



## 2016 IANA Functions Customer Service Survey Results

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Report on the fourth annual customer service satisfaction survey administered by Ebiquity  
Marilia Hirano | January 2017

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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 it serves, and analyze trends in satisfaction rates since its first segmented survey in 2013.

This survey measures customer satisfaction for the time period from 1 September 2015 to 31 August 2016 and compares the results of the same period of previous years.

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# Methodology

For the fourth 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 functions customer satisfaction survey. As in the previous years, 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.

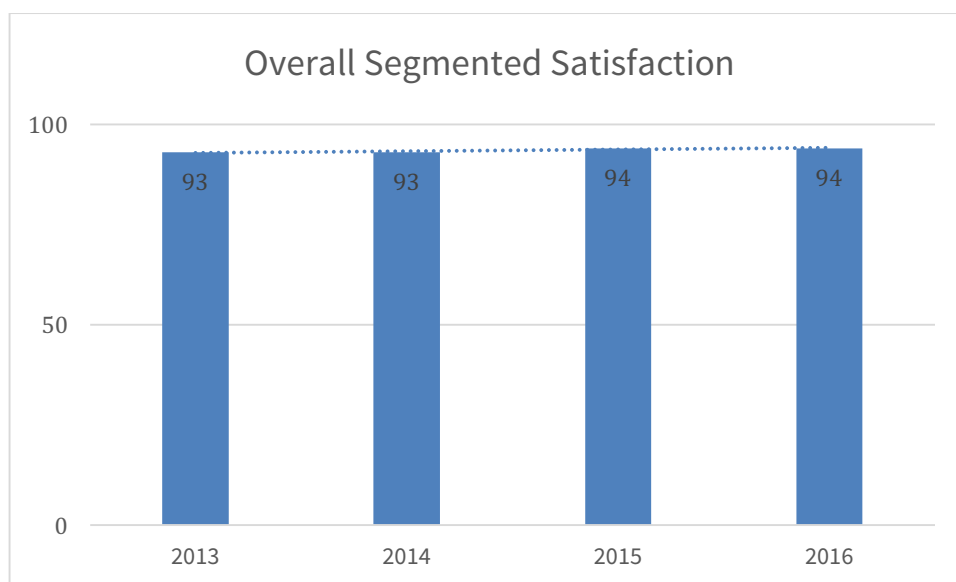
In this report, results are presented as percentages. When a result includes a fraction, it is rounded down for fractions below one half and up for those at or above one half. By rounding the fractions, not all totals add to 100 percent.

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

# Executive Summary

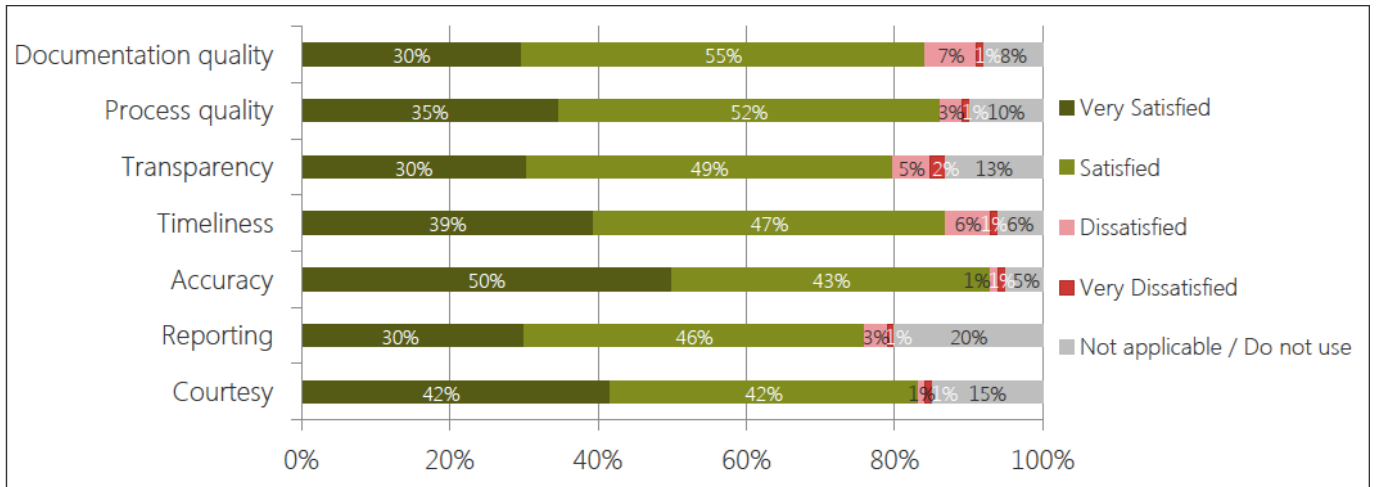
ICANN first conducted a formal survey of IANA functions customers in 2012 and saw a response rate of 20 percent. The survey has since evolved from an internally administered set of general questions where around 1,000 customers were invited to participate, to being conducted by a third-party vendor, with invitations sent to over 4,000 customers. The response rate was 8 percent in 2013, 11 percent in both 2014 and 2015, and 10 percent in 2016.

The 2016 survey saw healthy response rates from all customer segments. There was a decrease in satisfaction rates among the Regional Internet Registries regarding the quality of the processes for Internet Number Resource Management, and a significant increase in satisfaction from the .INT customers when it comes to the transparency with 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 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. Respondents stated they would like to see enhancements to the quality and timeliness of the request process.



**Figure 2: General 2016 satisfaction rating of each of the seven aspects identified in the performance standards consultations in the delivery of the IANA functions.**

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# General input

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

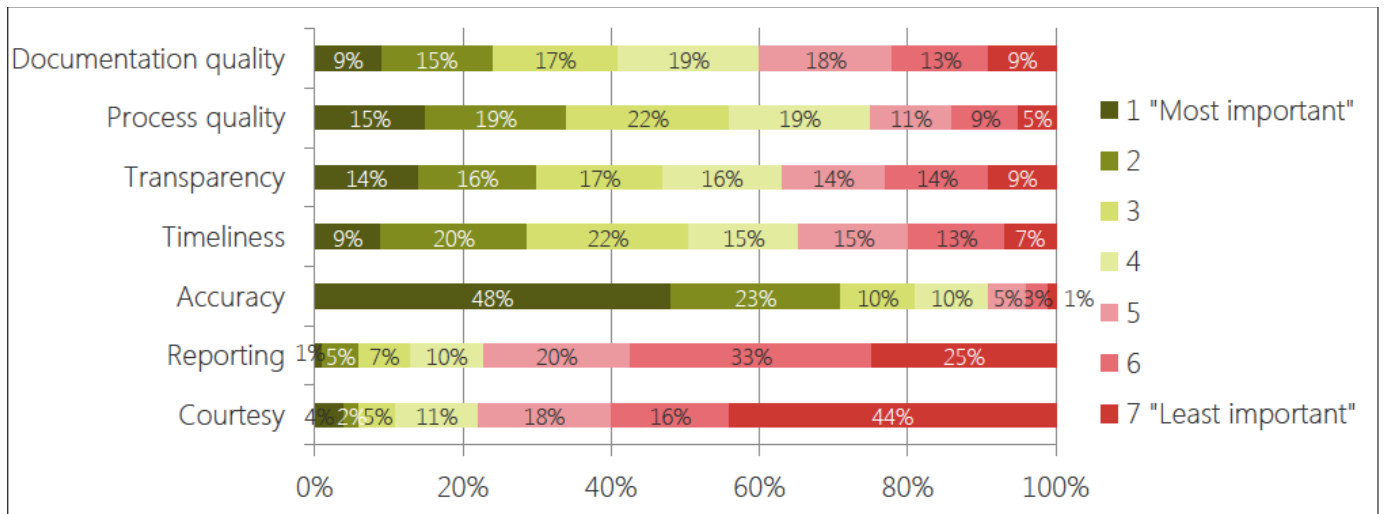
- Requesters of assignments within protocol parameter registries
- Authors of technical standards and documentation published as RFCs with IANA considerations
- Internet Engineering Steering Group members
- Top-level domain (TLD) operators requesting routine root zone changes
- Country code TLD (ccTLD) operators requesting delegation or transfer
- Generic TLD (gTLD) operators requesting delegation or transfer
- 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 used.

