2013 IANA Functions Customer Service Survey Results

Survey by Ebiquity
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Please see Errata attached at the end of this document.

Revised Version effective March 2015

# Table of Contents

Survey objective

ICANN engaged in a series of consultations during 2012 and 2013 to gather customer input on the Key Performance Indicators and targets it had developed for the IANA functions. ICANN publishes performance reports based on those standards. This survey is to measure customer satisfaction in 2013 and compare it with the 2012 results.

Executive Summary

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 above one half.

ICANN first conducted a survey of IANA functions customers in 2012. The survey was conducted by ICANN, with invitation sent to about 1,000 customers. The response rate was about 20 percent. In 2013, ICANN surveyed almost 1,500 customers in a survey conducted by an independent third-party organization. The response rate was about eight percent.

In 2012, in an unsegmented survey, ICANN achieved greater than 80 percent customer satisfaction in all aspects of its delivery of the IANA functions, as the chart below shows.
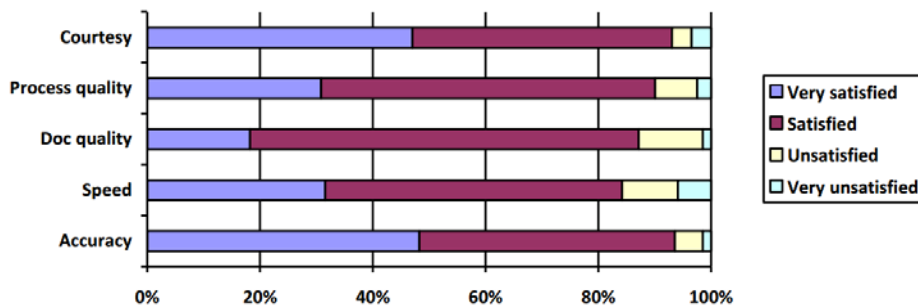

1 - 2012 reported satisfaction levels

As in 2012, ICANN asked a question about general satisfaction with its performance of the IANA functions in 2013. In 2013 the level of satisfaction indicated by respondents who answered this general question was similar to that shown in 2012. However, the indicated levels of satisfaction reported by those who answered the new service specific questions were higher than the levels of satisfaction reported in response to the general question. Additional research is required to investigate the mismatch between these satisfaction levels.

Responses to per-function questions show that ICANN has very high levels of customer satisfaction for each of the services for which responses were received. Similarly, responses to questions about the service aspects, such as courtesy, timeliness and accuracy, also showed very high levels of satisfaction.
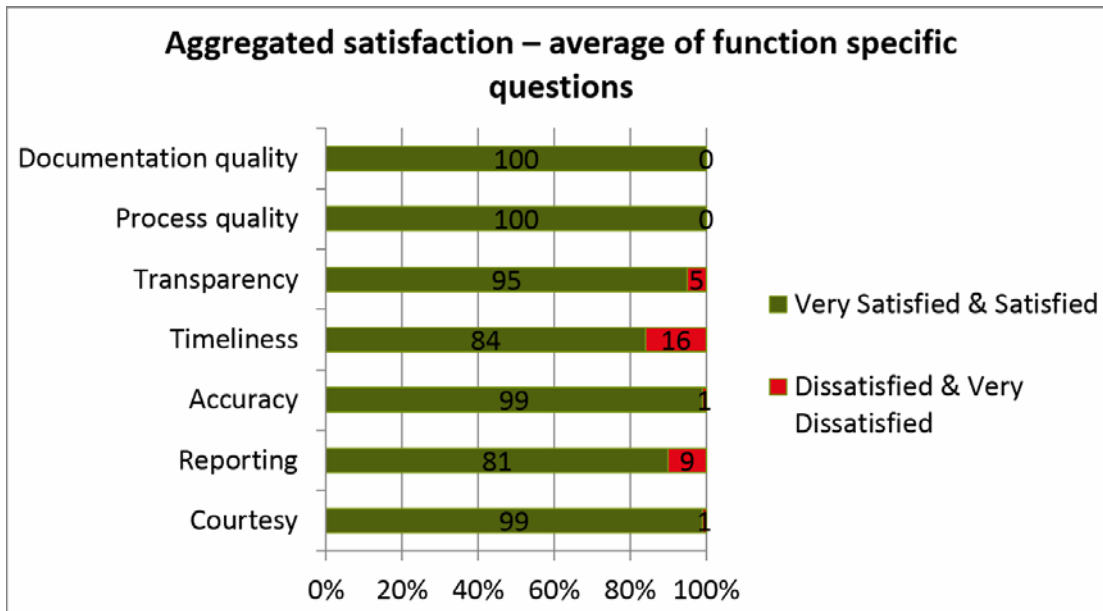
As in 2012, the 2013 results indicate that the area with which there is the least satisfaction is timeliness. There were small deviations in the levels of satisfaction reported in 2013, with slightly increased levels of satisfaction for timeliness and slightly lower levels of satisfaction for documentation quality. The levels of satisfaction indicated for accuracy and courtesy remained consistent. The small changes seen are within the margin of measurement error and might not indicate a significant change in customer perception. The other area in which customers clearly see a need for improvement is reporting. As new performance standards reports for several IANA functions were published during the period in which the survey was conducted, it is possible that this is an area in which customers will perceive an improvement in the 2014 survey.
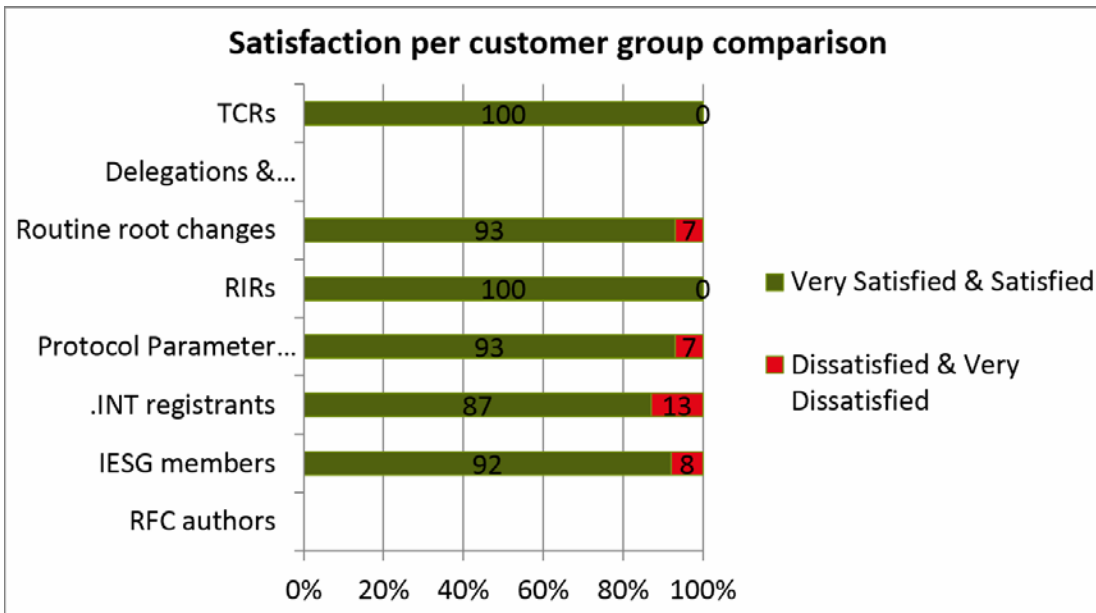
2 - Satisfaction breakdown by group

