



# 2014 IANA FUNCTIONS CUSTOMER SERVICE SURVEY RESULTS

Survey by Ebiquity

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## 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 measures customer satisfaction in 2014 and compares it with results from 2013. ICANN's main objective is to use these results to identify aspects of the service where improvements can be made for each of the customer groups that participated in the survey.

## Executive summary

ICANN first conducted an annual survey of IANA functions customers in [2012](#). The survey was administered by ICANN, with invitations 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. Using the same vendor, ICANN invited almost 4,400 customers to participate in the survey in 2014 and achieved a response rate of about 11 percent.

The 11 percent response rate in 2014 represented about four times as many responses as in 2013 and twice as many as in 2012. The 2014 survey saw healthy response rates from RFC authors and ccTLDs involved in delegations or redelegations.

One factor that contributed to the expansion of the 2014 survey was the inclusion of the operators of new gTLDs, a customer base that ICANN's IANA department began servicing during the survey period.

The 2014 survey had several improvements to its execution while using the same methodology and questions as were asked in 2013. The improvements included:

- Customer sampling abandoned in favor of inviting all customers for larger customer groups to improve statistical validity
- Using a better method to contact authors of published RFCs with “IANA Considerations” sections
- Sending all customers an alert about the survey a few days before the invitations were sent
- Placing a note about the survey on the front page of [www.iana.org](http://www.iana.org)
- Using IPv6 to send email invitations when the receiving mail server supported IPv6
- Serving the survey web pages over both IPv4 and IPv6 transports

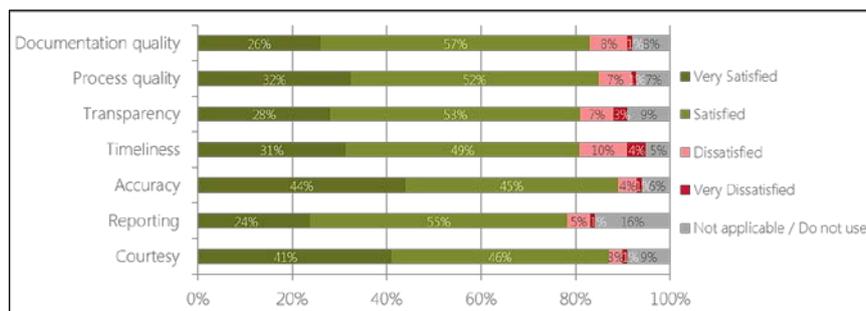
The broader scope of survey invitations in 2014 was a success but some fine-tuning is needed so that organizations operating multiple TLDs do not receive an excessive number of invitations.

The 2014 results are overwhelmingly positive and sustainable when compared with the previous years.



**Figure 1: Overall customer satisfaction for 2013/14 obtained by calculating average of responses from all segmented groups. In 2012, since applied methodology was different, only the general overall satisfaction is being used for comparison.**

There is a very high level of satisfaction with the way ICANN delivers the IANA functions but customers would like to see some improvements. In particular, some customers would like to see accuracy 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 2014 satisfaction rating of each of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions.**

## Methodology

Following an [RFP](#) process, ICANN engaged Ebiquity ([www.ebiquity.com](http://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 third annual customer satisfaction survey. As in 2013, the survey was segmented by customer group while supporting customer anonymity. Customers were associated with each of the services they had made use of 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.

## General input

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

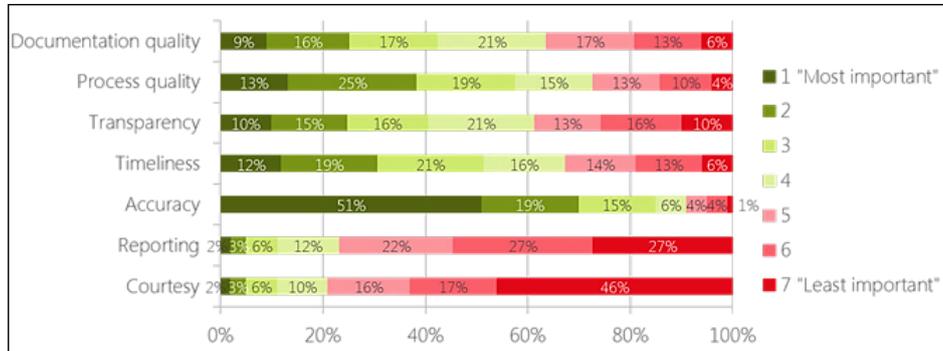
- Requesters of Assignments in Protocol Parameter Registries
- Authors of technical standards and documentation published as RFCs
- Internet Engineering Steering Group members
- TLD operators requesting routine root zone changes
- ccTLD operators requesting delegations or redelegations
- gTLD operators requesting delegations or redelegations
- Trusted Community Representatives (TCRs) involved in Root DNSSEC KSK ceremonies or activities
- Regional Internet Registries 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.

