

Customer Experience and Strategy Report

Joe Westover

Senior Director, Customer
Experience and Strategy



Team Structure and Areas of Focus

Joe Westover, *Senior Director, Customer Experience and Strategy*



Technical Services

- Implement RPKI and IRR services
- Resolve routing security issues
- Process Internet resource requests
- Define and prioritize routing security initiatives

Registry Integrity

- Fraud identification and mitigation
- Identify fraud patterns and enforce policy
- Lead fraud prevention initiatives

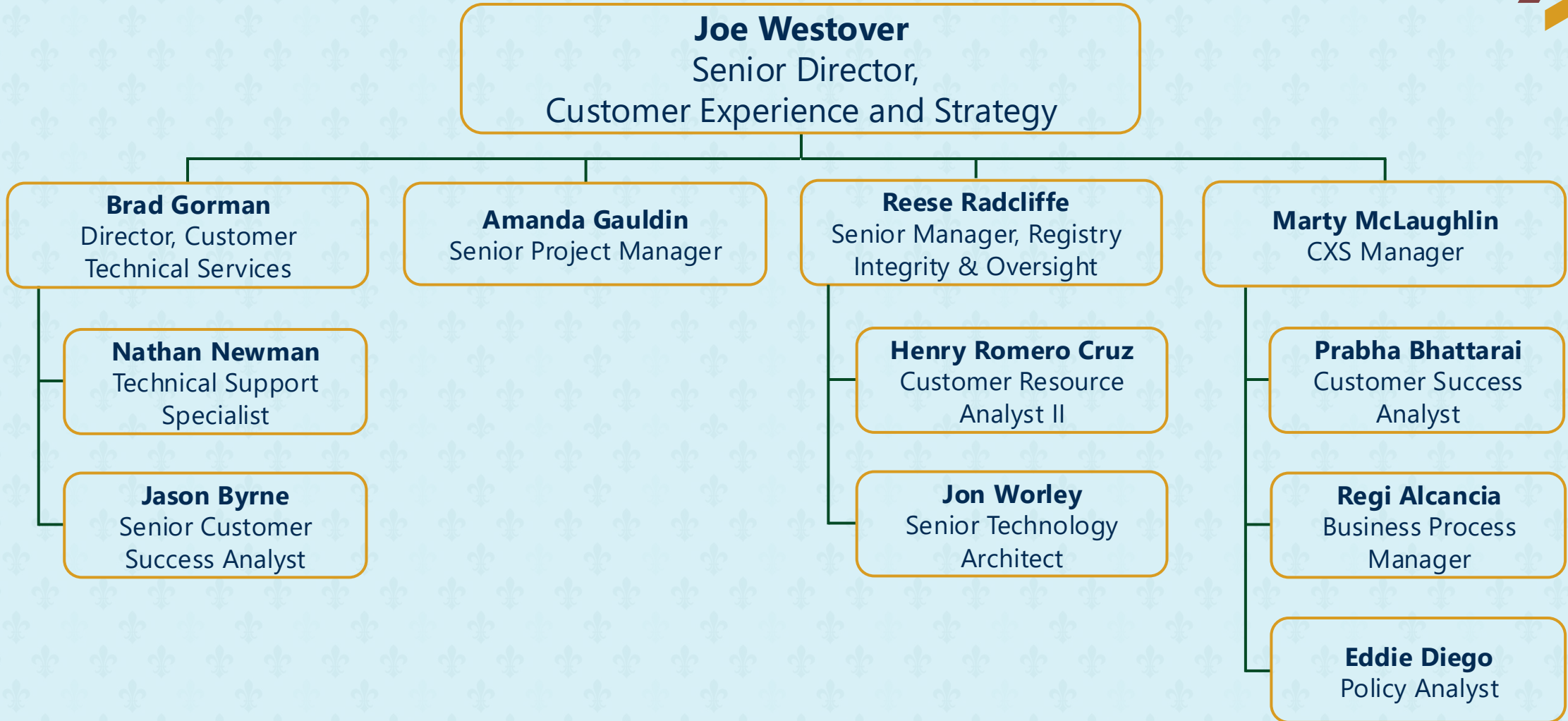
Process Excellence

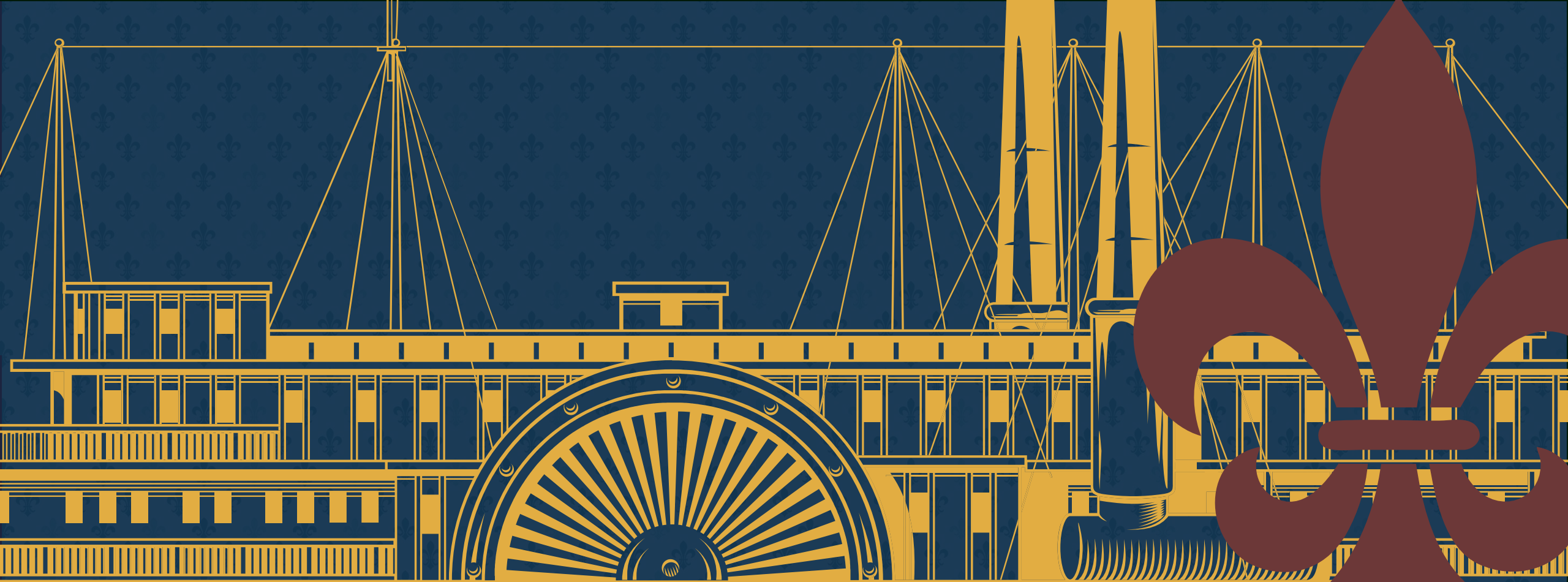
- Business process excellence
- Improvement in service delivery
- Prioritizing requirements
- Qualified Facilitator Program (QFP)
