparency and timeliness enhancements to the request process as well as improved customer interfaces and systems that reflect the specific needs of different customer groups.

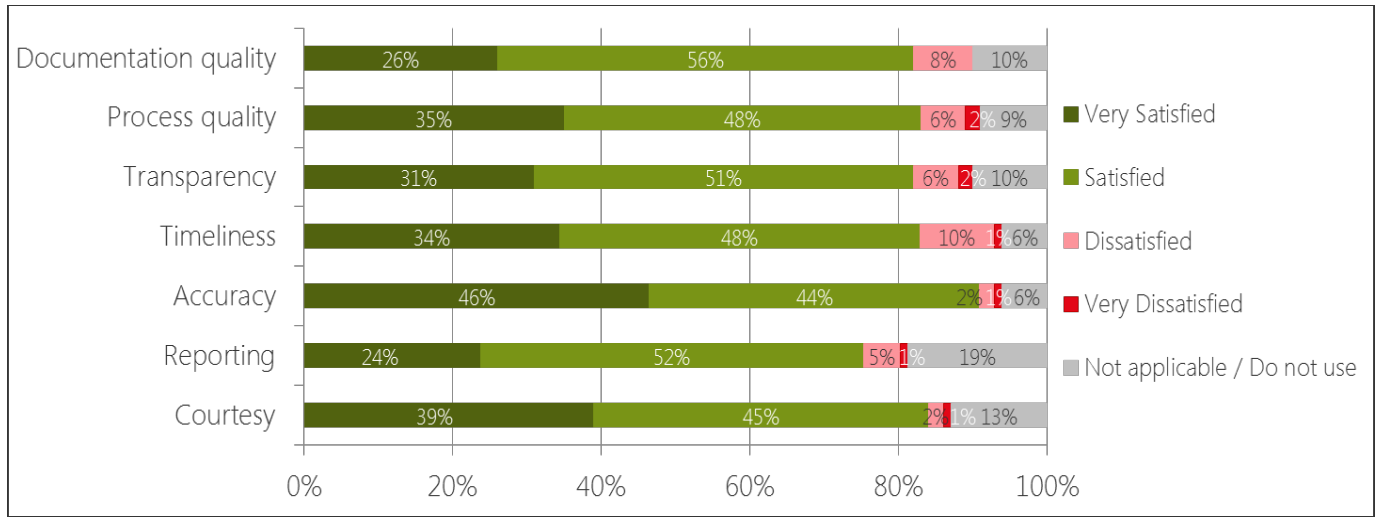


Figure 2: General 2015 satisfaction rating of each of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions.

General input

Survey invitations were sent to customers who were part of the following service areas in the previous 12 months:

- Requesters of assignments within protocol parameter registries
- Authors of technical standards and documentation published as RFCs with IANA considerations
- Internet Engineering Steering Group members
- Top-level domain (TLD) operators requesting routine root zone changes
- Country code TLD (ccTLD) operators requesting delegation or redelegation
- Generic TLD (gTLD) operators requesting delegation or redelegation
- Trusted Community Representatives (TCRs) involved in Root DNSSEC KSK ceremonies or activities
- Regional Internet Registries (RIRs) requesting number resource allocations
- Registrants of .INT domains

As some of the customers belong to more than one of these groups, each was presented with questions relative to the services they use.

	2013	2014	2015
Invitations sent	1491	4397	4013
Response count	112	489	427
Response rate	8%	11%	11%
Overall satisfaction rate	93%	93%	94%

The overall satisfaction rate is calculated as a simple average of the respondents who were satisfied or very satisfied in all group categories.

The first question asked participants to rate the relative importance of the seven aspects identified in the [performance standards consultations](#) in which ICANN engaged the community during 2012 and 2013 regarding the delivery of the IANA functions. For three years in a row customers reported accuracy as the factor they consider most important in the IANA functions, with reporting and courtesy showing as the least important aspects.

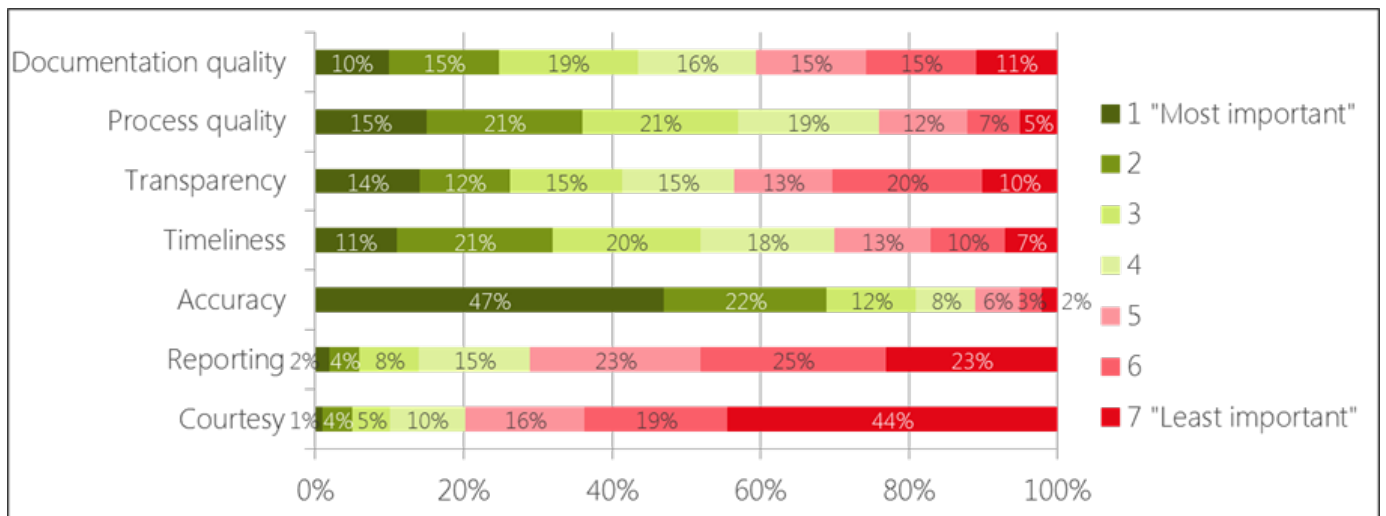


Figure 3: Level of importance of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions.

When asked to compare ICANN’s delivery of the IANA functions with the performance they experience with other suppliers of registration services, 89 percent of respondents rated ICANN as excellent or good, which is sustained from 2014 (88 percent) and six percent higher than 2013 (82 percent).

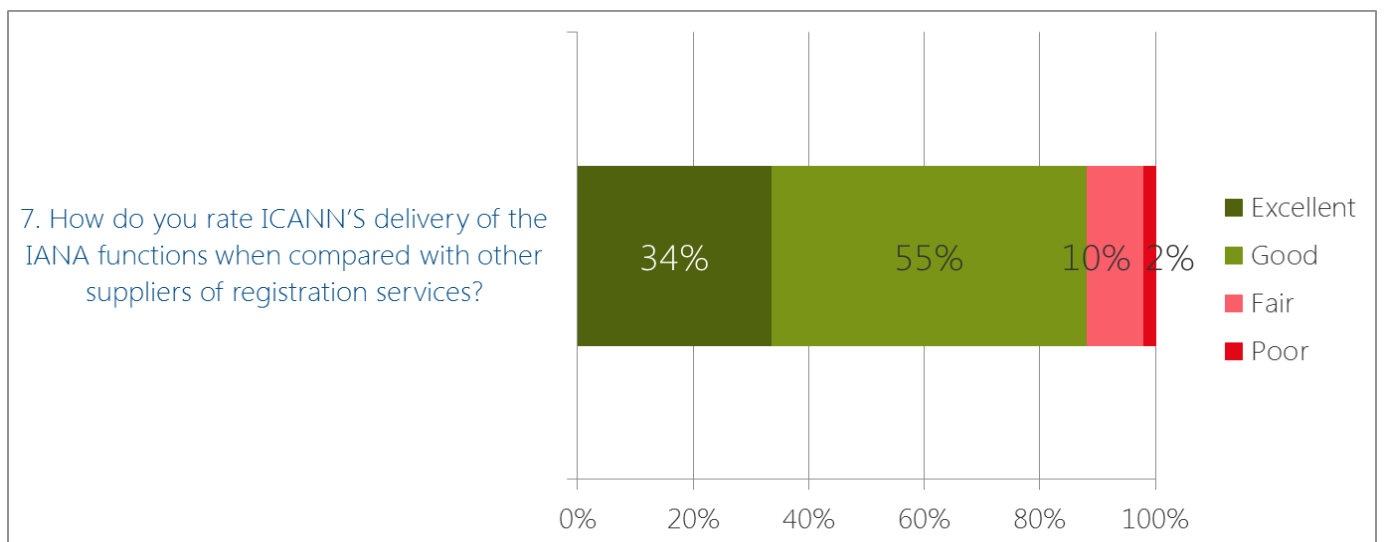


Figure 4: 2015 results on ICANN’s delivery of IANA functions when compared to other suppliers of registration services. In 2013 and 2014 the satisfaction rate was 82 and 88 percent respectively.