	2013	2014	2015	2016
<b>Invitations sent</b>	1491	4397	4013	4286
<b>Response count</b>	112	489	427	420
<b>Response rate</b>	8%	11%	11%	10%
<b>Overall satisfaction rate</b>	93%	93%	94%	94%

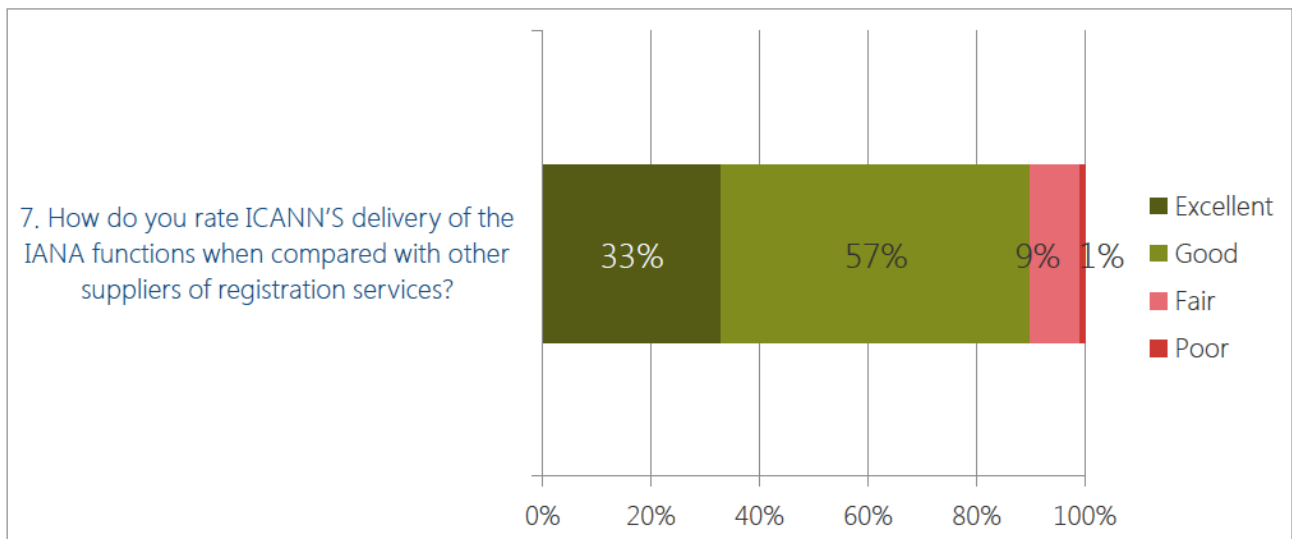
The overall satisfaction rate is calculated as a simple average of the respondents who were satisfied or very satisfied in all group categories.

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. Since 2013, customers reported accuracy as the factor they consider most important in the IANA functions, with reporting and courtesy showing as the least important factors.



**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, 90 percent of respondents rated ICANN as excellent or good, which is sustained from 2015 (89 percent) and 2014 (88 percent) and eight percent higher than in 2013 (82 percent).

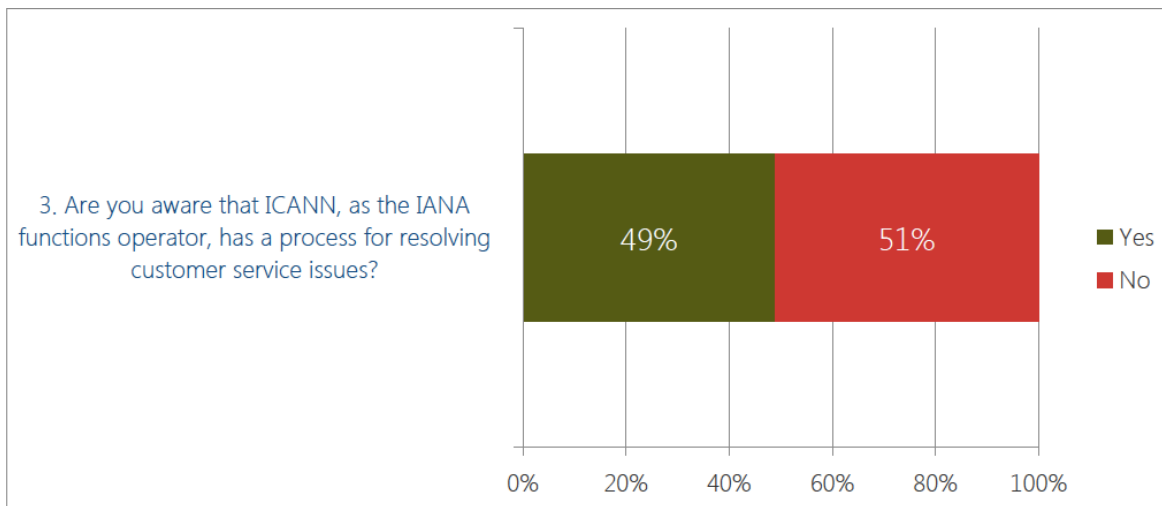


**Figure 4: 2016 results on ICANN’s delivery of IANA functions when compared to other suppliers of registration services.**