The aggregated satisfaction figures are a simple average of the results for each of the functions in which a question was asked about that service aspect. No answers were received from two customer groups: RFC authors and requesters of delegation or redelegations.

The very high level of satisfaction with the accuracy of the registries ICANN maintains in performing the IANA functions and the courtesy shown to customers are consistent across all customer groups.

Aggregated satisfaction – average of function specific questions

	Very Satisfied & Satisfied	Dissatisfied & Very Dissatisfied
Documentation quality	100	0
Process quality	100	0
Transparency	95	5
Timeliness	84	16
Accuracy	99	1
Reporting	81	9
Courtesy	99	1

3 - Satisfaction breakdown by Key Performance Indicator

There is still a significant number of survey respondents who would like a faster level of service. ICANN will need to analyze where delays are occurring and identify how, if possible, those aspects of the service can be streamlined. The open ended responses provided a range of suggestions for ways to improve the request forms on ICANN's IANA website and also suggested that a review of the current web forms should be conducted. They also indicated that some request types would benefit from new forms and that other forms could benefit from reviews and improvements so that the customer requirements are more clearly spelled out and the forms make it easier to collect all the required information.

Methodology

ICANN engaged Ebiquity (www.ebiquity.com) 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 its second annual customer satisfaction survey. In contrast to 2012, this survey was segmented by customer group while still allowing customer anonymity. Customers were associated with each of the services they had made use of in the previous 12 months and asked the general questions about their perception of ICANN's performance of the IANA functions as well as group specific questions.

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

General Input

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

- Internet Engineering Steering Group members

- Registrants of .INT domains

- Requesters of Assignments in Protocol Parameter Registries

- Authors of technical standards and documentation published as RFCs

- Regional Internet Registries requesting number resource allocations

- TLD operators requesting routine root zone change requests

- TLD operators requesting delegations or redelegations

- Trusted Community Representatives (TCRs) involved in Root DNSSEC KSK ceremonies or activities

Invitations sent	1491
Response count	112
Response rate	8%
Overall satisfaction rate	83%
Overall explicit satisfaction average	90%

The overall satisfaction rate is calculated as a simple average of the respondents who were satisfied or very satisfied. The overall explicit satisfaction average is a simple average that ignores the "Not applicable/Do not use" answers and so is slightly higher.
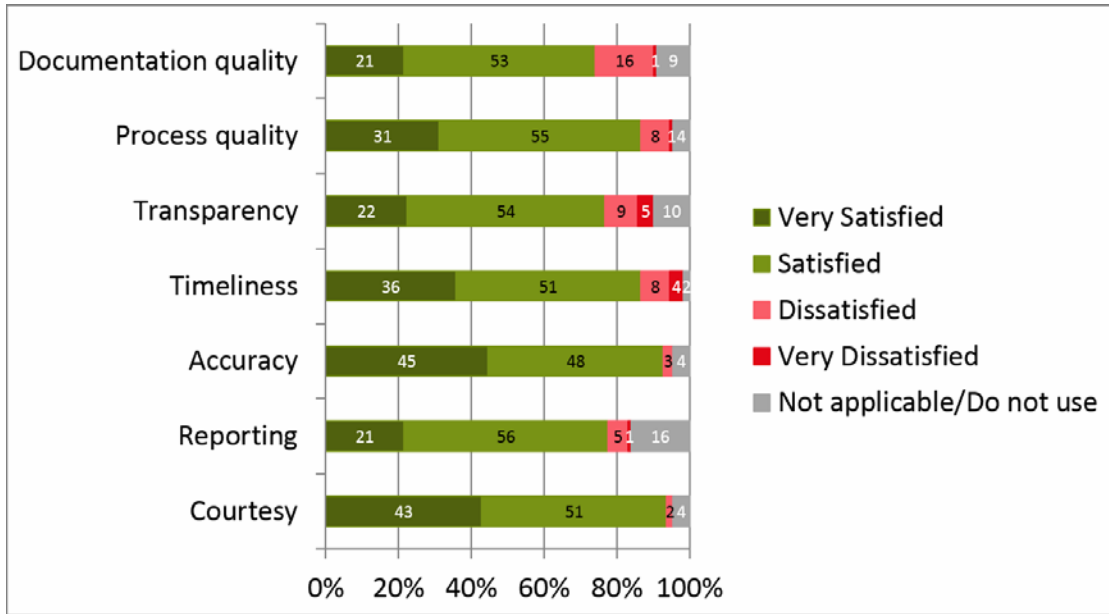
4 - General satisfaction with Key Performance Indicators

The first question asked participants to rate the relative importance of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions. Participants in 2013 again indicated that accuracy is the most important aspect of the service with timeliness and process quality following closely behind. Courtesy and reporting are identified as the least important aspects of the service to the survey participants.
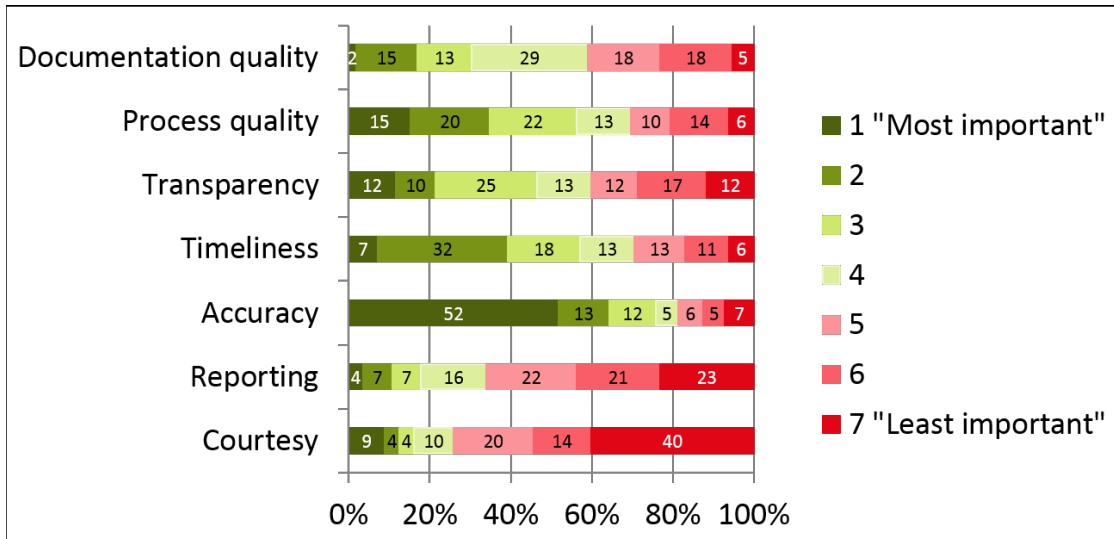
**5 - Relative importance of Key Performance Indicators**