Customer complaint resolution

Of the 427 respondents who participated in the survey, 48 percent were aware that ICANN has a Customer Complaint Resolution Process and 9 percent experienced customer service issues in the past year, one-third fewer than 2014. In 2013, 58 percent of the customers who experienced a customer service issue were satisfied with ICANN's resolution. In 2014, satisfaction increased to 67 percent and in 2015 the survey shows an 82 percent satisfaction rate. Eighty-nine percent of respondents indicated that they would be happy to approach ICANN about an IANA functions related customer service issue they needed to resolve, a result that is comparable to last year's 91 percent rate.

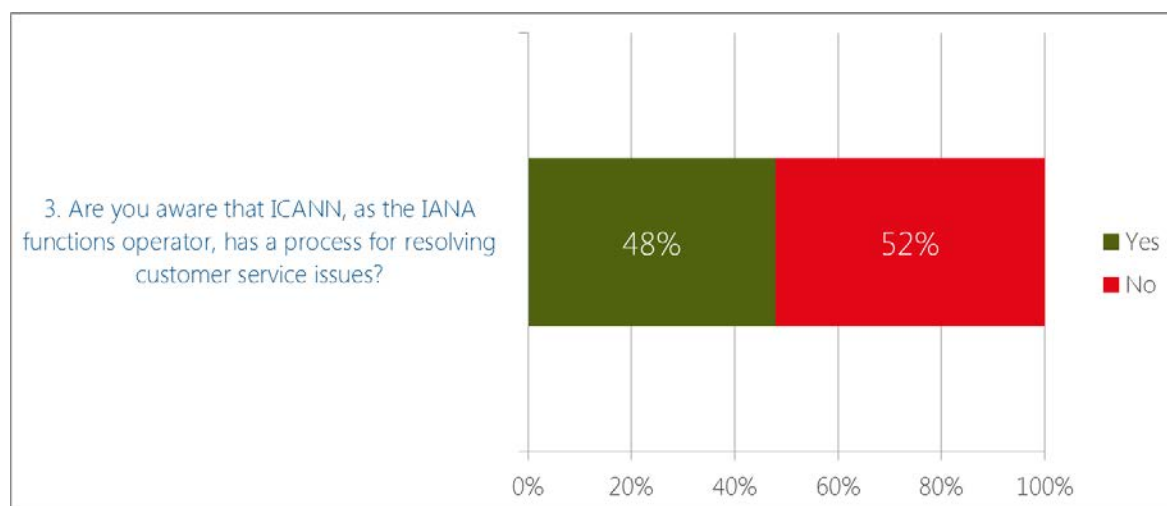


Figure 5: 2015 percentage of customers who are aware that ICANN has a complaint resolution. In 2013 and 2014 the satisfaction rate was 51% and 52% respectively.

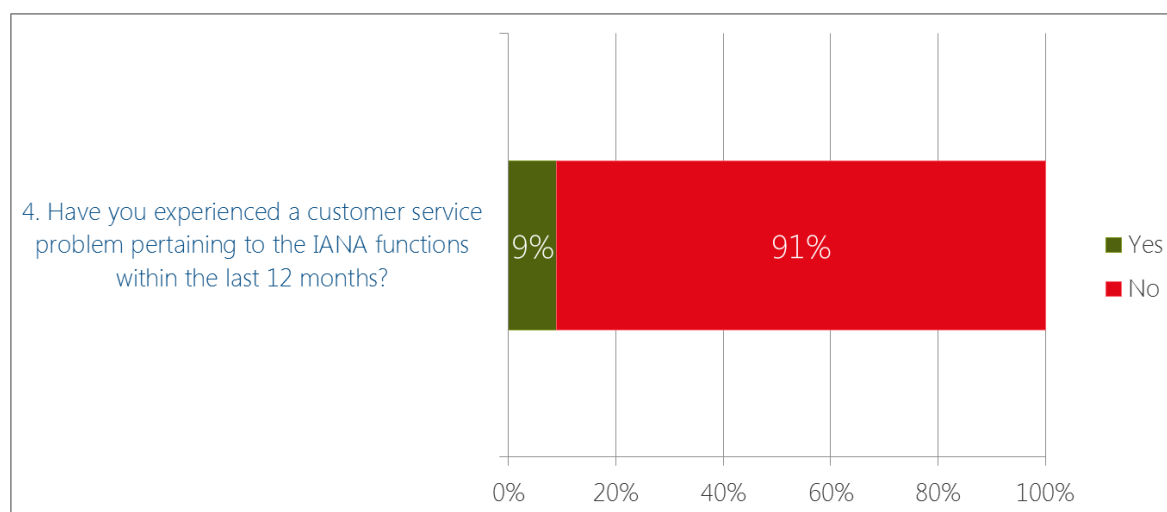


Figure 6: 2015 percentage of customers who experienced a customer service issue. This is down slightly from 2013 (11%) and 2014 (13%)

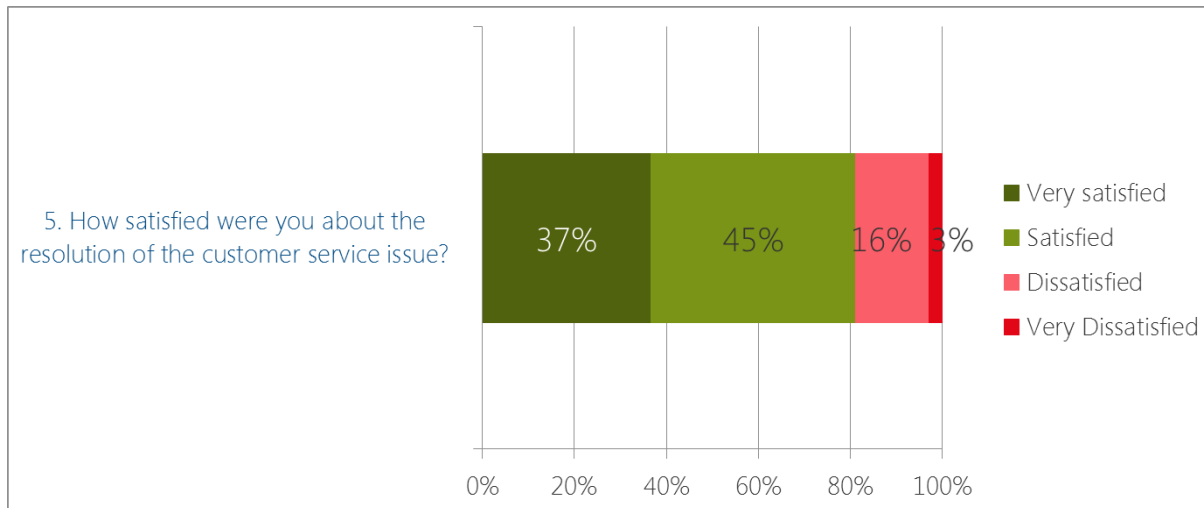


Figure 7: 2015 customer satisfaction with ICANN’s complaint resolution. Significant increase in satisfaction when compared to 2013 (58%) and 2014 (67%).