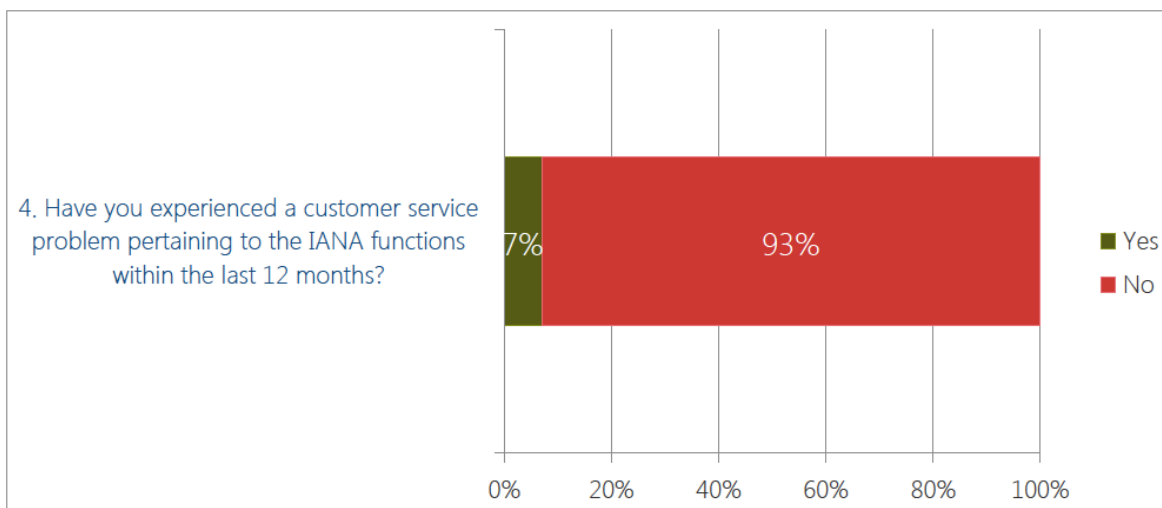


# Customer complaint resolution

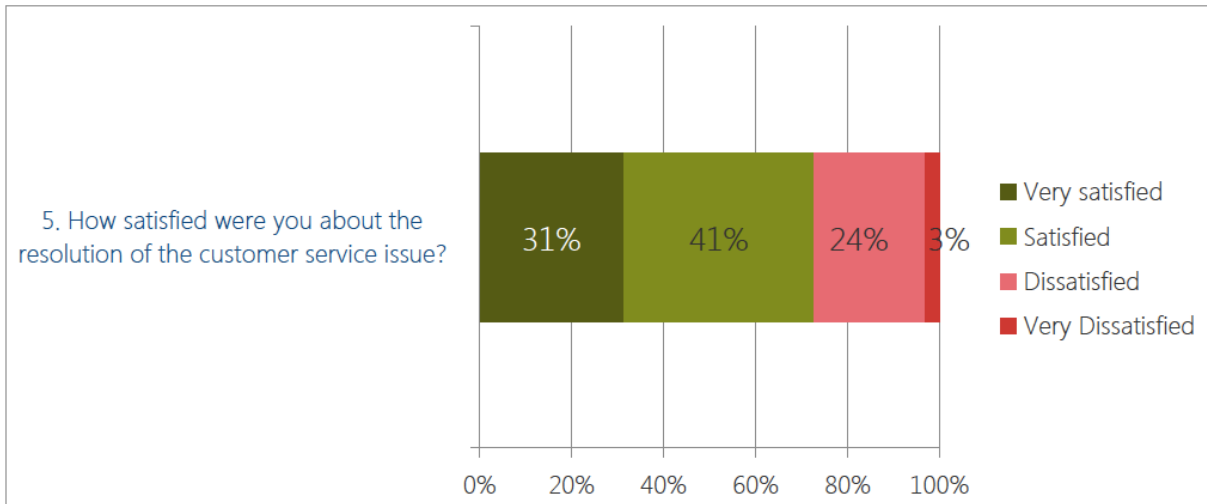
Of the 420 respondents who participated in the survey, 49 percent were aware that ICANN has a Customer Complaint Resolution Process and seven percent experienced customer service issues in the past year, a slight decrease when compared to the nine percent who reported an issue in 2015. Out of the seven percent of respondents who experienced a customer service issue, 72 percent responded they were satisfied with the resolution. This is ten percent lower than in 2015, but higher than the previous years. 95 percent of respondents indicated that they would be happy to approach ICANN about an IANA functions-related customer service issue. This is higher than last year's 89 percent rate.



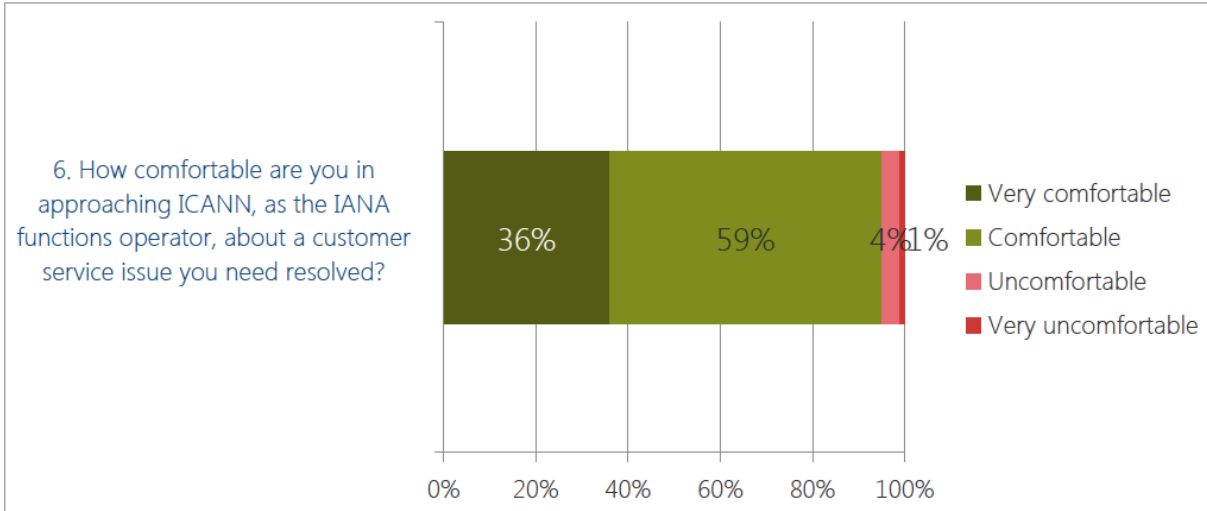
**Figure 5: 2016 percentage of customers who are aware that ICANN has a complaint resolution.**



**Figure 6: 2016 percentage of customers who experienced a customer service issue. This is down slightly from 2015 (9%), 2014 (13%) and 2013 (11%)**



**Figure 7: In 2016 72% reported they are satisfied or very satisfied with how ICANN resolves complaints. This is lower than 2015 (82%), but still higher than 2013 (58%) and 2014 (67%).**



**Figure 8: 2016 results (95%) of respondents stated they are comfortable or very comfortable in approaching ICANN. Results are higher than all previous years. 2013- 92%. 2014 - 91%. 2015 - 89%.**

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## Open ended responses

ICANN received 57 open-ended responses in the general portion of the survey. In 2015, there were 40 responses, 69 in 2014, and only 19 in 2013. The responses focused on the interfaces ICANN provides to IANA functions customers, particularly Root Zone and Protocol Parameters customers.

Comments included requests and suggestions to improve some functionalities in the Root Zone Management System that would help address timeliness concerns and increase transparency. There were six statements related to dissatisfaction with how particular protocol parameter registration requests were handled. There were also some requests from Root Zone and Protocol Parameter customers to provide more status detail that will allow for improved insight into the status of requests while they are being processed. Additional comments for protocol parameter related requests were to improve visibility of where the application forms are and what the required information was for each type of request.

Overall, the suggestions received through the survey were valuable to ICANN as it 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; further improvements to the [iana.org](http://iana.org) website, and to the application process for registrations provided on a first-come, first-serve basis.

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# 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.