When asked to compare ICANN's delivery of the IANA functions with the performance they experience form other suppliers of registration services, 82 percent of respondents rated ICANN as excellent or good.
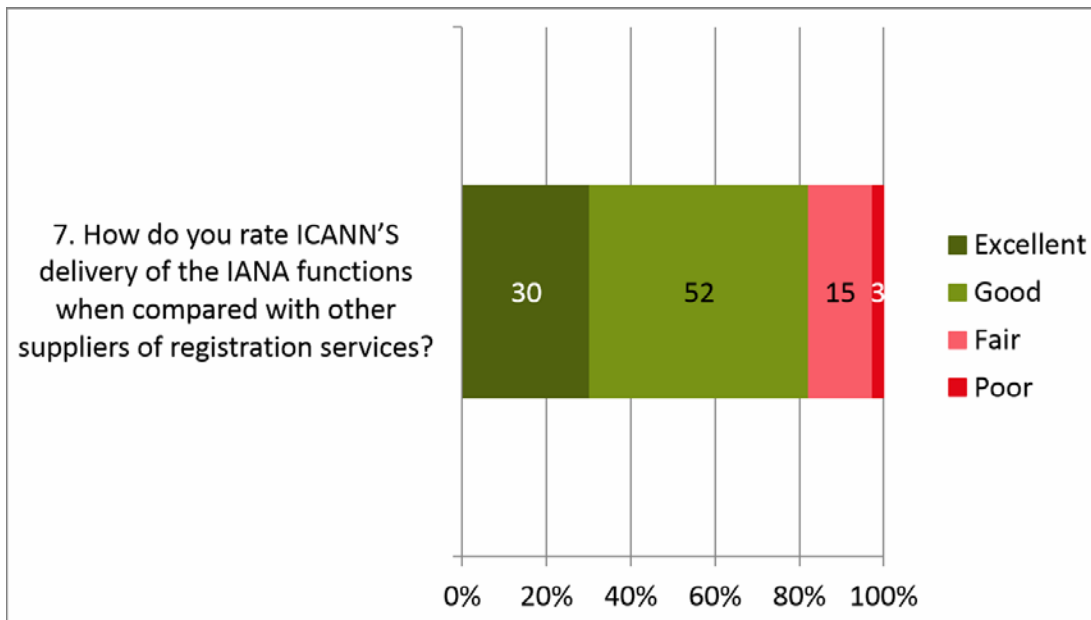