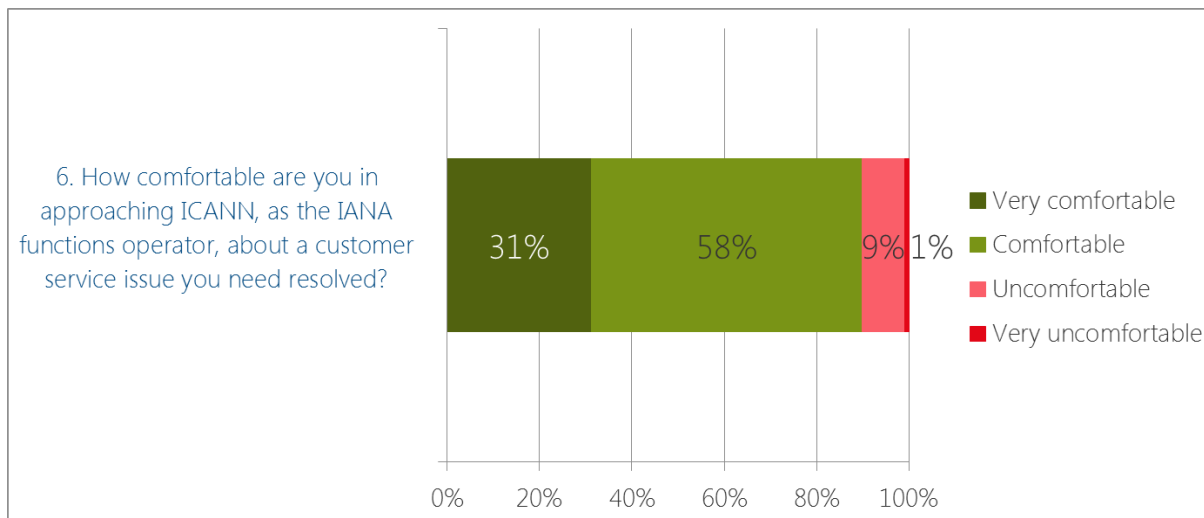


Figure 8: 2015 results on how comfortable customers are in approaching ICANN. Results are sustainable to previous years. 2013-92%. 2014 – 91%

Open ended responses

ICANN received 40 open-ended responses in the general portion of the survey. In 2014 there were 69 comments, and only 19 in 2013. The responses focused on the interfaces ICANN provides to IANA functions customers, particularly Root Zone and Protocol Parameters customers. There was some overlap between comments focused on the understanding of some of ICANN's processes, TLD manager expectations with timeliness of existing processes and suggestions for improving tools and user instructions.

Comments included several different requests to improve the user interfaces in the Root Zone Management System, such as the ability to manage multiple TLD change requests more effectively, and enhancements to web forms used for requesting registrations.

There were six statements related to dissatisfaction with how particular protocol parameter registration requests were handled. There were also some requests to improve insight into the status of requests while they are being processed.

As in previous years, some comments show that customers incorrectly believe IANA is an independent entity, separate from ICANN. Today, ICANN is the organization that performs the IANA functions through a dedicated IANA department. The department's staff members are ICANN employees. Management will continue to clarify these relationships to allow for proper understanding of the IANA functions.

Besides the above-mentioned comments, the open-ended section of the survey also showed some dissatisfaction with the .INT eligibility [policy](#) as well as the structure of the survey. Due to the anonymity of the respondents it is difficult to determine if those who were dissatisfied were dissatisfied because they did not qualify for registration in the .INT domain.

Overall, the suggestions received through the survey were valuable to ICANN as the staff strives to provide an excellent level of user experience to the IANA functions customers. Suggested improvements that are currently in ICANN's pipeline are some RZMS enhancements, and the analysis of the metrics [published monthly](#) on the IANA website to optimize the transparency and timeliness of the IANA functions processes.

Functional breakdown

For each of the IANA functions, the customers using the service were asked questions based around the Key Performance Indicators for that service.

Requesters of Assignments in Protocol Parameter Registries

Survey invitations were sent to the address for people or organizations that had requested a new protocol parameter registration or modification to a protocol parameter registration in a wide selection of registries between September 2014 and August 2015. Even though there were other registries, the bulk of the registrations occurred in the following:

- Media Types
- IPv4 and IPv6 Multicast Addresses
- Private Enterprise Numbers (PENs)
- Internet Protocol Port Numbers and Service Names
- TRIP IP Telephony Administrative Domain (ITAD) Numbers

The survey shows sustained satisfaction from the requestors of protocol parameters over the years. In 2013 ICANN used statistical sampling methodology to select the protocol parameter customers who were invited to participate and received a six percent response rate with a 93 percent satisfaction rate. In 2014 and 2015 ICANN surveyed the entire customer base who used the IANA functions services during the period, and by doing so the response rate increased to 10 percent maintaining similar satisfaction rates.

	2013	2014	2015
Invitations sent	884	3237	2803
Response count	57	328	277
Response rate	6%	10%	10%
Overall satisfaction rate	93%	92%	95%

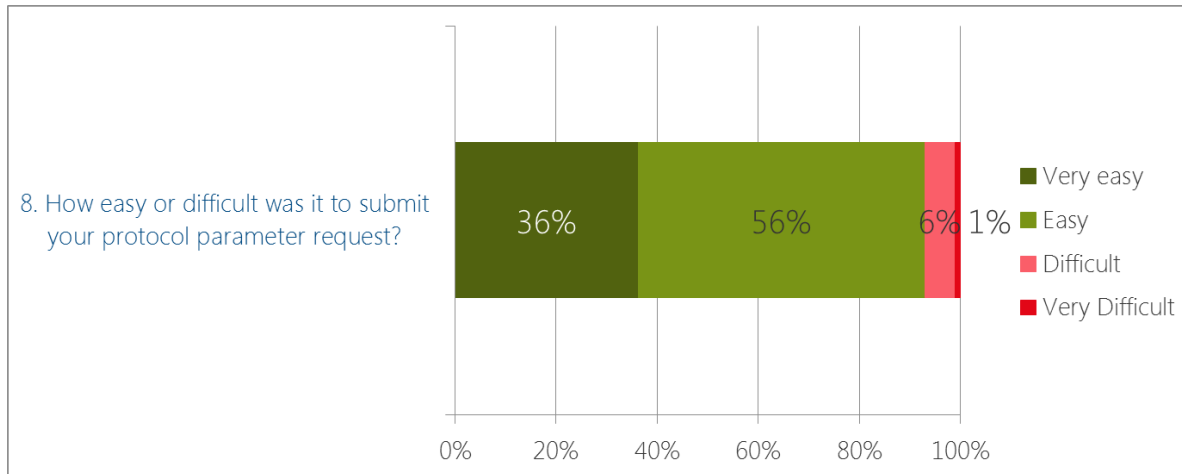


Figure 9: Level of satisfaction with protocol parameters request submission

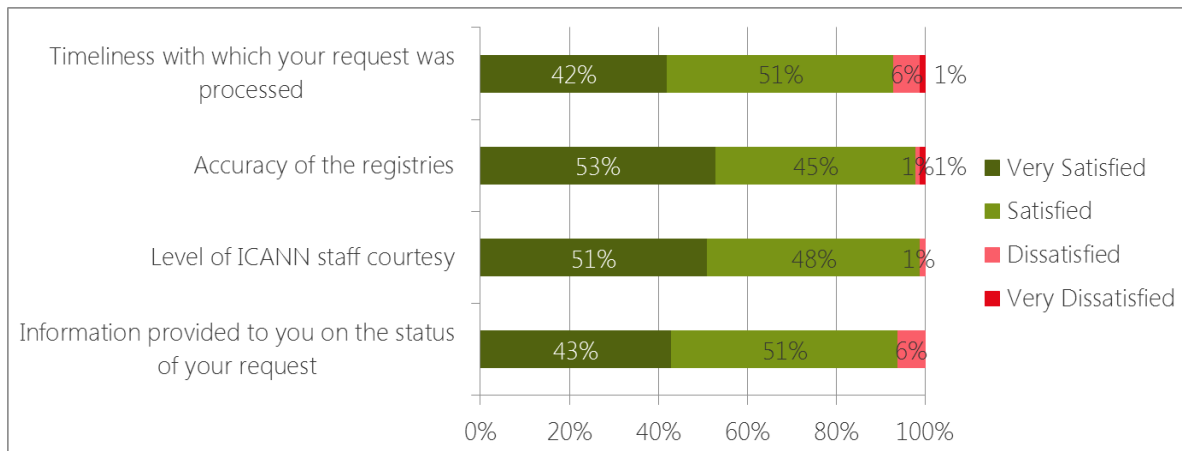


Figure 10: Level of satisfaction of requesters of assignments in protocol parameters, by aspect identified in the performance standards consultations.