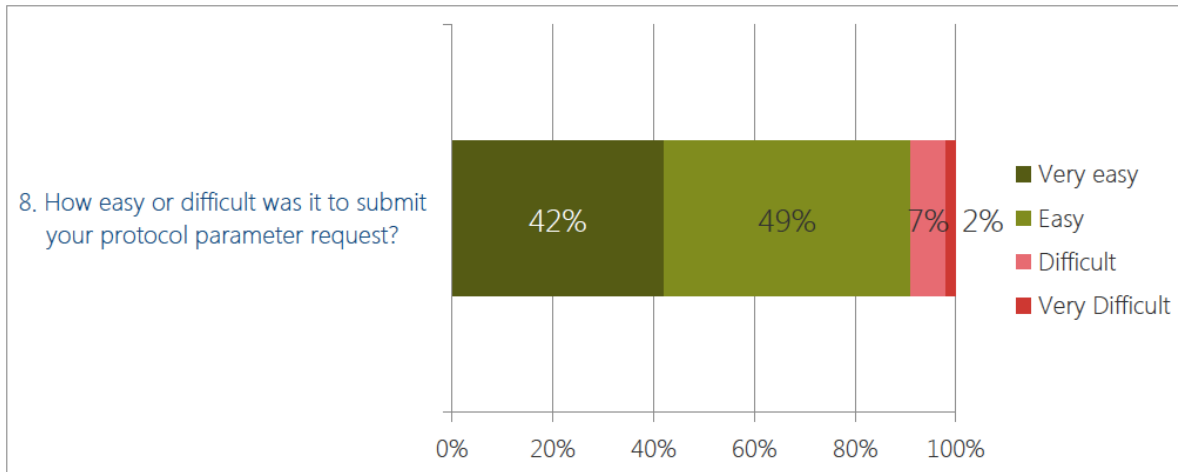
## Requesters of Assignments in Protocol Parameter Registries

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 2015 and August 2016. 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. Since 2014 ICANN surveyed the entire customer base that 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	2016
<b>Invitations sent</b>	884	3237	2803	2767
<b>Response count</b>	57	328	277	273
<b>Response rate</b>	6%	10%	10%	10%
<b>Overall satisfaction rate</b>	93%	92%	95%	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 all of the years ICANN conducted this survey. The results sustained from previous years but participation rates have dropped since 2014.

	2013	2014	2015	2016
<b>Invitations sent</b>	0	342	405	472
<b>Response count</b>	0	40	40	37

<b>Response rate</b>	0	12%	10%	8%
<b>Overall satisfaction rate</b>	N/A	97%	96%	96%

Below are the full 2016 results for the Document Authors segment:

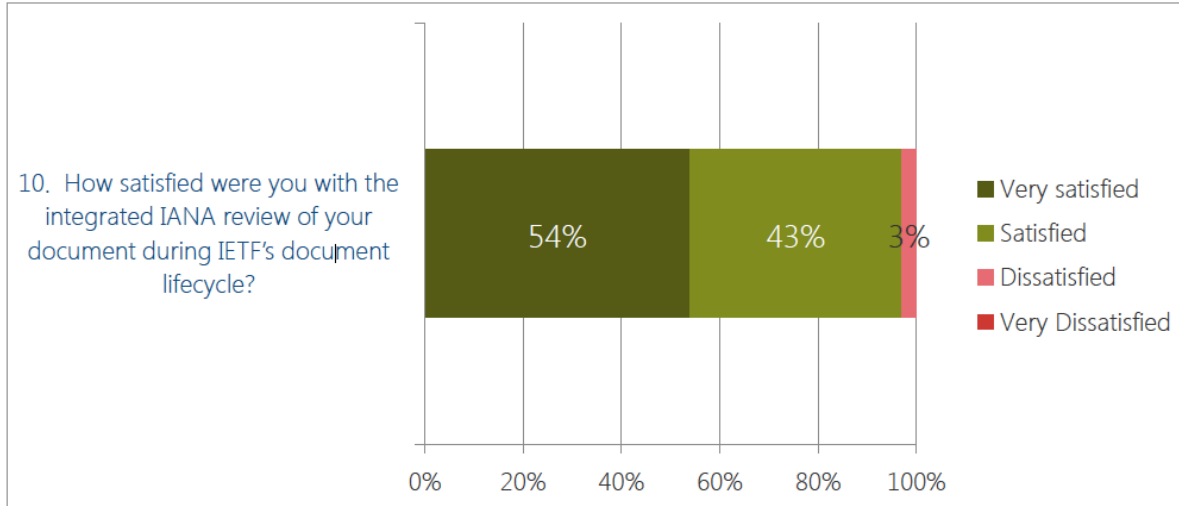


Figure 11: Level of satisfaction with IANA review during IETF lifecycle

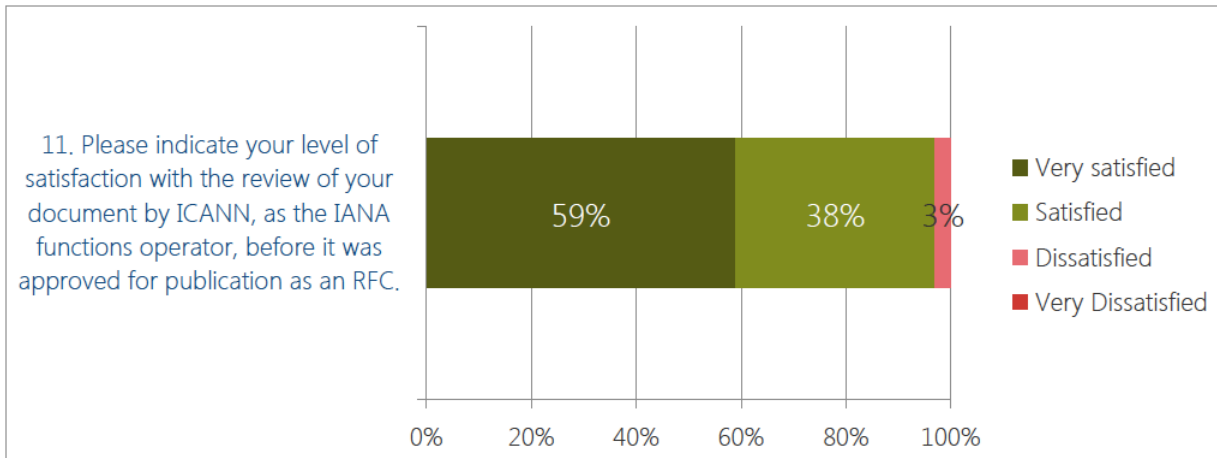
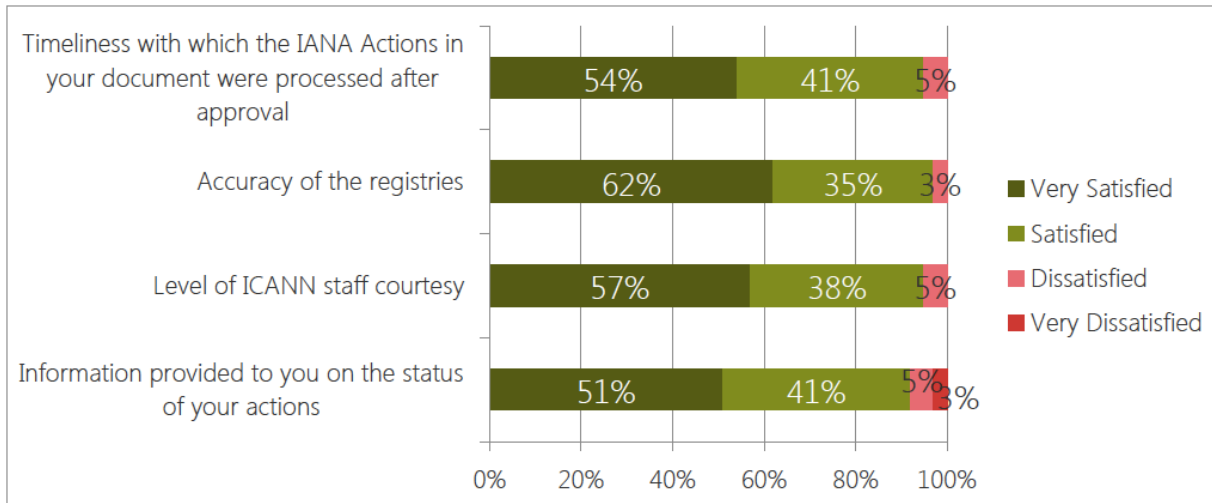


Figure 12: Level of satisfaction with the review by ICANN before approval for publication as RFC



**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 2016, satisfaction rates sustained when compared to 2015. Respondents were either satisfied or very satisfied with ICANN’s service delivery in all four factors.