- Premier Support Plan (PSP)
- Policy support

Community Engagement

- CXO program management
- Fellowship Program
- Community Grant Program
- Industry events
- Election support

CXS Organizational Chart





Customer Technical Services (CTS)

Technical Services



Led by Customer Technical Services (CTS) Director Brad Gorman

- **Strategic Vision:** Defines and guides the long-term growth and development of routing security.
- **Operational Support:** Provides technical support for RPKI and IRR.
- **Customer Empowerment:** Supports customer understanding and adoption of RPKI and related routing security services through training, guidance, and implementation support



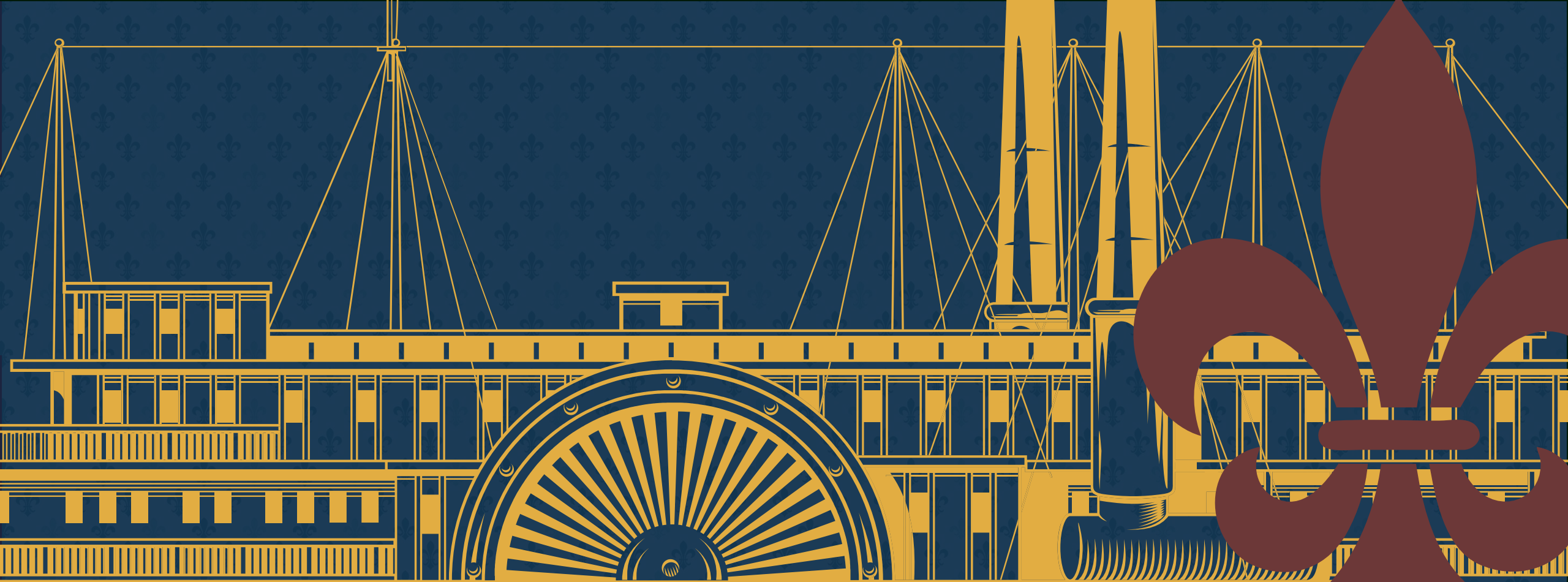
Registry Integrity and Oversight (RIO)