	2014	2013
<b>Invitations sent</b>	4397	1491
<b>Response count</b>	489	112
<b>Response rate</b>	11%	8%
<b>Overall satisfaction rate</b>	93%	93%

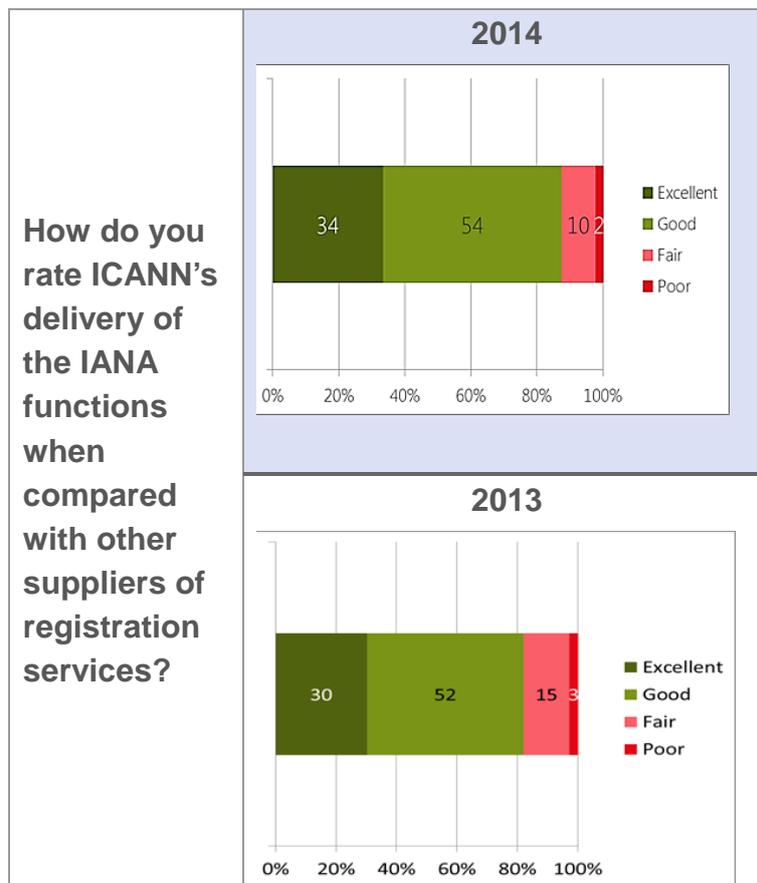
The overall satisfaction rate is calculated as a simple average of the respondents who were satisfied or very satisfied in all group categories.

The first question asked participants to rate the relative importance of the seven aspects identified in the [performance standards consultations](#) in the delivery of the IANA functions. For three years in a row accuracy appears as the most important factor when delivering services for the IANA functions. Documentation quality, reporting and courtesy were identified as less important aspects of the service to the survey participants.



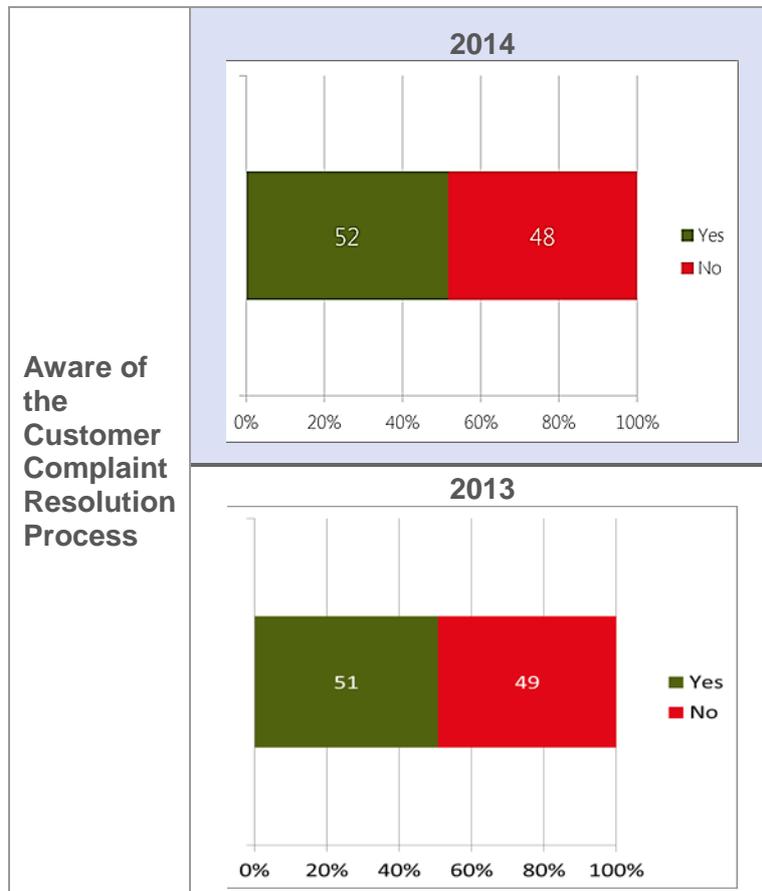
**Figure 3: Level of importance of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions.**