6 - ICANN's performance compared with other suppliers of registration services

Customer Complaint Resolution

Of the 112 respondents who participated in the survey, 51 percent were aware that ICANN has a Customer Complaint Resolution Process and 11 percent had experienced customer service problems in the past year, of those, 58 percent were satisfied with the resolution. Ninety-four percent of respondents indicated that they would be happy to approach ICANN about an IANA function related customer service issue they needed to resolve.
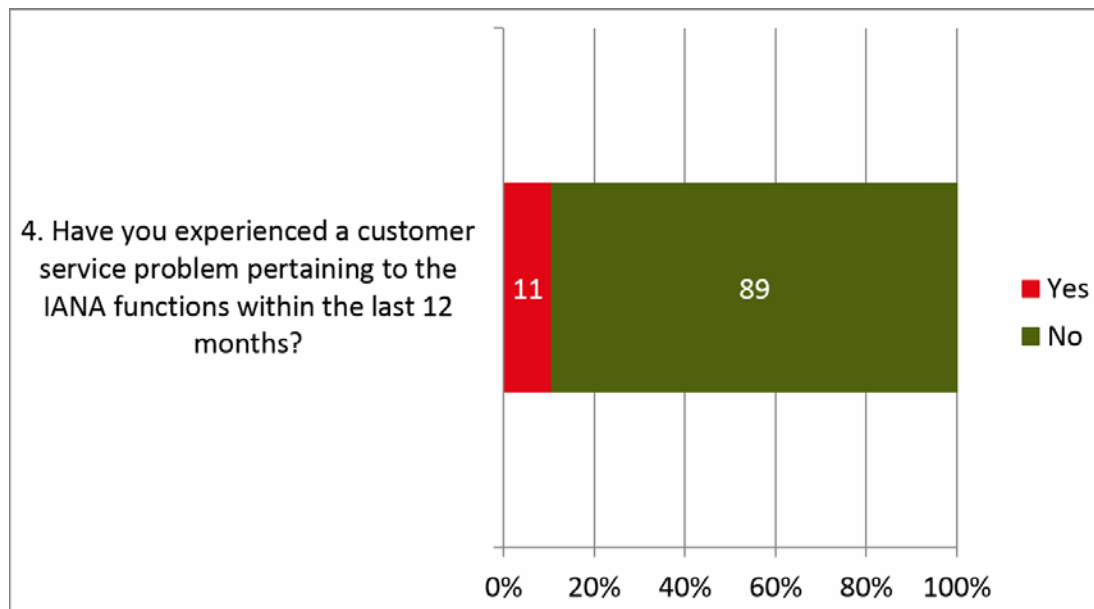
7 - Experience of customer service issues
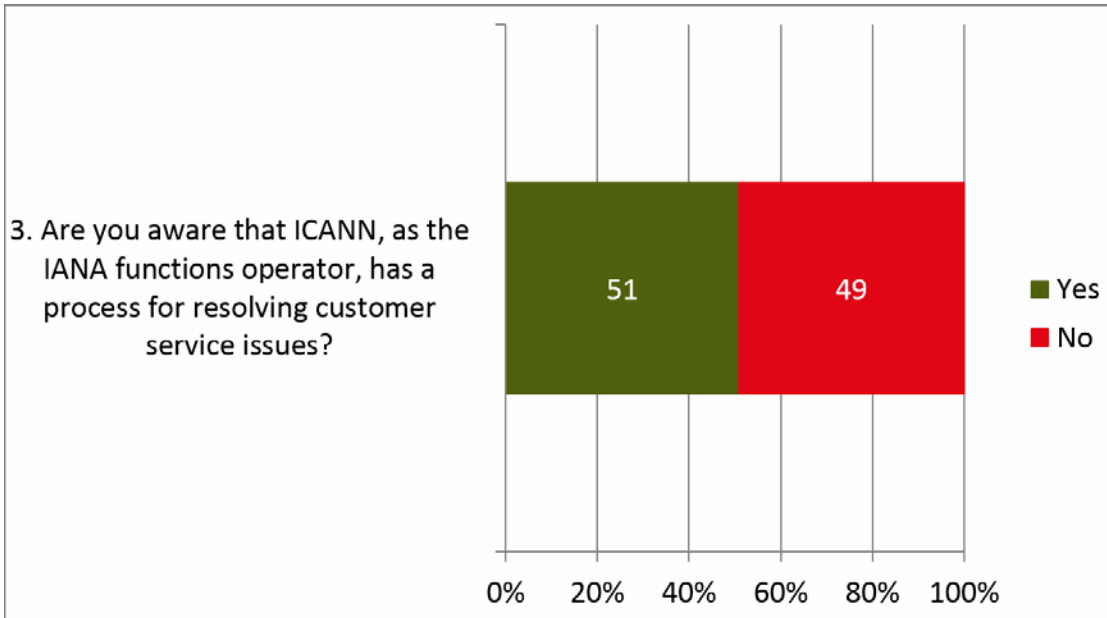
8 - Awareness of CSCRP
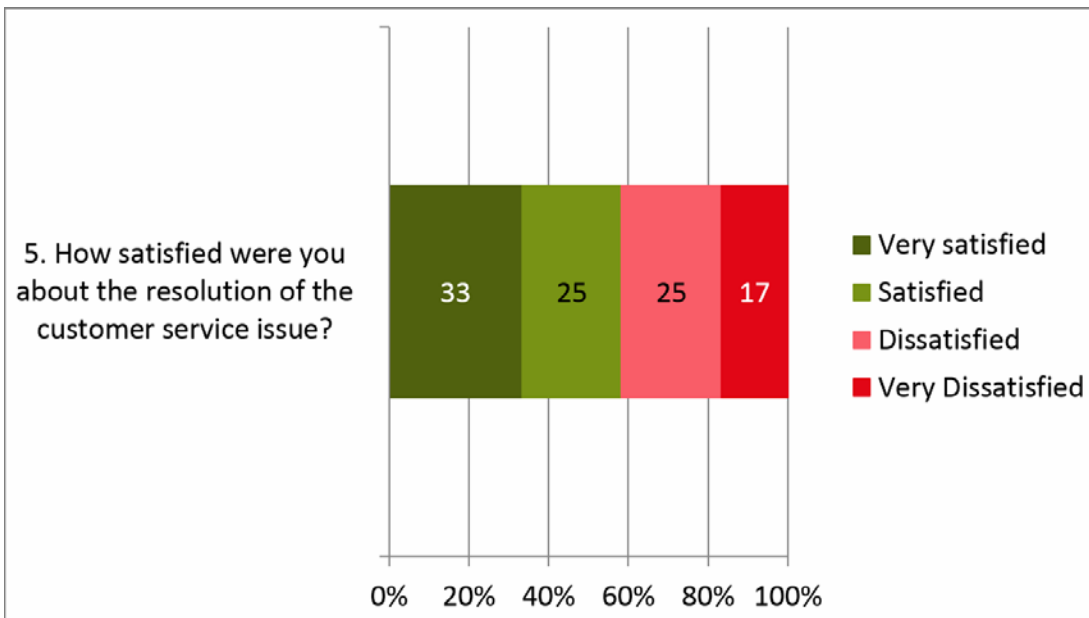
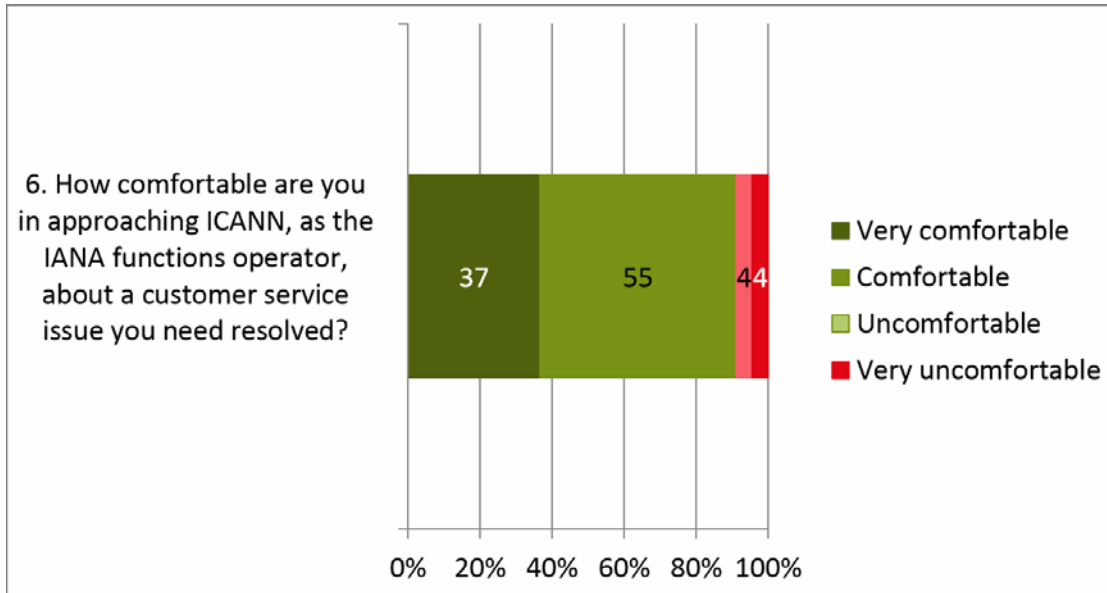**9 - Satisfaction with resolution of customer service issues**

10 - Comfort in approaching ICANN over customer service issues

Open Ended Responses

ICANN received 19 open ended responses in the general portion of the survey. The responses focused on the web interface to the Root Zone Management system and the Root Zone Database published on ICANN's IANA website, information and web forms on ICANN's IANA website, features of Protocol Parameter registries, and the quality of the processes and execution of processes for Protocol Parameter registration requests.