Authors of technical standards and documentation published as RFCs

The satisfaction rate for this segment has been very high for the past two years, and in 2015 the number of very satisfied customers increased significantly. Last year, 55 percent of the authors indicated they were very satisfied with the integrated review of their document during IETF’s document lifecycle. This year this number increased to 78 percent. The same happened when they were asked to rate the review of their document by ICANN before it was approved for publication as an RFC: in 2014, 52 percent of respondents indicated they were very satisfied, and in 2015 this rate increased to 70 percent.

	2013	2014	2015
Invitations sent	0	342	405
Response count	0	40	40
Response rate	0	12%	10%
Overall satisfaction rate	N/A	97%	96%

When asked about timeliness, transparency and courtesy, the amount of very satisfied customers in this segment also increased. In 2013 there were no responses from this customer group.

% of Very Satisfied Customers	2014	2015
Timeliness	50%	60%
Courtesy	68%	78%
Transparency	40%	65%

Below are the full 2015 results for the Document Authors segment:

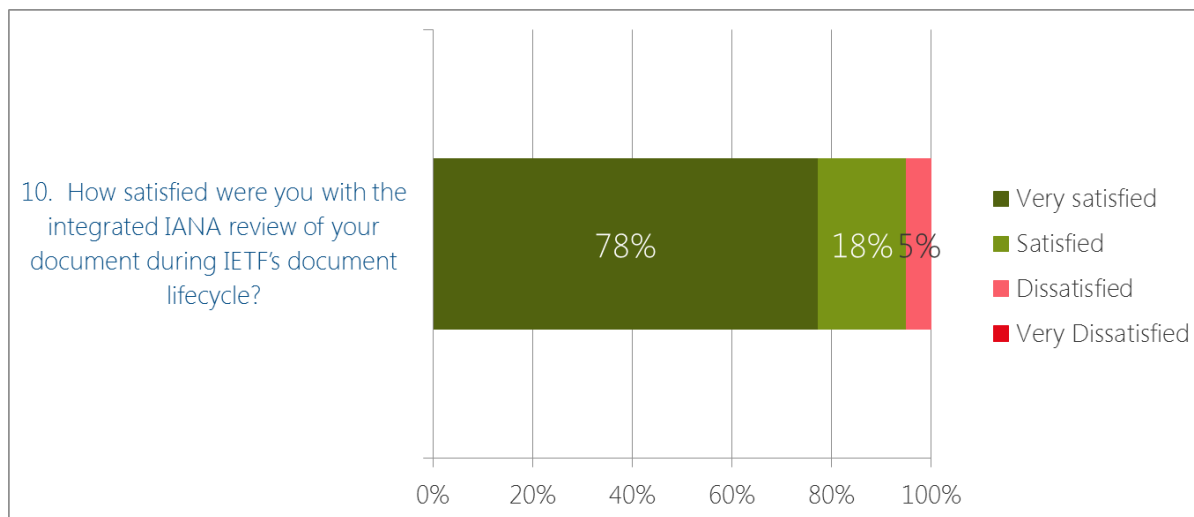


Figure 11: Level of satisfaction with IANA review during IETF lifecycle

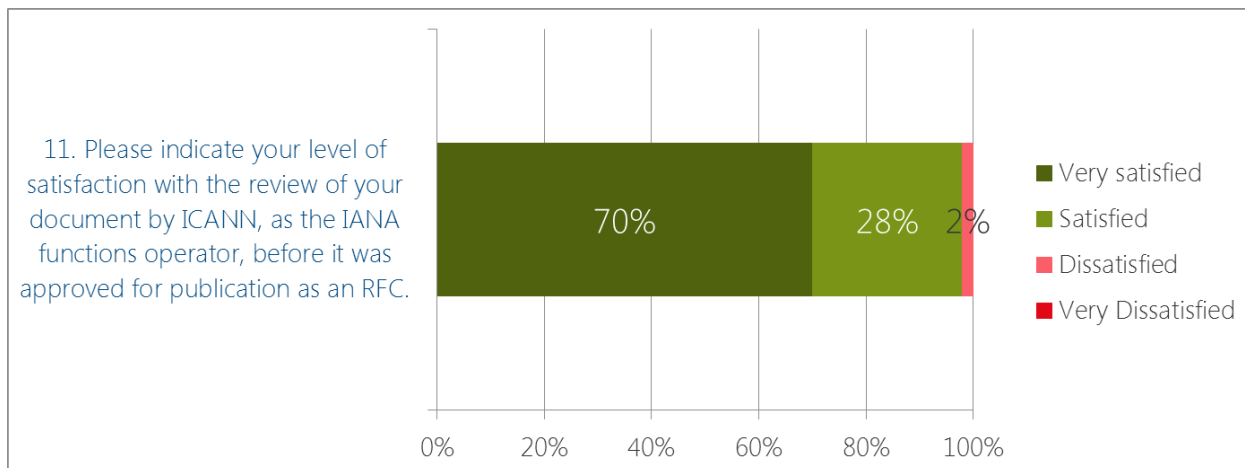


Figure 12: Level of satisfaction with the review by ICANN before approval for publication as RFC

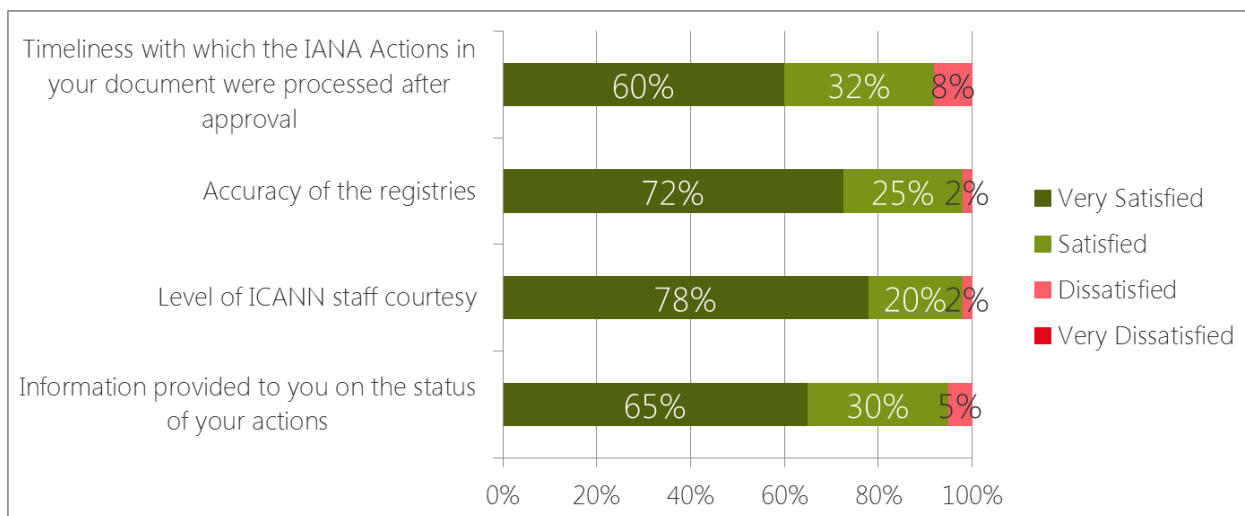


Figure 13: Level of satisfaction of the Authors of technical standards and documentation, by aspect identified in the performance standards consultations

Internet Engineering Steering Group (IESG) members

Survey invitations were sent to all non-ICANN members of the IESG. In 2015, satisfaction rates increased slightly when compared to 2013 and 2014. Respondents were either satisfied or very satisfied with ICANN’s service delivery in all four factors, although there were 10 percent fewer respondents this year.