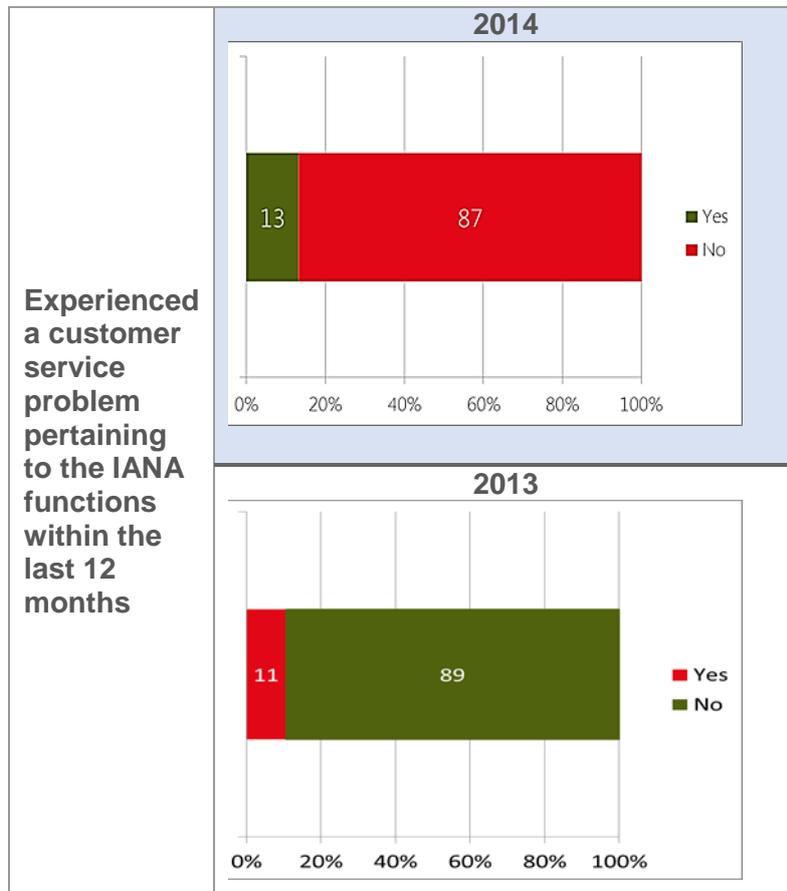
When asked to compare ICANN’s delivery of the IANA functions with the performance they experience from other suppliers of registration services, 88 percent of respondents rated ICANN as excellent or good, which is a six percent increase from 2013.