	2013	2014	2015	2016
<b>Invitations sent</b>	19	17	15	16
<b>Response count</b>	3	5	3	4
<b>Response rate</b>	16%	30%	20%	25%
<b>Overall satisfaction rate</b>	92%	95%	100%	100%

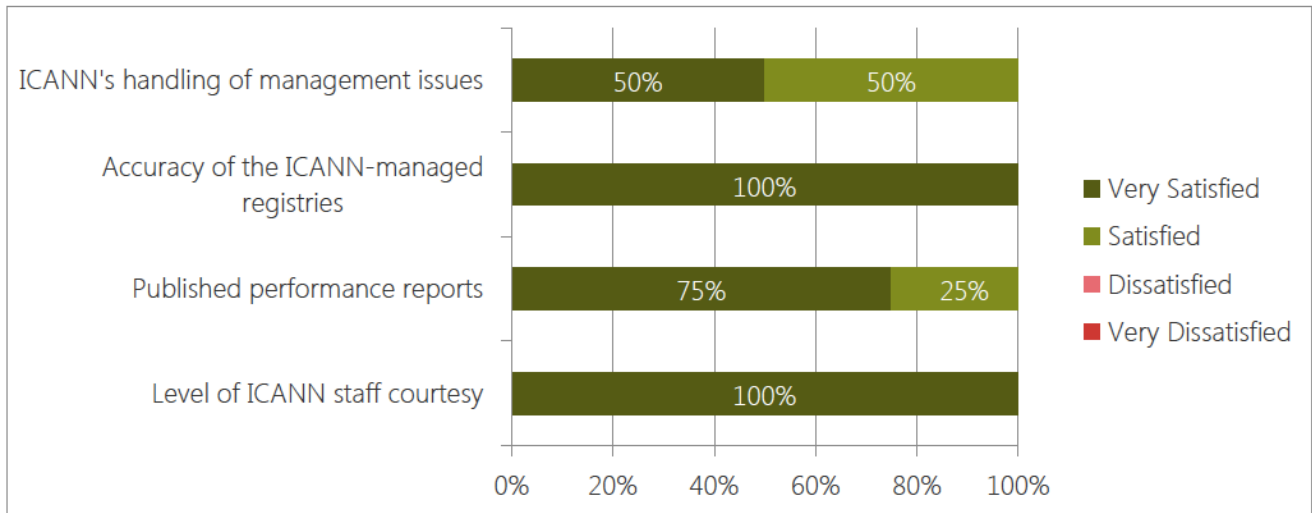


Figure 14: Level of satisfaction of IESG members by aspect identified in the performance standards consultations

## 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 540 invitations, with a 15 percent response rate.

	2013	2014	2015	2016
<b>Invitations sent</b>	295	242	411	540
<b>Response count</b>	34	61	67	82
<b>Response rate</b>	12%	30%	16%	15%
<b>Overall satisfaction rate</b>	93%	92%	91%	91%

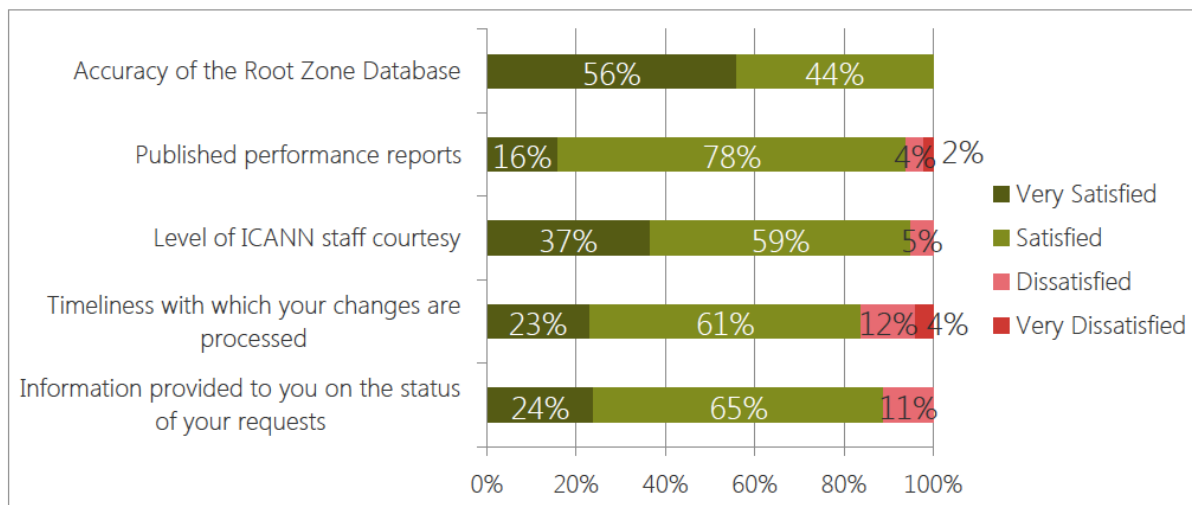
Overall satisfaction remains very positive at 91 percent. There was a slight improvement from 2015 with the satisfaction with published reports, which was 90 percent then, and this year it went up by 4 percent; and accuracy which went from 97 in 2015 to 100 percent in 2016.

The survey also showed that nine percent of this customer base did not know how easy or difficult it is to use RZMS. This is sustained from 2015. In 2013 and 2014, 15 percent of respondents weren't aware of how to use the system. 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, ten percent versus the six

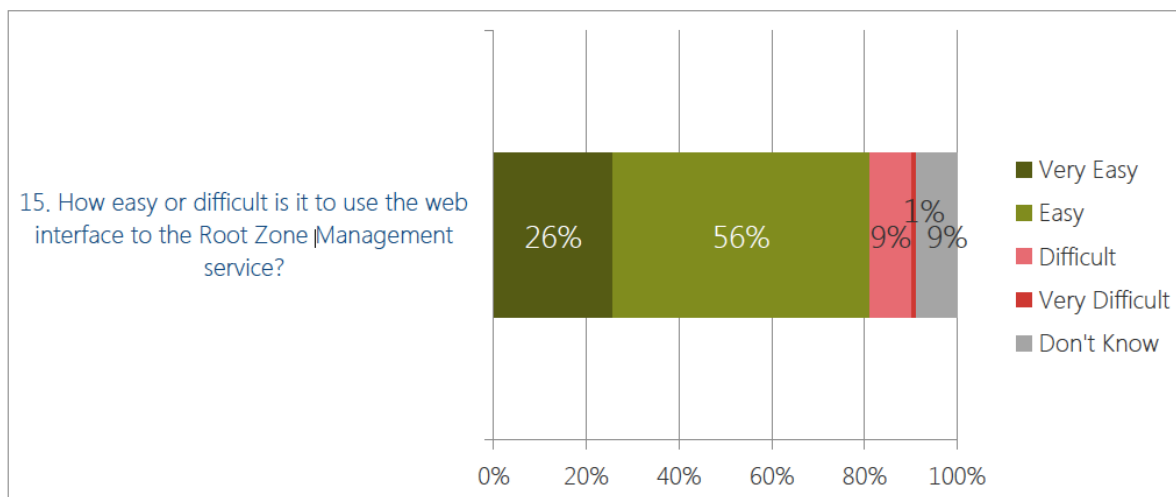


percent from 2015. ICANN still maintains multiple methods for submitting change requests to ensure that all TLD operators are supported, and will be working with this group of customers to address usability concerns with RZMS and make necessary adjustments accordingly.