	2013	2014	2015
Invitations sent	19	17	15
Response count	3	5	3
Response rate	16%	30%	20%
Overall satisfaction rate	92%	95%	100%

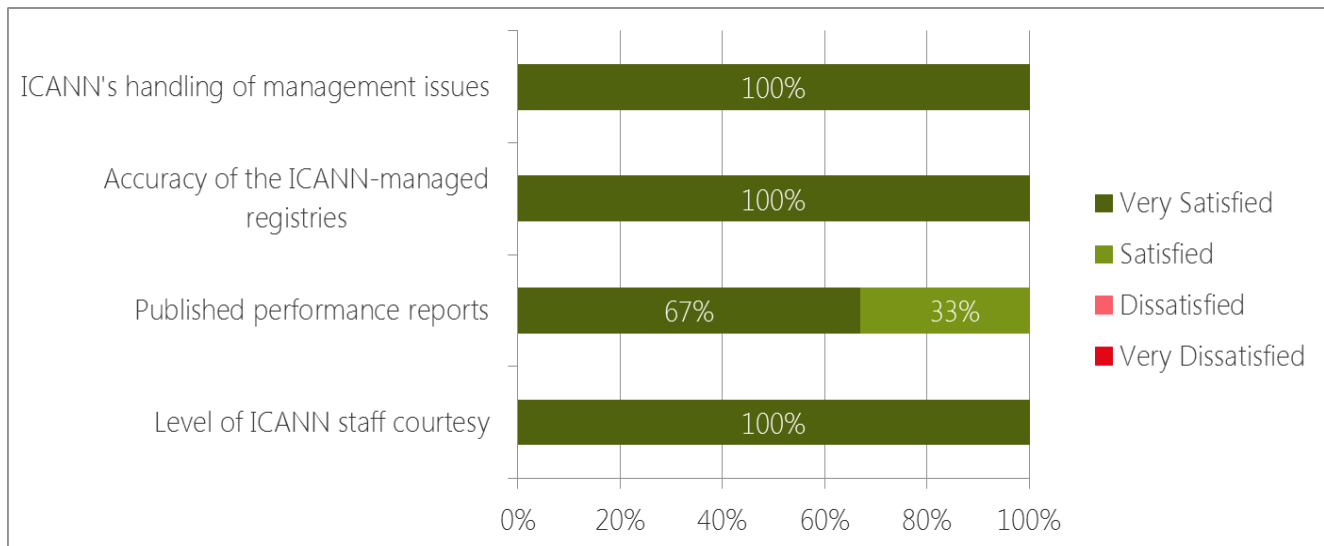


Figure 14: Level of satisfaction of IESG members by aspect identified in the performance standards consultations

TLD operators requesting routine root zone change requests

Survey invitations were sent to the administrative and technical contacts for all TLDs where routine changes had been executed in the previous 12 months. Invitations were also sent to the email addresses from which changes were requested where this was different from the administrative and technical contacts for a TLD. This resulted in 411 invitations, with a 16 percent response rate.

	2013	2014	2015
Invitations sent	295	242	411
Response count	34	61	67
Response rate	12%	30%	16%
Overall satisfaction rate	93%	92%	91%

Overall satisfaction remains very positive at 91 percent. When compared to 2014, the survey shows an increase in the amount of very satisfied customers when it comes to accuracy of the Root Zone Database – 57 percent in 2014 and 67 percent in 2015 - as well as the comfort of using the web interface to the Root Zone Management System (RZMS) – 28 percent in 2014 versus 39 percent in 2015.

Another important aspect that has seen increased satisfaction since 2013 is timeliness with which changes are processed. The percentage of very satisfied customers was 15 percent in 2013. In 2014 and 2015 this number more than doubled and is now at 36 percent.

The survey also showed that seven percent of the customer base did not know how easy or difficult it is to use RZMS. This is a 50 percent decrease from the previous two years. Even though awareness of how to navigate the RZMS continues to build, this year there was a slight increase on the number of customers who find the system difficult to use, six percent versus the three percent from 2014. ICANN will still maintain multiple methods for submitting change requests to ensure that all TLD operators are supported.

Routine changes are classed as all changes to either the root zone or the root zone database, except those that materially change the party that operates the domain (known as a delegation or a redelegation).

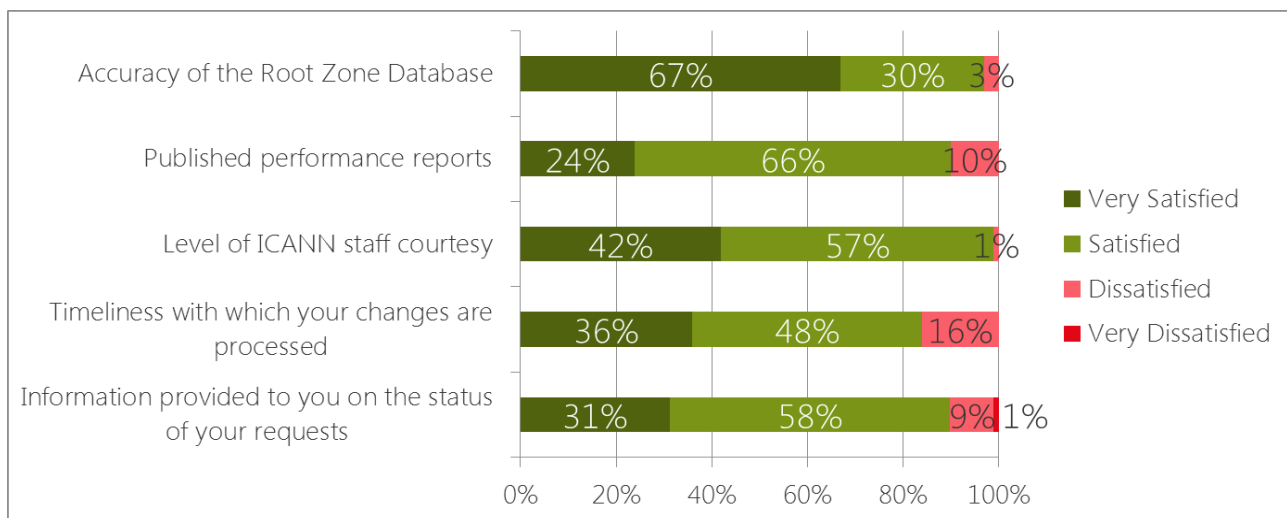


Figure 15: Level of satisfaction of the TLD operators requesting routine changes, by aspect identified in the performance standards consultations.