Comments included several requests to improve the user interfaces in the Root Zone Management system and other web forms used for requesting registrations. There were two statements related to dissatisfaction with how particular protocol parameter registration requests were handled. Two respondents believed that IANA is an independent organization and not a set of functions performed by ICANN.

Comments in two responses related to the execution of the survey itself.

There were seven neutral and positive comments, 11 negative comments and eight requests for feature or process changes. As some responses contained multiple statements or questions, there were a total of 27 elements to the open ended responses.

ICANN staff will review the issues and suggestions raised in these comments so that appropriate improvement work can be appropriately prioritized.

Functional breakdown

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

Requesters of Assignments in Protocol Parameter Registries

Survey invitations were sent to the registered address for people or organizations who had requested a new protocol parameter registration or modification to a protocol parameter registration in a wide selection of registries between October 2012 and September 2013. The bulk of the registrations occurred in these five registries:

- MIME Media Types

- IPv4 and IPv6 Multicast Addresses

- Private Enterprise Numbers (PEN)

- Service Name and Transport Protocol Port Number

- TRIP IP Telephony Administrative Domain (ITAD) Numbers

As the number of PEN and Ports requesters is orders of magnitude larger than all other groups in the survey, a random selection of both these groups was used to make sure that the focus on these two registries did not overwhelm the rest of the results.

Invitations sent	884
Response count	57
Response rate	6%
Overall satisfaction rate	93%
Deviation from overall explicit satisfaction average	+3%
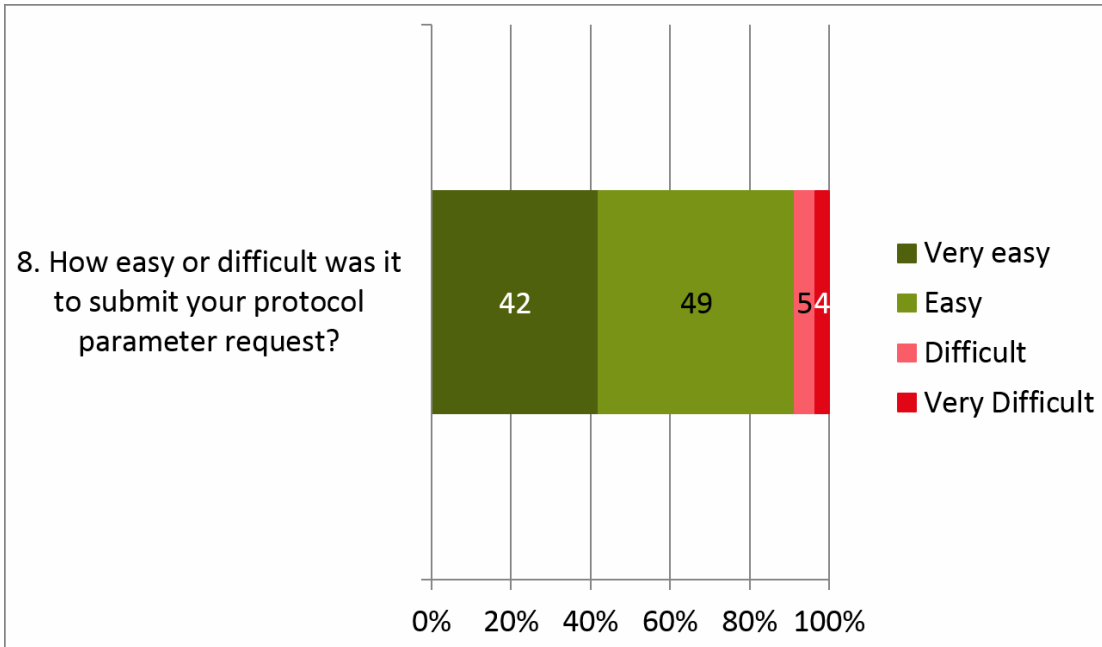
12 - Ease of submitting requests
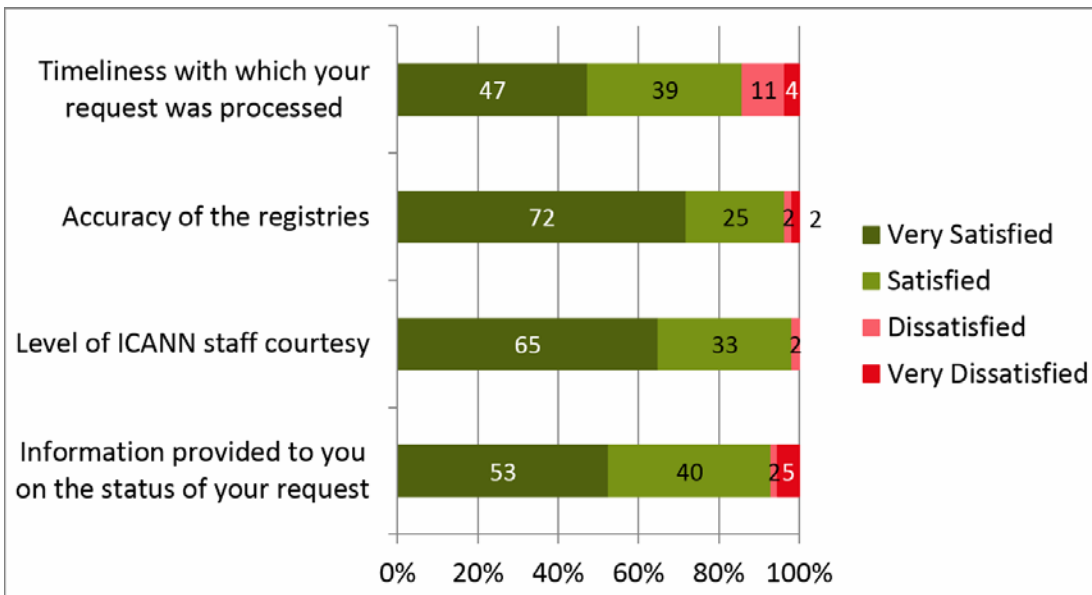
11 - Protocol Parameter requesters satisfaction with Key Performance Indicators

These results show a higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey. Without further research it is not possible to state with any certainty what the reason for this is.

What is clear, though is that about a sixth of respondents would like protocol parameter requests to be processed more quickly.

### Authors of technical standards and documentation published as RFCs

Survey invitations and reminders were sent to the authors' address for RFCs that were published October 2012 and September 2013.

Invitations sent	161
Response count	0
Response rate	0%
Overall satisfaction rate	Cannot be calculated
Deviation from overall explicit satisfaction average	Cannot be calculated

Internet Engineering Steering Group (IESG) members

Survey invitations were sent to all non-ICANN members of the IESG.