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 transfer).



**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 transfers

There were only five completed delegations and transfers between 1 September 2015 and 31 August 2016; survey invitations and reminders were sent to the administrative and technical contacts for all country code TLDs (ccTLDs) that had completed a delegation or transfer during this period. Invitations were also sent to the addresses from which the delegation or transfer 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 and 2016, ICANN is engaging with this customer group face-to-face at industry events in order to gather feedback on how to best distribute surveys.

	2013	2014	2015	2016
<b>Invitations sent</b>	17	31	9	9
<b>Response count</b>	0	5	0	0
<b>Response rate</b>	0	16%	0	0
<b>Overall satisfaction rate</b>	N/A	88%	N/A	N/A

## gTLD operators requesting delegations or transfers

Survey invitations and reminders were sent to the administrative and technical contacts for all generic TLDs (gTLDs) that had completed a delegation or transfer in the previous 12 months. In 2013 no gTLD delegations and transfers took place in the 12 months preceding the survey therefore the grouping did not exist. Since 2014 the survey shows a decrease in participation, from 18 percent response rate in 2014 to 5 percent this year.

	2013	2014	2015	2016
<b>Invitations sent</b>	0	199	260	399
<b>Response count</b>	0	35	35	21
<b>Response rate</b>	0	18%	13%	5%
<b>Overall satisfaction rate</b>	N/A	87%	87%	84%

Although the overall satisfaction remains very stable when compared to the previous years, there was an overall increase 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. In 2015 this number fell to 77 percent but this year it is up again at 81 percent. There was also an increase in satisfaction rate regarding courtesy of ICANN staff– 88 percent in 2015 to 95 percent this year. The satisfaction rate with the quality of the Root Zone Management process, however, decreased from 95 percent in 2015 and 88 percent in 2014 to 81 percent in 2016.

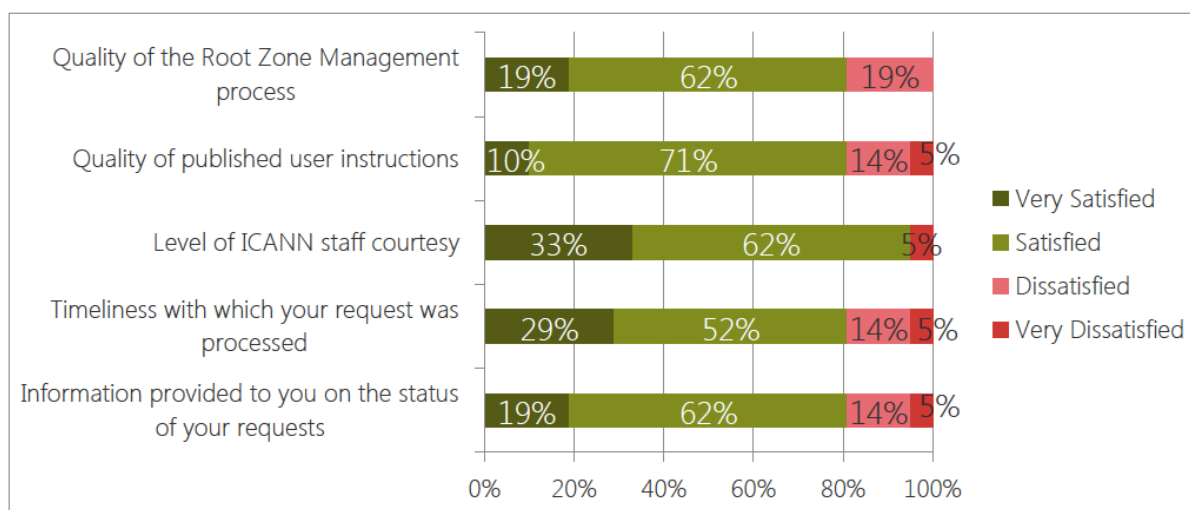


Figure 17: Level of satisfaction of the gTLD operators, by aspect identified in the performance standards consultations

## 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 2015 and 31 August 2016. The response rate decreased when compared to previous years but the satisfaction rate remains at 100 percent.

	2013	2014	2015	2016
<b>Invitations sent</b>	33	30	19	14
<b>Response count</b>	6	6	6	2
<b>Response rate</b>	18%	20%	31%	14%
<b>Overall satisfaction rate</b>	100%	100%	100%	100%

ICANN maintains an active dialogue with the TCRs, including comprehensive debriefs following all ceremonies, which are used to constantly iterate the associated practices and procedures. These results, including diagnosing the reduced participation rate, will be part of future dialogue with that group to further improve these activities.

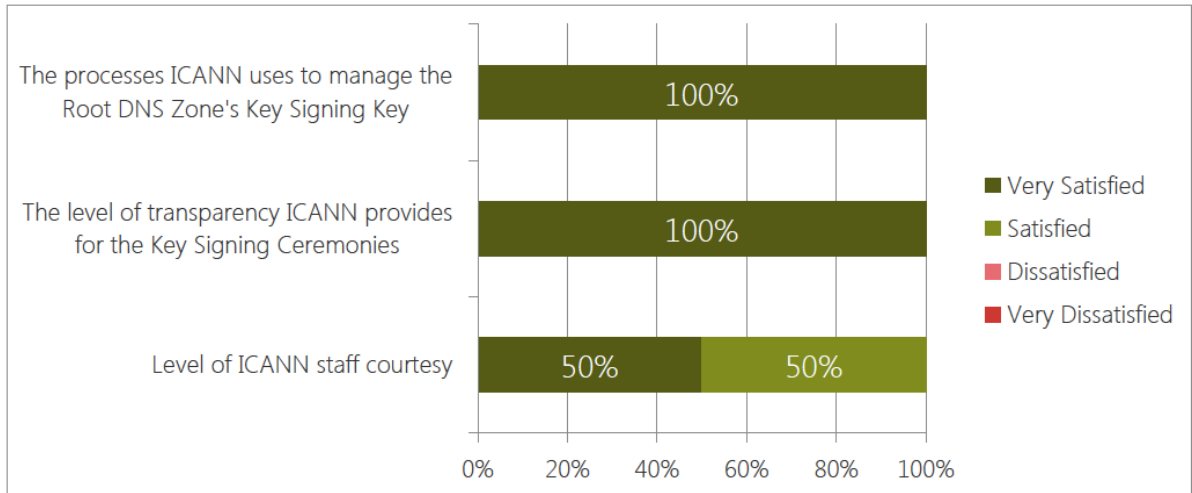


Figure 18: Level of satisfaction of the TRC representatives, by aspect identified in the performance standards consultations

## 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 percentage of responses was lower than in 2014 and 2015, while maintaining a high satisfaction rate of 97 percent. Although most aspects remained at 100 percent satisfaction, this segment saw a lower satisfaction rate in the quality of the processes for Internet Resource Management.