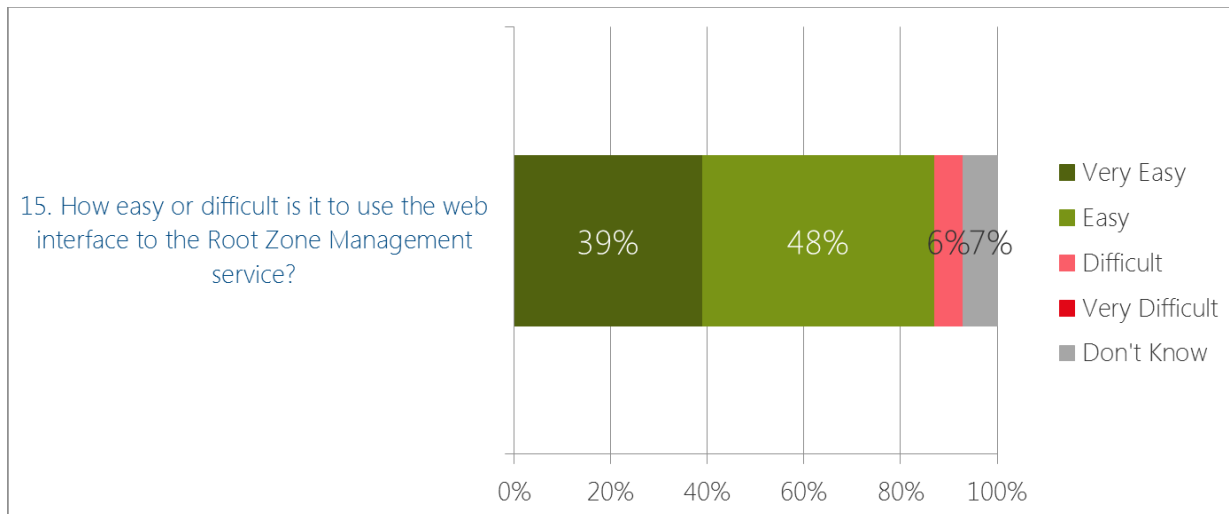


Figure 16: Level of satisfaction with the web interface to RZMS

ccTLD operators requesting delegations or redelegations

There were only six completed delegations and redelegations between 1 September 2014 and 30 August 2015; survey invitations and reminders were sent to the administrative and technical contacts for all country code TLDs (ccTLDs) that had completed a delegation or redelegation during this period. Invitations were also sent to the addresses from which the delegation or redelegation was requested, where this was different from the administrative and technical contacts for a TLD. Since ICANN did not receive any feedback from this group of customers in 2015, the staff should be engaging with them face-to-face at industry events in order to identify the best way to deliver the survey to the group in the future.

	2013	2014	2015
Invitations sent	17	31	9
Response count	0	5	0
Response rate	0	16%	0
Overall satisfaction rate	N/A	88%	N/A

gTLD operators requesting delegations or redelegations

Survey invitations and reminders were sent to the administrative and technical contacts for all generic TLDs (gTLDs) that had completed a delegation or redelegation in the previous 12 months. In 2013 no gTLD delegations and redelegations took place in the 12 months preceding the survey therefore the grouping did not exist. In 2014, the response rate was 18 percent with an 87 percent satisfaction rate. In 2015 the satisfaction rate remained the same and there was a slight decrease in participation.

	2013	2014	2015
Invitations sent	0	199	260
Response count	0	35	35
Response rate	0	18%	13%
Overall satisfaction rate	N/A	87%	87%

Although the overall satisfaction remains the same as the previous year, there was an overall decrease in satisfaction in the transparency aspect. In 2014, 85 percent of the customers were satisfied with how information was provided to them on the status of their requests. This year this number fell to 77 percent. The satisfaction rate with the quality of the Root Zone Management process, however, increased from 88 percent in 2014 to 95 percent in 2015.

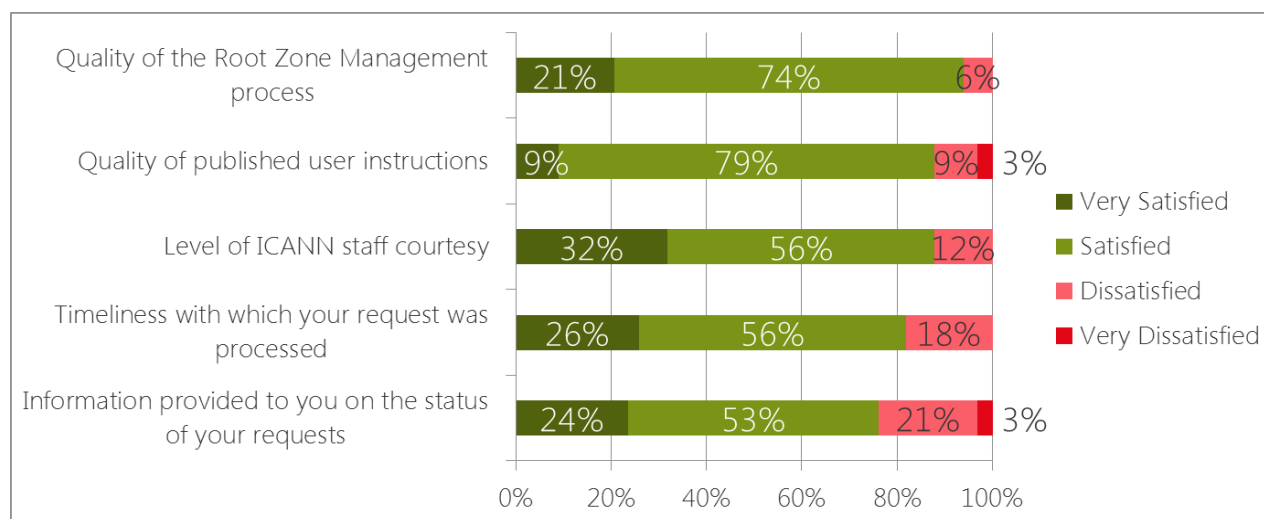


Figure 17: Level of satisfaction of the gTLD operators, by aspect identified in the performance standards consultations

Trusted Community Representatives involved in Root DNSSEC KSK ceremonies or activities

Survey invitations were sent to the current group of Trusted Community Representatives (TCRs) who attended and validated Root DNS Key Signing Ceremonies between 1 September 2014 and 30 August 2015. The response rate increased 11 percent when compared to 2014, while maintaining a 100 percent satisfaction rate.

	2013	2014	2015
Invitations sent	33	30	19
Response count	6	6	6
Response rate	18%	20%	31%
Overall satisfaction rate	100%	100%	100%

The number of very satisfied respondents in this segment increased in two aspects: process quality and courtesy. There has been a decrease in satisfaction when it comes to the level of transparency ICANN provides for the Key Signing Ceremonies. ICANN maintains an active dialogue with the TCRs, including comprehensive debriefs following all ceremonies, which is used to constantly iterate the associated practices and procedures. These results will be used in dialogues to further improve these activities. In 2014 the number of very satisfied customers was 83 percent and this year it was 67.

% of very satisfied customers	2013	2014	2015
Process Quality	17	67	83
Courtesy	50	33	67
Transparency	33	83	67

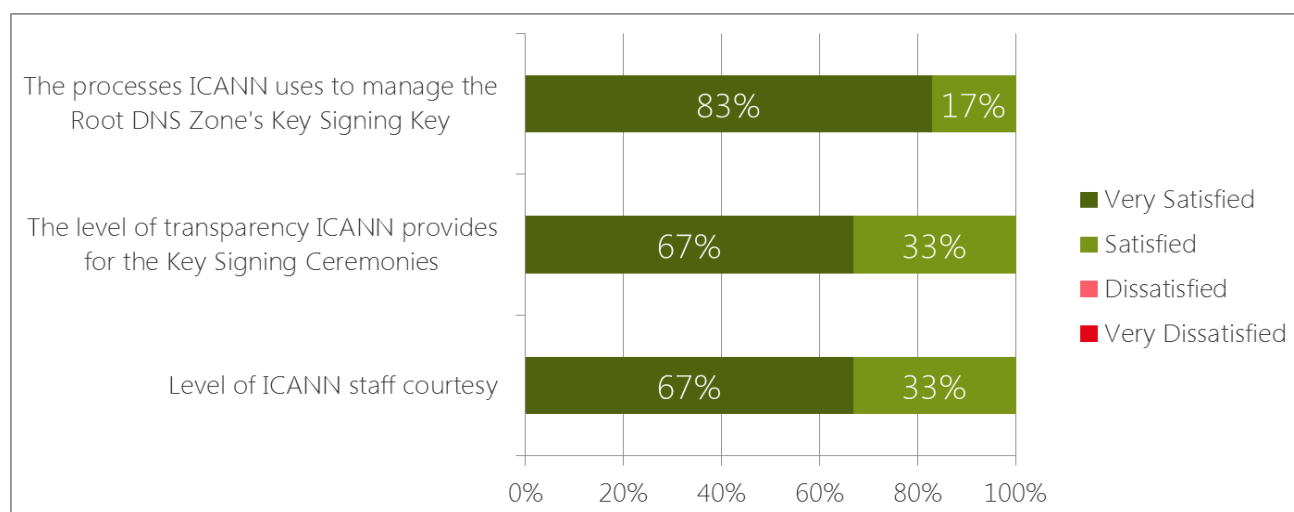


Figure 18: Level of satisfaction of the TCR representatives, by aspect identified in the performance standards consultations

Regional Internet Registries requesting number resource allocations

Survey invitations were sent to the CEO and Registration Services Managers for the five Regional Internet Registries (RIRs), as well as other staff that had submitted requests for resources in the previous 12 months. The percentage of responses was slightly lower than in 2014, while maintaining a high satisfaction rate of 98%. Although most aspects remained at 100 percent satisfaction, this segment saw a lower number of very satisfied customers in all but one aspect, accuracy. Process quality – 86 percent in 2014 and 43 in 2015 - and timeliness – 86 percent in 2014 and 29 percent this year - were the two most affected by this fall.