Invitations sent	19
Response count	3
Response rate	16%
Overall satisfaction rate	92%
Deviation from overall explicit satisfaction average	+2%
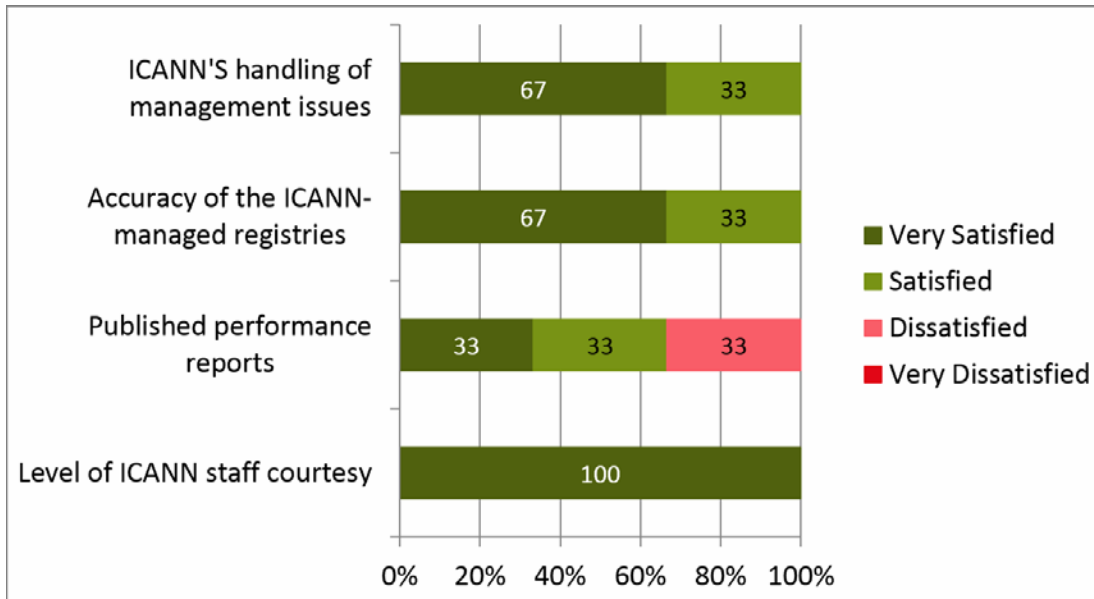
13 - IESG membrs' satisfaction with Key Performance Indicators

These results show a higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey. Without further research it is not possible to state with any certainty what the reason for this is.

A third of the respondents indicated some dissatisfaction with the published performance reports. Notably, this was a single individual as only three IESG members responded. Every year, ICANN reviews the supplemental agreement, which forms a service level agreement and statement of work, it has with the IETF Administrative Oversight Committee. ICANN will raise the issue of reporting with the committee to identify any specific deficiencies and work towards remedying them.

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 between October 2012 and September 2013. Routine changes are classed as all changes except for a delegation or redelegation.

Invitations sent	295
Response count	34
Response rate	12%
Overall satisfaction rate	93%

Deviation from overall explicit satisfaction average	+3%
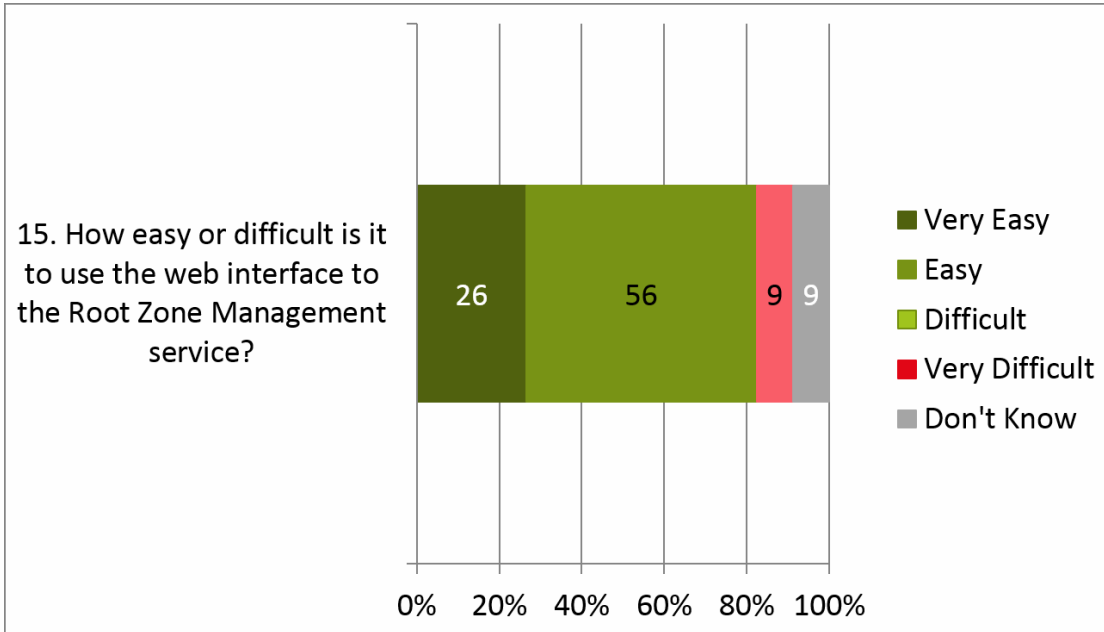
14 - Routine RZM change web interface ease of use
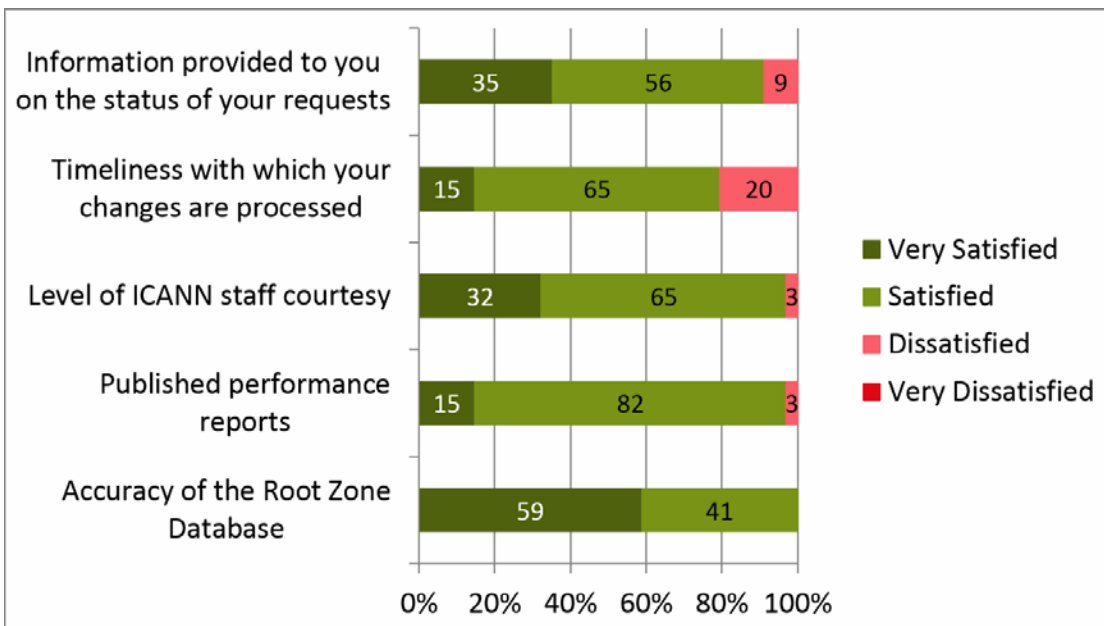
15 - Routine RZM changes - satisfaction with Key Performance Indicators