	2013	2014	2015	2016
<b>Invitations sent</b>	10	14	16	18
<b>Response count</b>	2	7	7	6
<b>Response rate</b>	20%	50%	44%	33%
<b>Overall satisfaction rate</b>	100%	100%	98%	97%

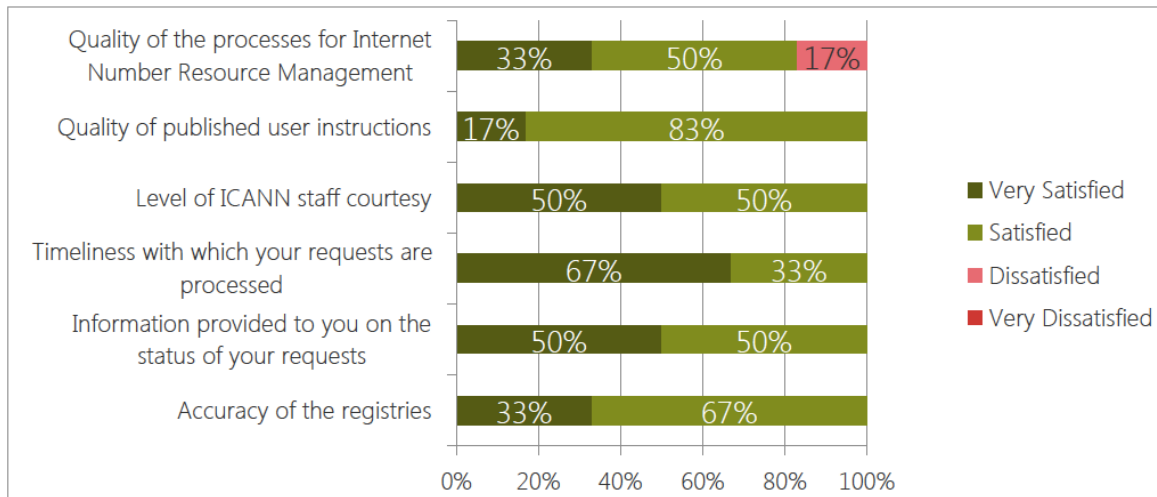


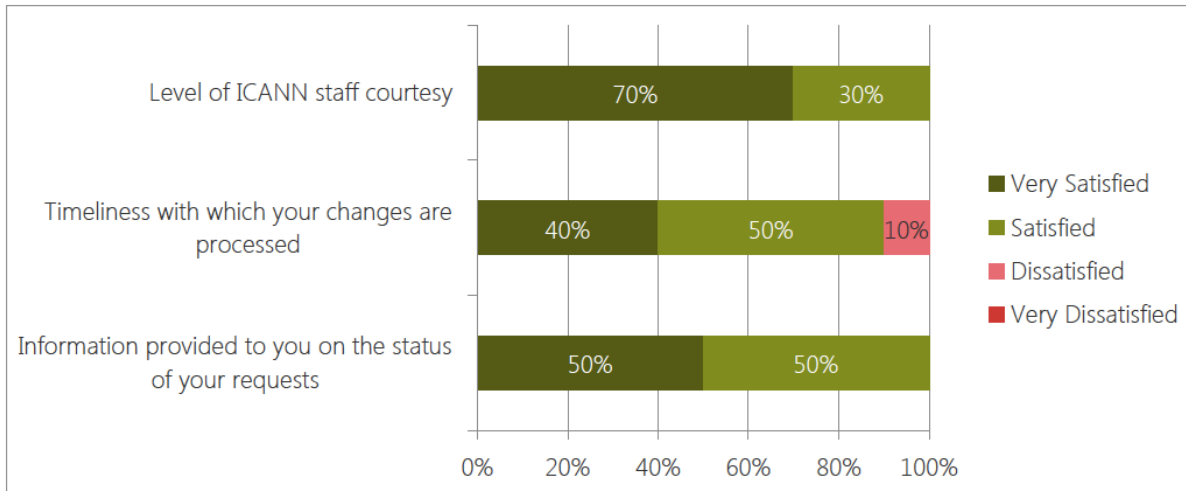
Figure 19: Level of satisfaction of the RIRs, by aspect identified in the performance standards consultations

## 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 slightly similar to the previous years, and there was a good improvement in the overall satisfaction rate. In 2015 there was a 15 percent dissatisfaction with the level of ICANN courtesy in this segment and 31 percent dissatisfaction with the information provided to them on the status of their requests. This year, however, 100 percent of responders reported to be very satisfied or satisfied with both aspects. The results also show sustained satisfaction – 93 percent in 2015 and 90 percent this year - with timeliness with which changes are processed.

	2013	2014	2015	2016
<b>Invitations sent</b>	95	203	195	193
<b>Response count</b>	10	14	14	10
<b>Response rate</b>	11%	7%	7%	5%
<b>Overall satisfaction rate</b>	87%	90%	82%	97%



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

# Overall conclusions

The 2016 results to ICANN’s IANA Customer Service Survey has shown sustained overall satisfaction among all customer groups who used the services provided by the IANA department in the past 12 months.

The overall satisfaction remained high at 94 percent. The satisfaction rate among .INT domain registrants increased significantly when compared to previous years. There were lower response rates among segments such as Trusted Community Representatives, Routine Root Zone Management and gTLD delegations and transfers. The trend year-over-year has been positive except for the Regional Internet Registries customer group. Given the numbers requests are received from a well-defined and limited number of organizations, we will engage with them to explore this trend.

ICANN did not receive any responses from the ccTLD group with completed delegations or transfers throughout the period, and this non-response is consistent with the lack of response in 2015. 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.