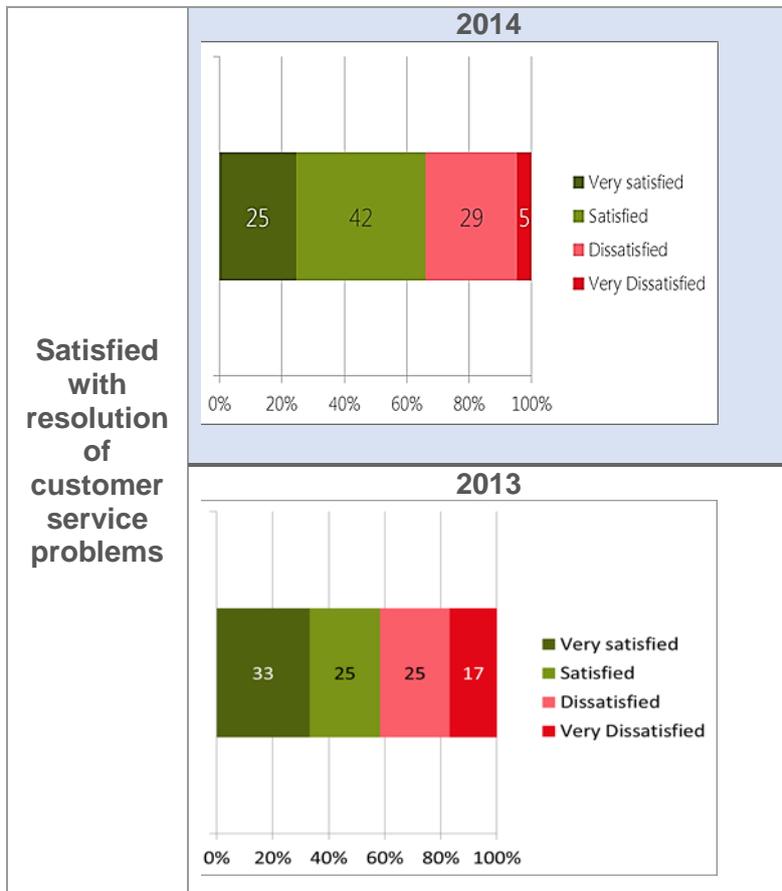


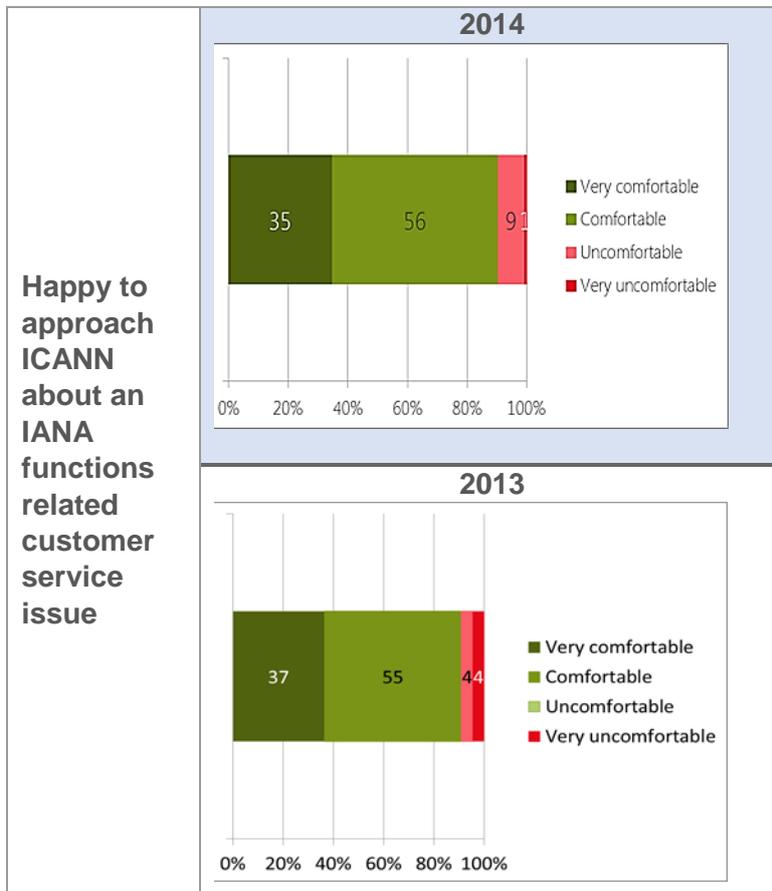
## Customer complaint resolution

Of the 489 respondents who participated in the survey, 52 percent were aware that ICANN has a Customer Complaint Resolution Process and 13 percent had experienced customer service issues in the past year, only a two percent difference from 2013. Of those, 67 percent were satisfied with the resolution, which represents a nine percent improvement compared to last year's satisfaction rate in this category. Ninety-one 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 94 percent rate.









## Open ended responses

ICANN received 64 open-ended responses in the general portion of the survey. The responses focused on the interfaces ICANN provides to IANA functions customers, particularly Root Zone Management and Protocol Parameter customers. There was some overlap between comments focused on the tools provided, user instructions for them, and the processes they support.

Comments included several different requests to improve the user interfaces in the Root Zone Management system, the Private Enterprise Network (PEN) management system, and 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.

There were comments about improving registry publication by making historical data available and making Media Types available as structured data. There were also several requests for better mechanisms to protect email addresses associated with unique identifiers from misuse by spammers and other requests to introduce processes to regularly validate contact information for Protocol Parameter registries.

As in 2013, two respondents did not understand that IANA is a set of functions that ICANN performs and not an independent organization.

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

There were 39 neutral and positive comments and 33 negative comments. There were 15 requests for feature or process changes. As some responses contained multiple statements or questions, there were a total of 126 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 properly 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.

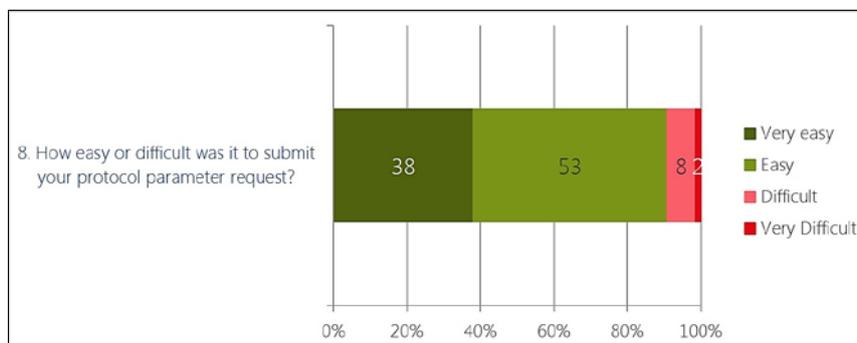
### REQUESTERS OF ASSIGNMENTS IN PROTOCOL PARAMETER REGISTRIES

Survey invitations were sent to the registered address for people or organizations that had requested a new protocol parameter registration or modification to a protocol parameter registration in a wide selection of registries between August 2013 and July 2014. Even though there were other registries, the bulk of the registrations occurred in the following:

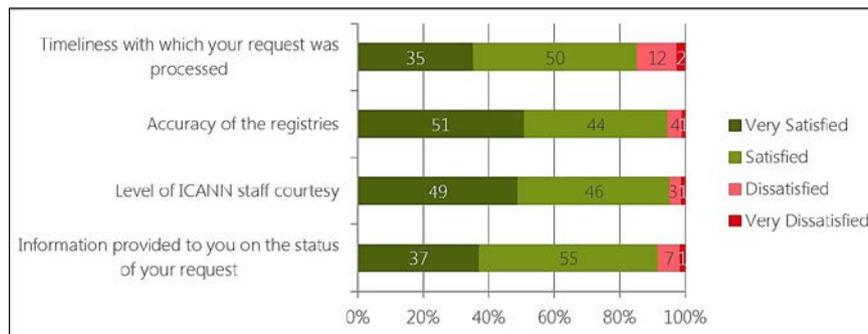
- Media Types
- IPv4 and IPv6 Multicast Addresses
- Private Enterprise Numbers (PEN)
- Service Name and Transport Protocol Port Numbers
- TRIP IP Telephony Administrative Domain (ITAD) Numbers

In contrast to 2013, in 2014 ICANN did not use statistical sampling and instead surveyed the entire customer base.

	2014	2013
<b>Invitations sent</b>	3237	884
<b>Response count</b>	328	57
<b>Response rate</b>	10%	6%
<b>Overall satisfaction rate</b>	92%	93%



**Figure 4: Level of satisfaction with protocol parameters request submission**



**Figure 5: Level of satisfaction of requesters of assignments in protocol parameters, by aspect identified in the performance standards consultations**

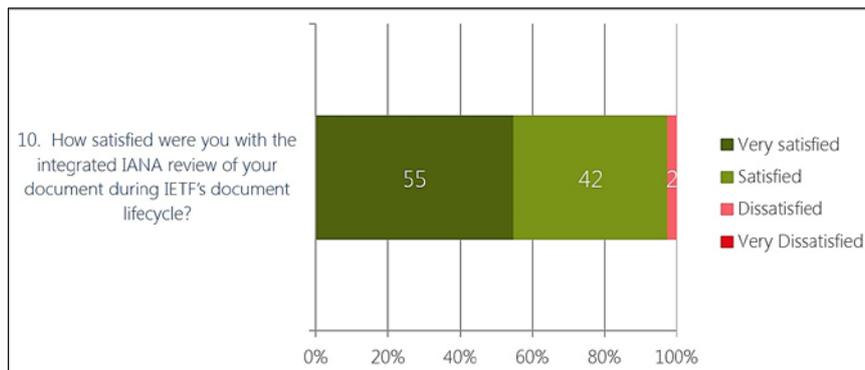
## AUTHORS OF TECHNICAL STANDARDS AND DOCUMENTATION PUBLISHED AS RFCS

In contrast to the 2013 survey, invitations and reminders were sent to authors' individual addresses rather than the *draftname@tools.ietf.org* email alias provided by the IETF. With this approach, we were able to obtain a 12 percent response rate and 97 percent of those are satisfied with ICANN's performance.

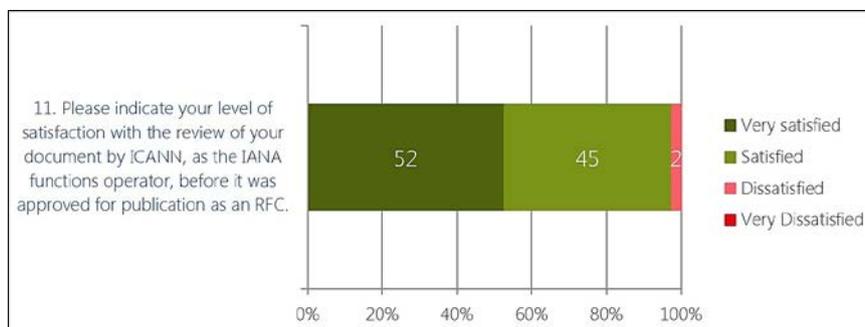
	2014	2013
<b>Invitations sent</b>	342	0
<b>Response count</b>	40	0
<b>Response rate</b>	12%	0%
<b>Overall satisfaction rate</b>	97%	Cannot be calculated



**Figure 6: Level of satisfaction of the Authors of technical standards and documentation, by aspect identified in the performance standards consultations**