On the whole, these results show a higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey. Without further research it is not possible to state with any certainty what the reason for this is.

The aspects of the service with the lowest levels of satisfaction are the timeliness with which requests are processed and information about the status of requests. Satisfaction with the timeliness with which routine root zone changes are processed is lower than the level of satisfaction with this aspect of the service as shown in the general section of the survey.

ccTLD operators requesting delegations or redelegations

Survey invitations and reminders were sent to the administrative and technical contacts for all ccTLDs that had completed a redelegation between October 2012 and September 2013.

|	
Invitations sent	17
Response count	0
Response rate	0%
Overall satisfaction rate	Cannot be calculated
Deviation from overall explicit satisfaction average	Cannot be calculated

gTLD operators requesting delegations or redelegations

While the methodology supports a series of questions on gTLD delegations and redelegations, none took place during the October 2012 to September 2013 period, so no-one was invited to answer these questions.

Trusted Community Representatives involved in Root DNSSEC KSK ceremonies or activities

Survey invitations were sent to the current cohort of Trusted Community Representatives who attend and validate Root DNS Key Signing Ceremonies.

Invitations sent	33
Response count	6
Response rate	18%
Overall satisfaction rate	100%
Deviation from overall explicit satisfaction average	+10%
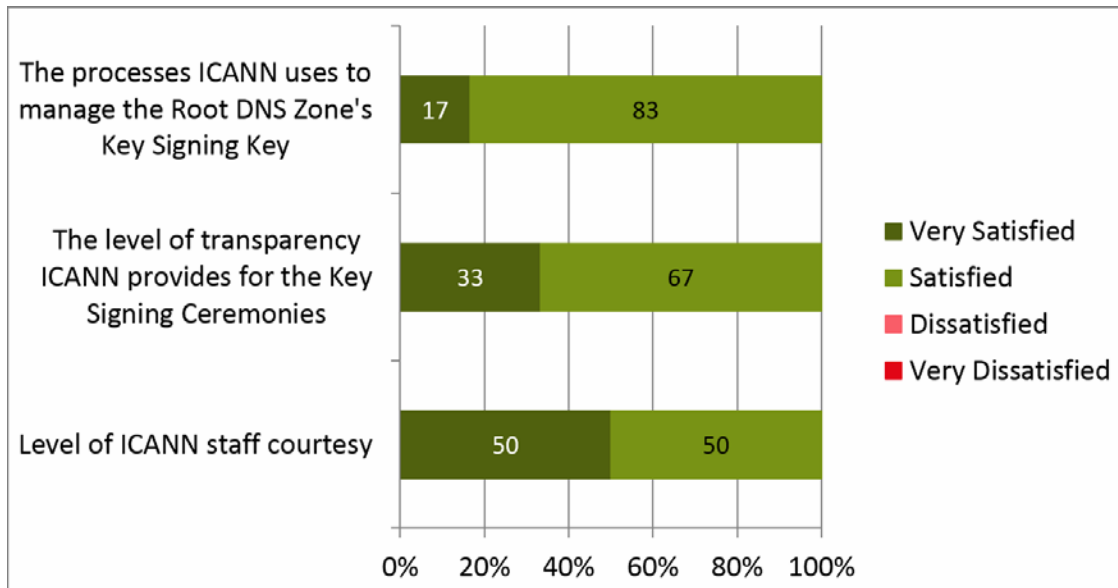
16 - TCRs' satisfaction with Key Performance Indicators

This function shows a higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey. This is likely to be related to the highly controlled, scripted and audited nature of the key management function.

Regional Internet Registries requesting number resource allocations

Survey invitations were sent to the CEO and Registration Services Managers for the five RIRs.

Invitations sent	10

Response count	2
Response rate	20%
Overall satisfaction rate	100%
Deviation from overall explicit satisfaction average	+10%