	2013	2014	2015
Invitations sent	10	14	16
Response count	2	7	7
Response rate	20%	50%	44%
Overall satisfaction rate	100%	100%	98%

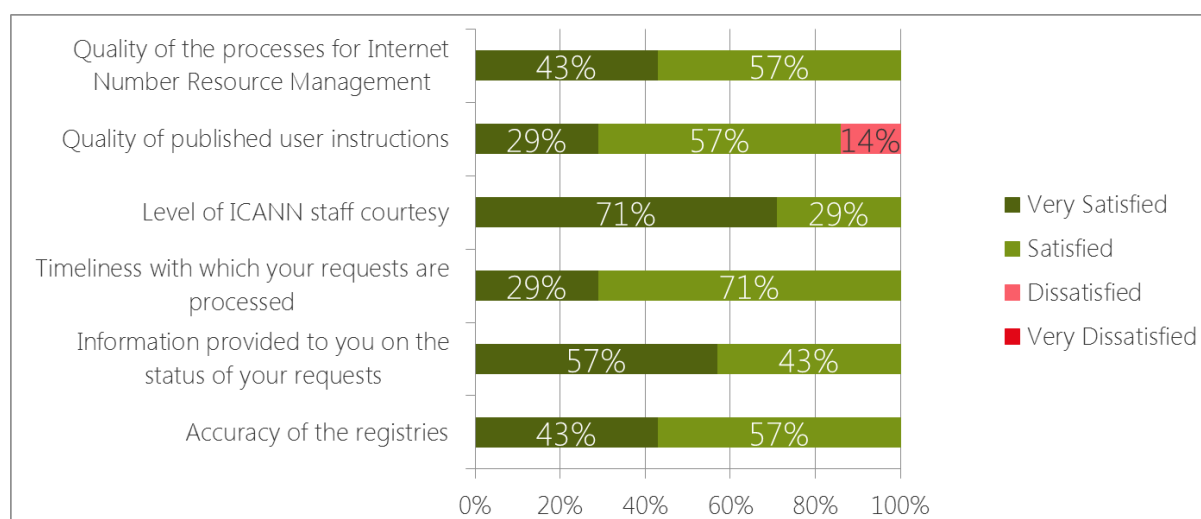


Figure 19: Level of satisfaction of the RIRs, by aspect identified in the performance standards consultations

Registrants of .INT domains

Survey invitations were sent to the administrative and technical contacts for all .INT domains where changes, including new delegations, had been requested or executed in the previous 12 months. This included applicants whose requests did not meet the criteria set out in the [.INT Policy & Procedures](#).

The number of responders remained the same as 2014, and there was an eight percent decrease in the overall satisfaction rate. There has been a 15 percent dissatisfaction with the level of ICANN courtesy in this segment and 31 percent are not satisfied with the information provided to them on the status of their requests. The results also show an increase in satisfaction – 78 percent in 2014 versus 93 percent this year - with timeliness with which their changes are processed.

	2013	2014	2015
Invitations sent	95	203	195
Response count	10	14	14
Response rate	11%	7%	7%
Overall satisfaction rate	87%	90%	82%

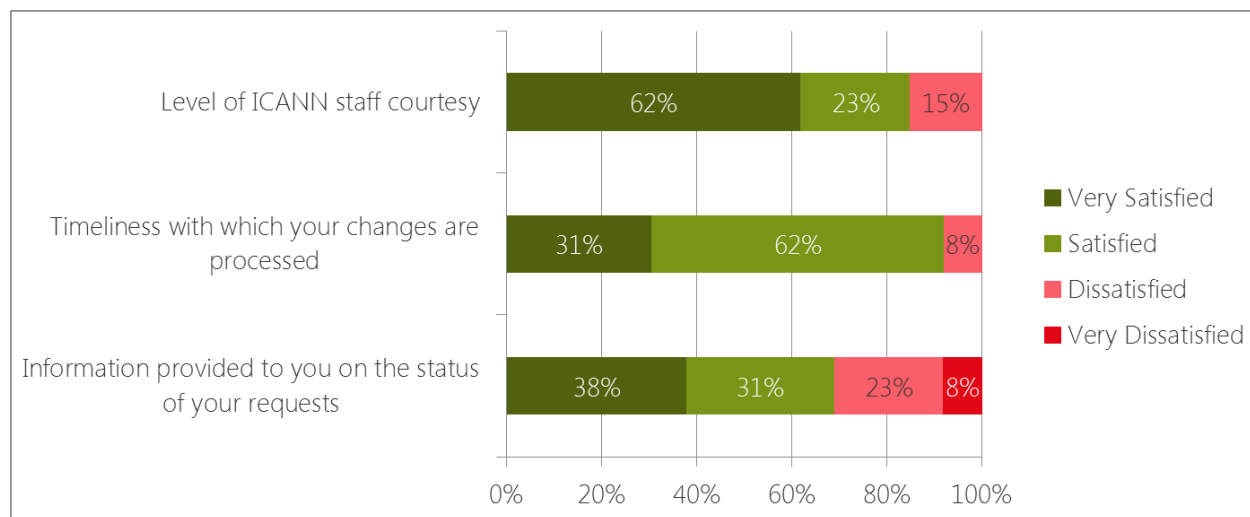


Figure 20: Level of satisfaction of .INT requestors, by aspect identified in the performance standards consultations

Overall conclusions

The 2015 results to ICANN’s IANA Customer Service Survey has shown sustained satisfaction amongst all of the customer groups who used the services provided by the IANA department in the past 12 months. Based on last year’s feedback from TLD managers who received more than one invitation because they manage multiple TLDs, ICANN improved its mailing list and this year there were no complaints of the issue reoccurring. This improvement led to about 400 less invitations being sent this year than in 2014.

Although the fine-tuning of the mailing list has proven successful, there were some comments in the open-ended questions, as well as responses via email to the IANA management team, in regards to Ebiquity’s TLS certificate using a security technology that is being phased out. ICANN has confirmed that although the vendor has not yet migrated its ebiquityinsights.com website from SHA-1 to SHA-2, their certificate is valid until October 2017 (<https://www.ssllabs.com/ssltest/analyze.html?d=ebiquityinsights.com&latest>).

There were some segments that showed significant increase in the number of very satisfied customers, such as Document Authors and TCRs. Others, like the RIRs and the .INT domain registrants would like to see some improvements. ICANN did not receive any responses from the ccTLD group who had completed delegations or redelegations throughout the period. Since this is a small segment that does not utilize the IANA functions services frequently, ICANN will engage with the group during its regular industry meetings throughout the year to identify the reasons for their lack of participation and if there are more effective ways of delivering the survey to them in the future.