**Figure 7: Level of satisfaction with IANA review during IETF lifecycle**

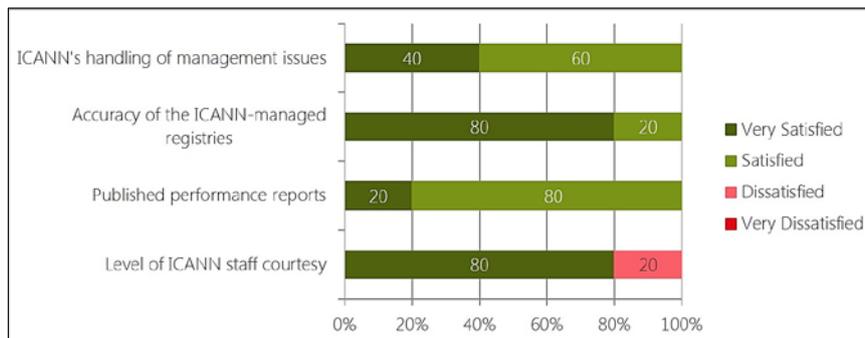


**Figure 8: Level of satisfaction with the review by ICANN before approval for publication as RFC**

## INTERNET ENGINEERING STEERING GROUP (IESG) MEMBERS

Survey invitations were sent to all non-ICANN members of the IESG. In 2014, both response and satisfaction rates increased slightly when compared to 2013. In three out of four factors, respondents were either satisfied or very satisfied with ICANN's service delivery.

	2014	2013
<b>Invitations sent</b>	17	19
<b>Response count</b>	5	3
<b>Response rate</b>	30%	16%
<b>Overall satisfaction rate</b>	95%	92%



**Figure 9: Level of satisfaction of IESG members by aspect identified in the performance standards consultations**

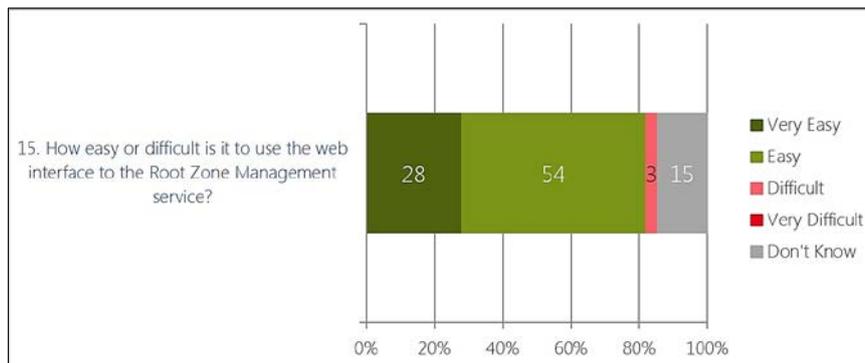
## TLD OPERATORS REQUESTING ROUTINE ROOT ZONE CHANGE REQUESTS

Survey invitations were sent to the administrative and technical contacts for all TLDs where routine changes had been executed in the previous 12 months. This year, invitations were also sent to the addresses from which changes were requested where this was different from the administrative and technical contacts for a TLD. This resulted in 242 invitations, with a 30 percent response rate, which is more than double the amount received in 2013. Overall satisfaction remains very positive at 92 percent.

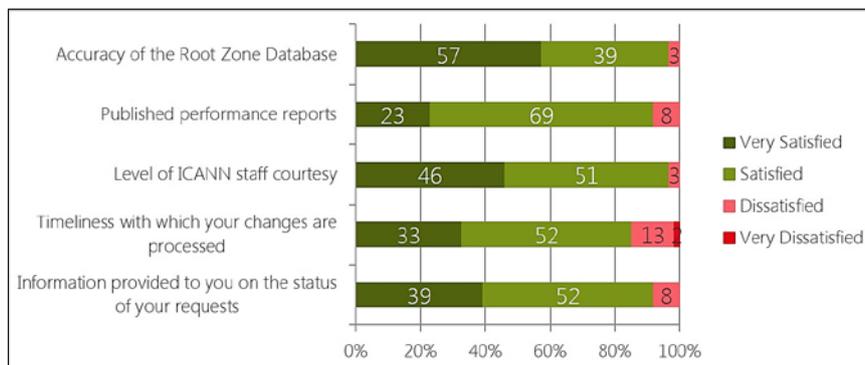
The survey also showed that 15 percent of the customer base did not know how easy or difficult it is to use the Root Zone Management Service and three percent found it difficult to navigate. ICANN continues to use multiple access methods to ensure that all TLD Operators are supported when submitting requests for change.

Routine changes are classed as all changes except for a delegation or redelegation.

	2014	2013
<b>Invitations sent</b>	242	295
<b>Response count</b>	61	34
<b>Response rate</b>	30%	12%
<b>Overall satisfaction rate</b>	92%	93%
<b>Deviation from overall explicit satisfaction average</b>	15%	15%



**Figure 10: Level of satisfaction with web interface to RZMS**

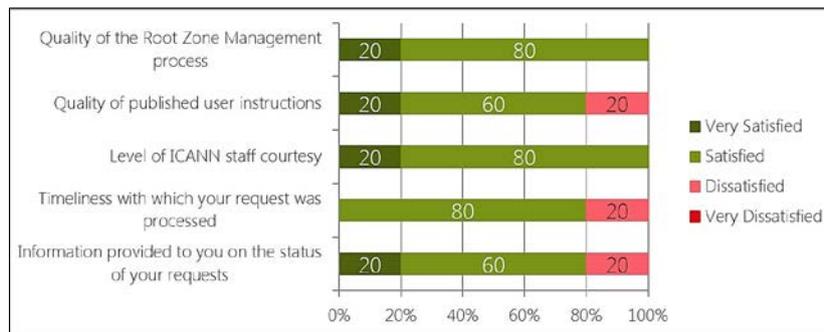


**Figure 11: Level of satisfaction of the TLD operators requesting routine changes, by aspect identified in the performance standards consultations**

## CCTLD OPERATORS REQUESTING DELEGATIONS OR REDELEGATIONS

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 in the previous 12 months. This year 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. This expansion generated a response rate of 16 percent. Of those, 88 percent are satisfied with ICANN's services.