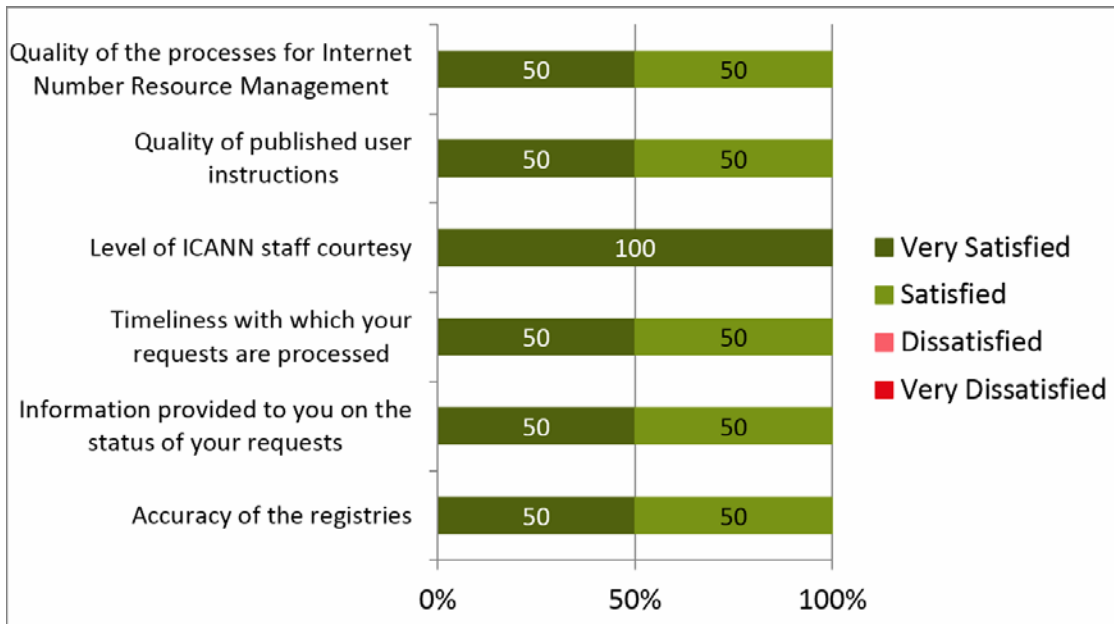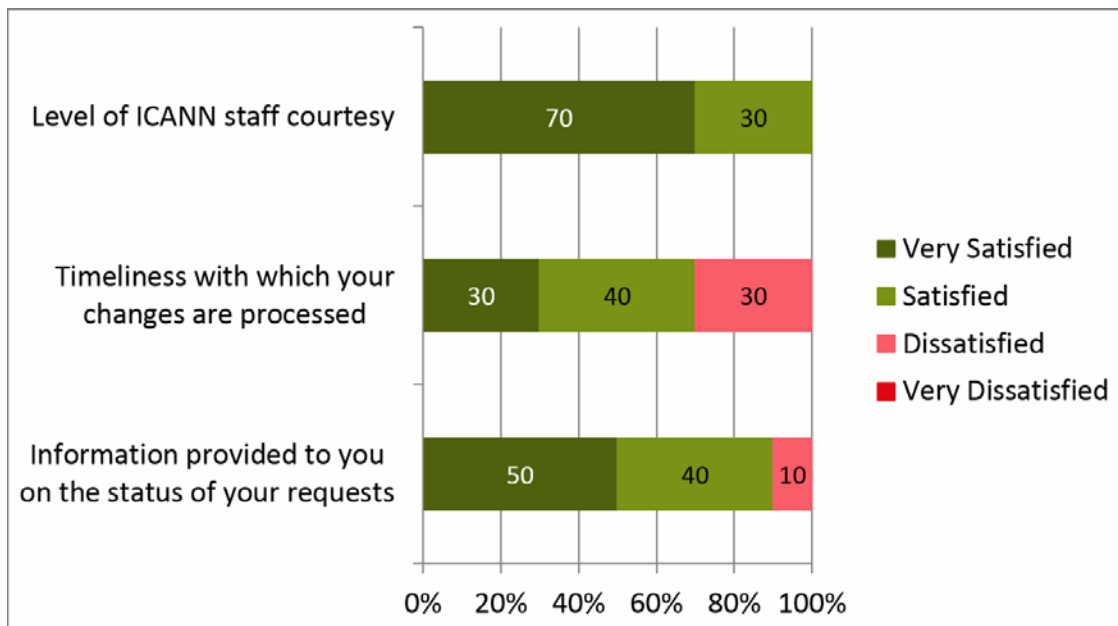**17 - RIRs' satisfaction with Key Performance Indicators**

These results show a higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey.

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 executed between October 2012 and September 2013. A survey invitation was also sent to the NTIA Contracting Officer's Representative.

Invitations sent	95
Response count	10
Response rate	11%
Overall satisfaction rate	87%
Deviation from overall explicit satisfaction average	-3%

18 - .INT registrants' satisfaction with Key Performance Indicators

This is the customer group that expressed the lowest level overall level of satisfaction. Nonetheless, the results show an overall higher level of satisfaction than was recorded in the unsegmented 2012 survey and the general view recorded in the opening section of this survey. However, as with the responses relating to routine Root DNS Zone Management, the level of satisfaction with the timeliness is lower than for other services. Again, this is an area for investigation.

Additional research is required to identify the reason for the lower level of satisfaction with the timeliness with which .INT changes are processed.

Overall conclusions

About one third fewer people were invited to ICANN's 2012 survey than the 2013 survey. Despite that, the 2013 survey had fewer absolute responses and the proportion of responses dropped to just eight percent. The customer segmentation employed in the methodology allowed us to see that there were two segments where none of the invited customers participated.

Based on feedback sent to ICANN staff during the survey and provided in the open comment field, ICANN plans to make some improvements to the sending of invitations and hosting of survey web pages in 2014. These include:

- The independent third-party organization managing the execution of the survey on ICANN's behalf will be required to use the same domain name for corporate communication and site hosting, for sending invitations and reminders, and for hosting the survey web pages.

- The survey must be accessible over HTTPS and the certificate securing the connection must be issued to the organization managing the survey by a reliable CA.

- Where customer groups can be alerted on community mailing lists, ICANN will pre-announce the survey and the name of the third-party organization managing its execution using them.

- The survey invitations and reminders will include a URL for a page on ICANN's www.iana.org site, confirming the survey details.

Per-service satisfaction levels have now been measured by segmenting the questions in addition to questions measuring overall perception. In general, customers seem to indicate greater satisfaction with the services they use than when answering similar but more general questions.

The one exception to this trend seems to be the level of timeliness associated with routine changes to root DNS zone data for TLDs and changes made for .INT registrants.

The service area with the second lowest level of satisfaction was reporting. ICANN introduced a new set of reports in October 2013, that reflect its performance against the performance standards agreed with customer groups, just as the survey was launched. As these reports were new at the time of the survey and customers have had little opportunity to review and analyze the reports, we hope that this aspect of the service will see increased satisfaction in 2014.

A number of useful suggestions for improvements to the user interface to the Root Zone Management system, other application forms and some Protocol Parameter registries were made. Each of these suggestions will be reviewed by ICANN's IANA department

and the suggestions will be factored into enhancements to our processes and procedures.

ERRATA SHEET

In December 2013, the Customer Service Survey report was posted and it had a typographical error. That error resulted in incorrect calculations throughout the report. Below are the revisions to the incorrect numbers of the originally posted report.[1]

Page	Paragraph	Corrections
4	Table Line 4	Changed "73%" to "83%"
4	Table Line 5	Changed "78%" to "90%"
11	Table Line 5	Changed "+15%" to "+3%"
13	Table 2, Line 5	Changed "+14%" to "+2%"
14	Table, Line 5	Changed "+15%" to "+3%"
17	Table, Line 5	Changed "+22%" to "+10%"
18	Table, Line 4	Changed "+22%" to "+10%"
19	Table, Line 5	Changed "+9%" to "-3%"

The first error on Page 4 was of typographical nature. The second error on page 4 was due to an incorrect calculation of the average overall explicit satisfaction rating, which was based on Figure 4 on Page 5. The errors that follow are due to the correction of this number.

Date: 16 March 2015

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[1] Note that the incorrect data identified in this errata sheet was not used in reporting results of the 2014 IANA Department Customer Service Survey, published on 17 December 2014.