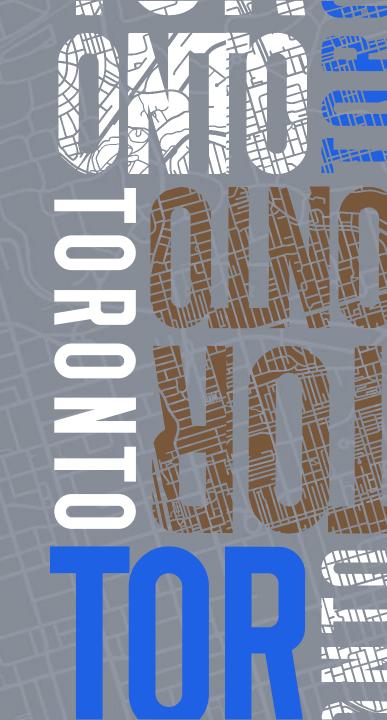


# Customer Experience and Strategy Update

Joe Westover | *Director, Customer Experience* and Strategy





Agenda

**Direct and Indirect Customer Support** 

**Customer Journey Mapping** 

Data-Driven Process Improvement

**Key Program Updates** 

Outreach and Engagement

# **Areas of Focus**

- Premier Support Plan (PSP)
- Qualified Facilitator Program (QFP)
- Certification Program
- Other member support activities

- Elections support
- Public Policy support

- Business process excellence and continual improvement in service delivery
- Data accuracy
- Fraud prevention

- Fellowship Program
- Community Grant Program
- Speaking engagements and outreach with emphasis on IPv6

# Setting the Foundation

### 2<sup>nd</sup> Half 2022

Premier Support Plan (PSP) made available to all ARIN customers

## Q2 2023

Customer Satisfaction
Survey concluded
And Qualified Facilitator
Program
(QFP) launched

### Q4 2023

Registration Services
Department (RSD) audit
concluded and
High-level Foundational
Requirements documented



### Q1 2023

Customer Experience and Strategy (CXS) Department established

(Focus on improvements to process architecture and process optimization to ensure satisfactory delivery of ARIN's services to customers)



### Q3 2023

Initial Training
Certification Program
plan completed

# **Direct and Indirect Customer** Support

# Overview of Direct and Indirect Support



## **Direct Support**

## **One-on-One Engagement**

- Personalized assistance with IPv6 transition requests
- Follow-up customer engagement
- Proactive and targeted outreach efforts



## **Indirect Support**

## **Systematic Improvements**

- Process improvement initiatives
- Requirements
   Identification and
   Prioritization
- Continual Service Improvement (CSI)



## **Benefits to Customers**

## **Increased Efficiency**

- Streamlined interactions
- Faster resolution times

## **Higher Satisfaction**

- Improved customer experience
- Stronger relationships

# **Customer Journey Mapping**

# **Customer Journey Mapping**

Post-ticket surveys QFP and PSP Roundtables Customer Satisfaction Survey Process discovery initiatives Front line input (RSD/FSD) Outreach input

Gathering customer feedback

Evaluating needs and pain points

Identify key issues
Analyze pain points
Assess customer needs
Prioritize feedback
Map process gaps



Reduced ticket processing time Data-driven development Streamlined service delivery Enhanced member engagement Customer Experience outcome goals

Learning from the data

System and tools requirements
Functionality enhancements
Process and procedure updates
Bug tracking and fixes



# Data-Driven Process Analysis

# Focusing on Efficiency and Quality

"The quality of a product is the result of the quality of the process."

Joseph Juran

At ARIN, we are enhancing our internal processes to ensure that the quality of our services meets customer expectations using data-driven insights and continuous process improvement methodologies.

# Structured Process Improvements resulting in a 20% reduction in Transfer processing time

Leveraging Lean Six Sigma to Uncover Process Inefficiencies

Implementing Procedural Changes Based on Data Analysis

Continuously Refining Requirements, Processes and Resources



# **Program Updates**



# Premier Support Plan



Consistent customer engagement and membership



**Quarterly Roundtables** provide valuable customer feedback



Sustained success two years after launch



Personalized support with priority access to resources



# **Qualified Facilitator Program**



Well-received by customers, Facilitators, and ARIN staff (over one year in)



Quarterly Roundtables generate ongoing feedback



Steady membership since program launch



Positive anecdotal experiences from both customers and Facilitators



## 2023 Recipients

- Open Source RegCtl & PrefixCtl
- IPv6 Test Pod
- NTP TCP Services Daemon

Final Reports coming soon

## 2024 Recipients

- Exploring Potential Use Cases of RPKI Signed Checklist (RSC) Under RFC 9323
- Mitigating Internet Abuse Through IP Addresses:
   A Data-based Analysis

Hear an update at ARIN 55

# 2025 Application

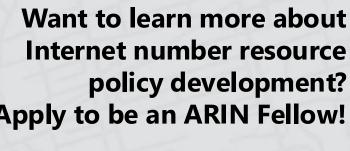
 Financial grants in support of operational and research projects that improve the overall Internet industry and user environment

Application site opens in April





Internet number resource policy development? Apply to be an ARIN Fellow!





Held before, during and after an ARIN Public Policy and Members Meeting



Selected Fellows receive an in-depth introduction to ARIN and the Policy **Development Process** (PDP), in addition to Mentorship from a member of the ARIN community



**Applications for the ARIN 55 Fellowship** Program will open in January 2025



# Outreach and Engagement

# Outreach around the ARIN Region



























































# **Overall Impact**



Customer feedback and positive outcomes



Rising demand for engagement



Prescribes goals for the future



Join us to engage with regional leaders and explore strategies for a connected Caribbean future.

10-12 December | Miami, FL | arin.net/events/CCS2024



# Thank you

Questions and Comments?