	2014	2013
<b>Invitations sent</b>	31	17
<b>Response count</b>	5	0
<b>Response rate</b>	16%	0%
<b>Overall satisfaction rate</b>	88%	Cannot be calculated

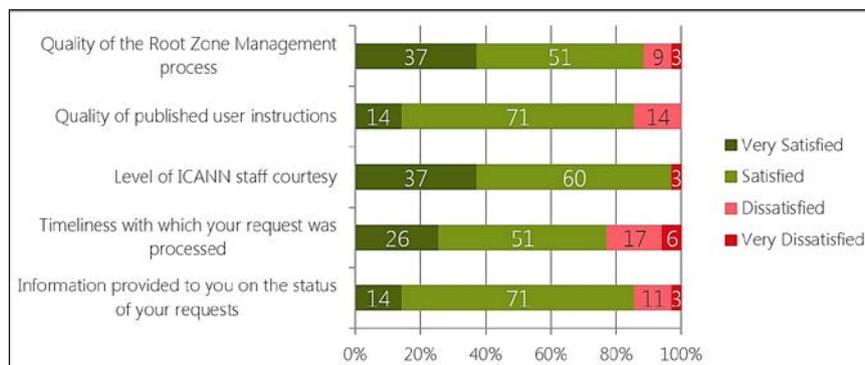


**Figure 12: Level of satisfaction of the ccTLD operators, by aspect identified in the performance standards consultations**

## 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.

	2014	2013
<b>Invitations sent</b>	199	0
<b>Response count</b>	35	0
<b>Response rate</b>	18%	0%
<b>Overall satisfaction rate</b>	87%	Cannot be calculated

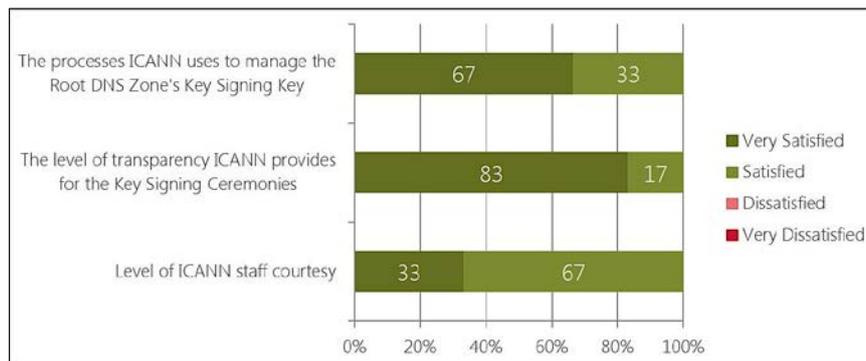


**Figure 13: Level of satisfaction of the gTLD operators, by aspect identified in the performance standards consultations**

## TRUSTED COMMUNITY REPRESENTATIVES INVOLVED IN ROOT DNSSEC KSK CEREMONIES OR ACTIVITIES

Survey invitations were sent to the current group of Trusted Community Representatives who attend and validate Root DNS Key Signing Ceremonies. Response rate increased two percent when compared to 2013 while maintaining a 100 percent satisfaction rate.

	2014	2013
<b>Invitations sent</b>	30	33
<b>Response count</b>	6	6
<b>Response rate</b>	20%	18%
<b>Overall satisfaction rate</b>	100%	100%

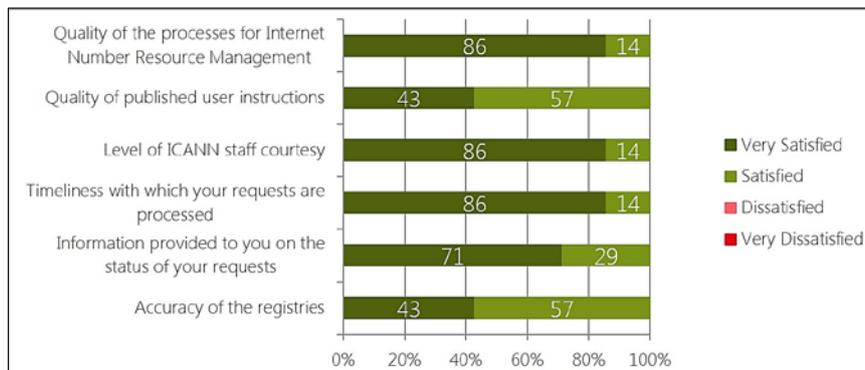


**Figure 14: Level of satisfaction of the TRC representatives, by aspect identified in the performance standards consultations**

## 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 number of responses was 50 percent higher than 2013, while maintaining a 100 percent satisfaction rate.