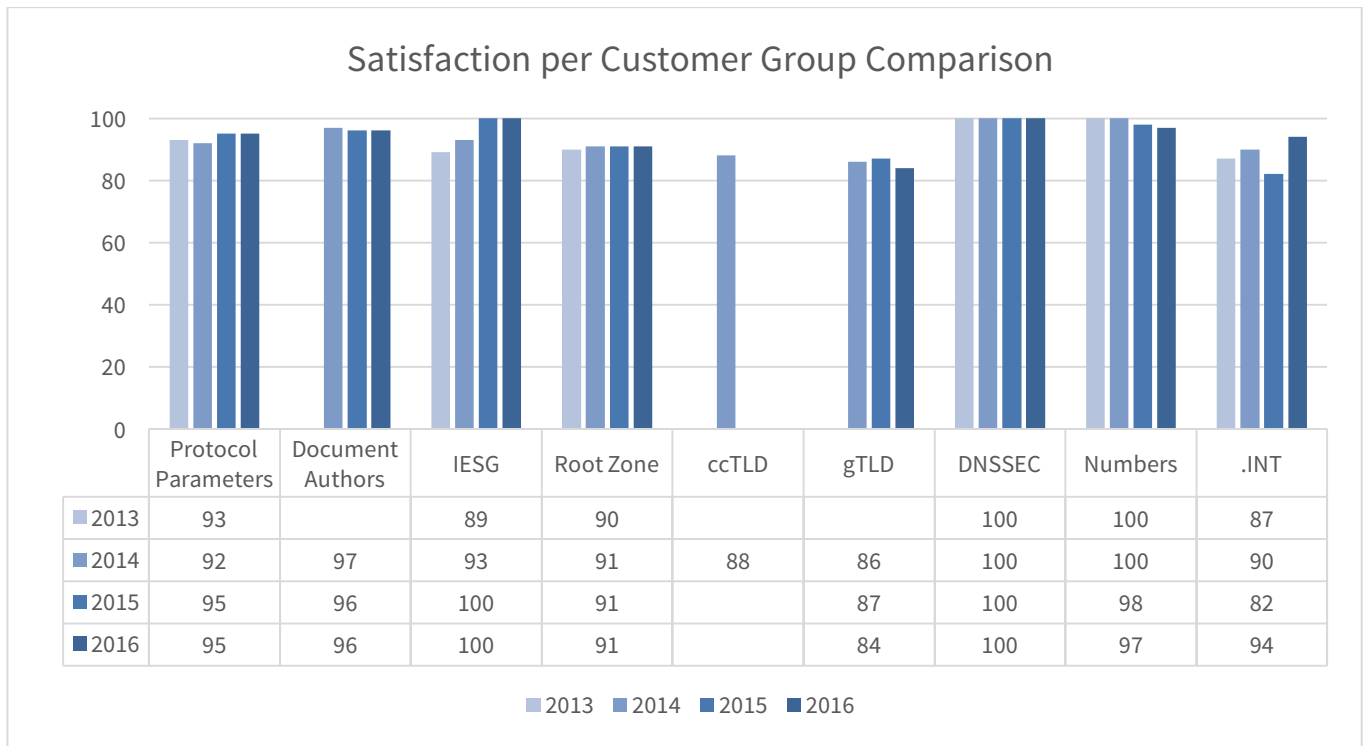
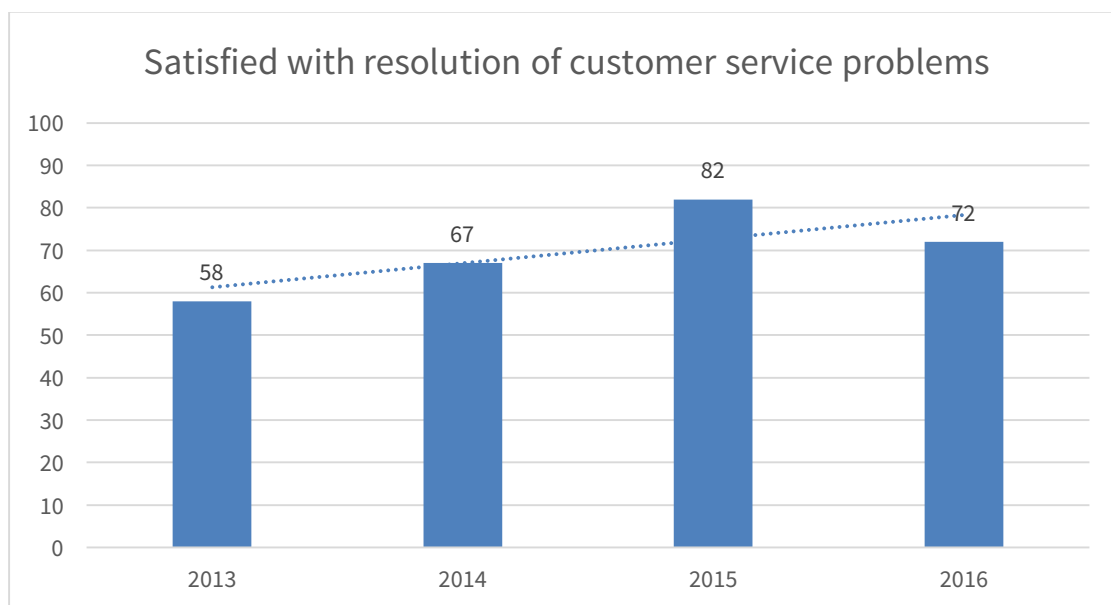


Figure 21: Average satisfaction per customer group used to calculate overall satisfaction

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. In 2013 the satisfaction for this aspect was 82 percent. In 2014 it increased to 96 percent, and in 2015 it was 95 percent. This year the survey shows a 97 percent satisfaction 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 99 percent, sustained from 2015 and 2014.

The survey indicates a drop in customer satisfaction when it comes to how ICANN resolves customer service issues. In 2013 the percentage of customers who were satisfied with how their problem was resolved was 58 percent, and it went up to 82 percent in 2015. This year the percentage fell to 72 percent. In order to help customers submit their issues regarding the IANA functions, ICANN has recently redesigned the Complaint Resolution Process which now allows customers to fill out a complaint [form](#) directly from [the website](#), [iana.org](#).



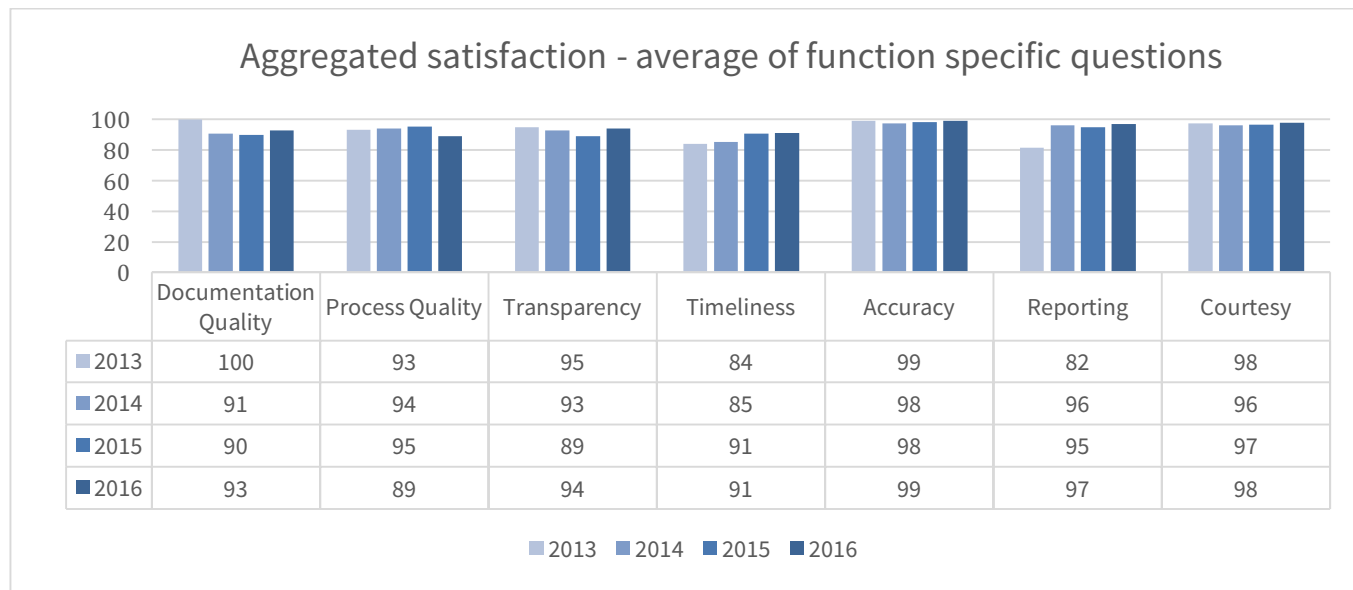
**Figure 22: Satisfaction with the resolution of customer service issues**

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 quality improvements. Since 2013 the satisfaction rate for process quality was among the highest at 93 percent in 2013 and 95 percent in 2014 and 2015. This year the satisfaction in this aspect dropped to 89 percent. This drop is concerning and we will be investigating what might be the cause.

Transparency was an aspect that saw a good improvement this year. Satisfaction with request status information was 89 percent in 2015 and is now 94 percent satisfaction.



In 2015 the survey had shown a drop from 100 percent to 89 percent satisfaction in documentation quality, specifically to the published user instructions for the Internet Number Resources allocation management segment. This year the group rated a 100 percent satisfaction in this aspect.



**Figure 23: Average per performance standard aspect**

One of the trends from last year’s open ended section was regarding Ebiqity’s TLS certificate using a security technology that is being phased out, so this year’s contract with the vendor mandated that they migrate its ebiqityinsights.com website from SHA-1 to SHA-2 prior to the beginning of the engagement.

This year’s survey results as well as feedback received from the previous years will help ICANN prioritize additional improvement activities.



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