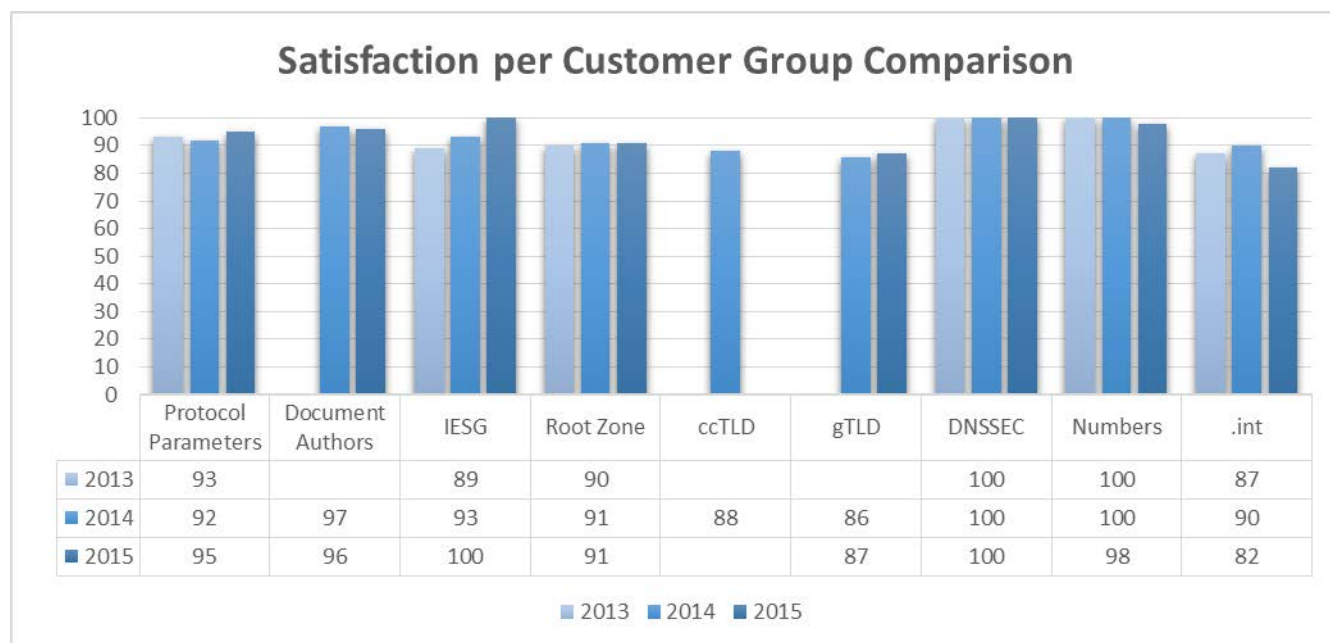


Figure 21: Average satisfaction per customer group used to calculate overall satisfaction

ICANN introduced [several new reports on its delivery of the IANA functions](#) in September 2013, which seemed to have been a contributing factor to the improved customer satisfaction on the reporting aspect of the service delivery. Since 2013, when the satisfaction for this aspect was 82 percent, it has increased to 96 percent in 2014 and 95 percent in 2015 for the two groups that had specific questions regarding reporting, the IESG and the TLD operators requesting routine root zone change requests.

Customers have reported accuracy as the most important service aspect since 2013, and the satisfaction levels remain high at 98 percent, the same as 2014, however in 2015 there was a 10 percent increase in the number of very satisfied customers amongst the TLD operators segment in regards to the accuracy of the root zone database and a 60 percent increase among the IESG respondents about accuracy of the ICANN-managed registries.

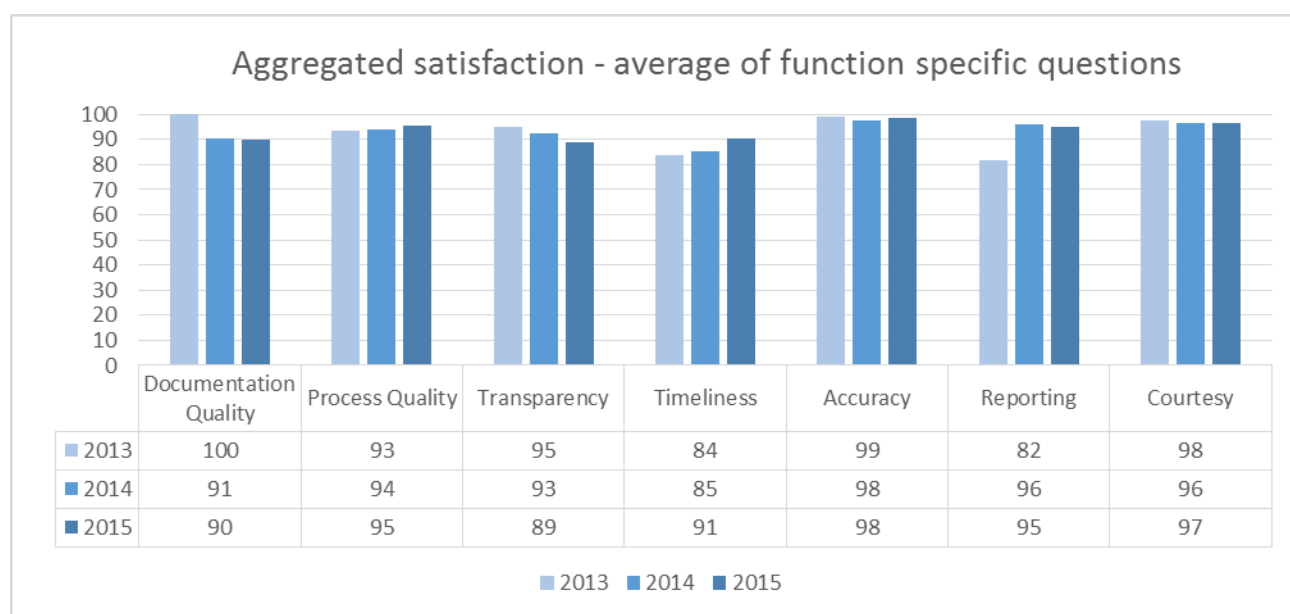
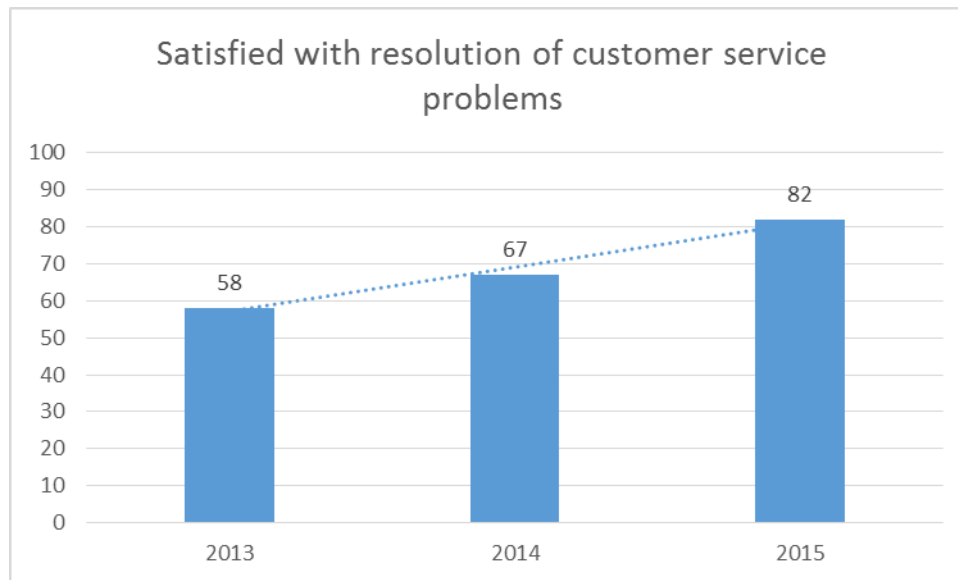


Figure 22: Average per performance standard aspect

The survey indicates a good trend in customer satisfaction when it comes to how ICANN resolves customer service issues. Since 2013, the percentage of customers who were satisfied with how their problem was resolved increased 24 percent.



Overall customer satisfaction has been steady over the last four years, however the open-ended responses as well as the level of dissatisfaction shown in answers to some of the segmented questions indicate that customers would like to see process transparency improvements. Satisfaction with request status information has dropped from 95 percent to 89 percent satisfaction over the past two years. Besides the RZMS improvements that are underway, ICANN is analyzing the metrics currently being used in order to optimize the transparency and timeliness of the IANA functions processes.

Another performance aspect that has shown a drop in satisfaction over the years is the documentation quality, specifically to the published user instructions for the Internet number resources allocation management segment. Since there has not been any changes in the processes used to perform this function, ICANN plans to discuss the dissatisfaction during regular engagements with the numbers community.

This year's survey results as well as feedback received from 2014 will help ICANN prioritize additional improvement activities.



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