	2014	2013
<b>Invitations sent</b>	14	10
<b>Response count</b>	7	2
<b>Response rate</b>	50%	20%
<b>Overall satisfaction rate</b>	100%	100%

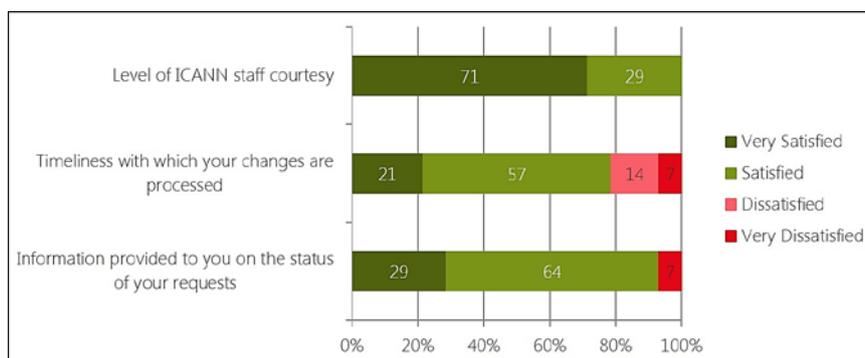


**Figure 15: Level of satisfaction of the RIRs, by aspect identified in the performance standards consultations**

## 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. In 2013 invitations were sent strictly to the requestors that qualified for the .INT domain. However, the higher number of invitations did not result in an increase of responses. There were four percent fewer responders, and three percent increase in the overall satisfaction rate.

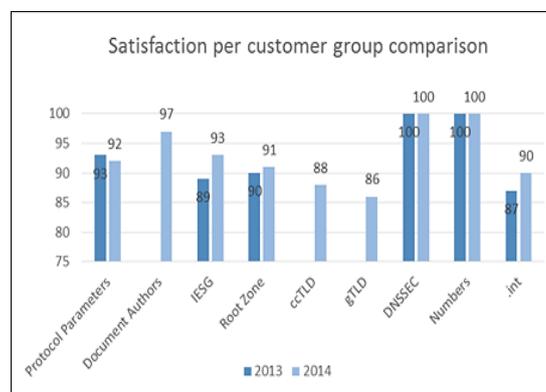
	2014	2013
<b>Invitations sent</b>	203	95
<b>Response count</b>	14	10
<b>Response rate</b>	7%	11%
<b>Overall satisfaction rate</b>	90%	87%



**Figure 16: Level of satisfaction of .INT requestors, by aspect identified in the performance standards consultations**

## Overall conclusions

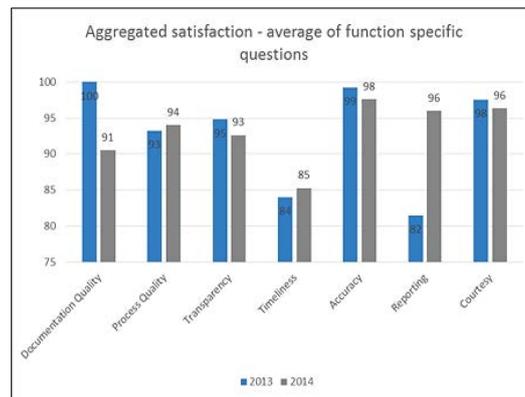
The improvements to the survey execution identified in the conclusions to the 2013 survey made a significant improvement to the number of responses received and although the overall satisfaction rate remained the same as last year, in 2014 the survey showed improvements in the customer specific group ratings as well as a high level of satisfaction on the groups that responded for the first time, such as ccTLD, gTLD and Document Authors.



**Figure 17: Average satisfaction per customer group used to calculate overall satisfaction**

In 2013, the level of satisfaction in groups that answered questions pertaining to the reporting aspect was the lowest at 82 percent. In 2014, this has changed and the satisfaction rate reached 96 percent for the same groups. ICANN introduced several new reports on its delivery of the IANA functions in September 2013, which could well be a contributing factor to the improved customer satisfaction on the reporting aspect of the service delivery.

There has been a slight drop in the level of satisfaction for accuracy in 2014. While our processes and the governing policies for registries have not changed significantly, comments suggest some dissatisfaction with processes for maintaining registrations and this is an improvement we are investigating.



**Figure 18: Average per performance standard aspect**

Overall customer satisfaction has been steady over the last three years, however the open-ended responses indicate that customers would like to see interface improvements that take account of the varying needs of different customer groups. Demand has also grown for enhanced transparency into the requests process and while better customer interfaces will do this, improvements in the timeliness with which customer requests are processed should mitigate this need.

Based on the results of this year’s survey as well as continuous feedback from 2013, ICANN will review the suggestions received and plan appropriate improvement activities.