Registry Integrity



Led by Registry Integrity and Oversight (RIO) Senior Manager Reese Radcliffe

- **Fraud Identification & Mitigation:** Identifies, analyzes, and implements strategies to prevent and address fraudulent activities within ARIN's services.
- **Proactive Investigations & Case Activity:** Conducts rigorous vetting of organizations and Points of Contact (including video identity verification) and takes action on potential violations of NRPM Sections 9, 12, and 4.10.
- **Fraud Prevention Initiatives:** Leads proactive efforts to prevent fraud and ensure alignment with organizational goals.
- **Inter-RIR Collaboration:** Works with other Regional Internet Registries to share knowledge and best practices



Process Excellence

Process Excellence



Led by CXS Manager Marty McLaughlin

- **Process Delivery:** Dedicated to managing and achieving continual improvement in service delivery.
- **Business Objectives:** Aligns processes with broader business goals and business process excellence.
- **Service & Program Prioritization:** Focuses on prioritizing requirements and managing specialized initiatives like the Qualified Facilitator Program (QFP) and the Premier Support Plan (PSP)

Customer Experience Modernization

ARIN DATABASE



Enhanced data accuracy



Improved data integrity



Strengthened controls

ARIN ONLINE



Improved operational efficiency



Elevated customer experience



Optimized staff workflows

ARIN Online Updates



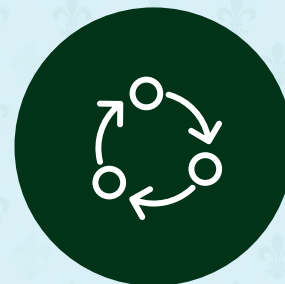
Updated Message Center

Ability to target messaging to user groups.



Ask ARIN Improvements

Enhanced ticket association, sharing, and categorization for web users.



POC Linking Improvements

Retired email-based approvals — now entirely in ARIN Online.



Additional Improvements

Bug fixes and enhancements improve customer experience and accessibility.

Program Spotlight: PSP & QFP

Premier Support Plan (PSP)

Launched May 2021, expanded August 2022



Supporting organizations that require **enhanced assistance** with ARIN-related activities.

- Dedicated Account Analyst
- Prioritized ticket processing
- Direct Technical Services Liaison
- Customer Focus Group
- 24/7 On-call support
- Waived Transfer request fees for source
(10 per year)

Qualified Facilitator Program (QFP)

Launched August 2023



Supporting organizations that need assistance with **IPv4 address transfers**.

- Provides a list of pre-qualified Facilitators
- Ensures compliance with ARIN policies
- Offers transparency and trust

Public Policy Support

Multiple teams work together to ensure ARIN public policy support by:



Facilitating the Policy Development Process (PDP) by supporting Advisory Council and Working Group meetings.



Maintaining and updating public policy web content.



Coordinating Staff and Legal Reviews and policy implementation after adoption.

Election Support

Voting in ARIN elections is a crucial responsibility for General Members.

Multiple CXO teams work together to:

Provide year-round operational support for ARIN Elections from nominations through results.

Ensure seamless coordination, voter communications and platform readiness.



Community Engagement

Community Engagement



Community Engagement & Programs Senior Project Manager
Amanda Gauldin

- **CXO Programs Management:** Oversees the strategic direction of customer-facing programs.
- **Fellowship Program:** Manages the Fellowship Program.
- **Community Grant Program:** Directs the Grant Program applications.
- **Outreach:** Coordinates ARIN's presence and engagement at regional industry events.

Community Programs & Outreach

Outreach emphasizes ARIN's service and value to the Internet community. We operate Customer Service Desks and speak at industry events across the ARIN region.



Applications are open now until 14 June for the 2026 Grant Program



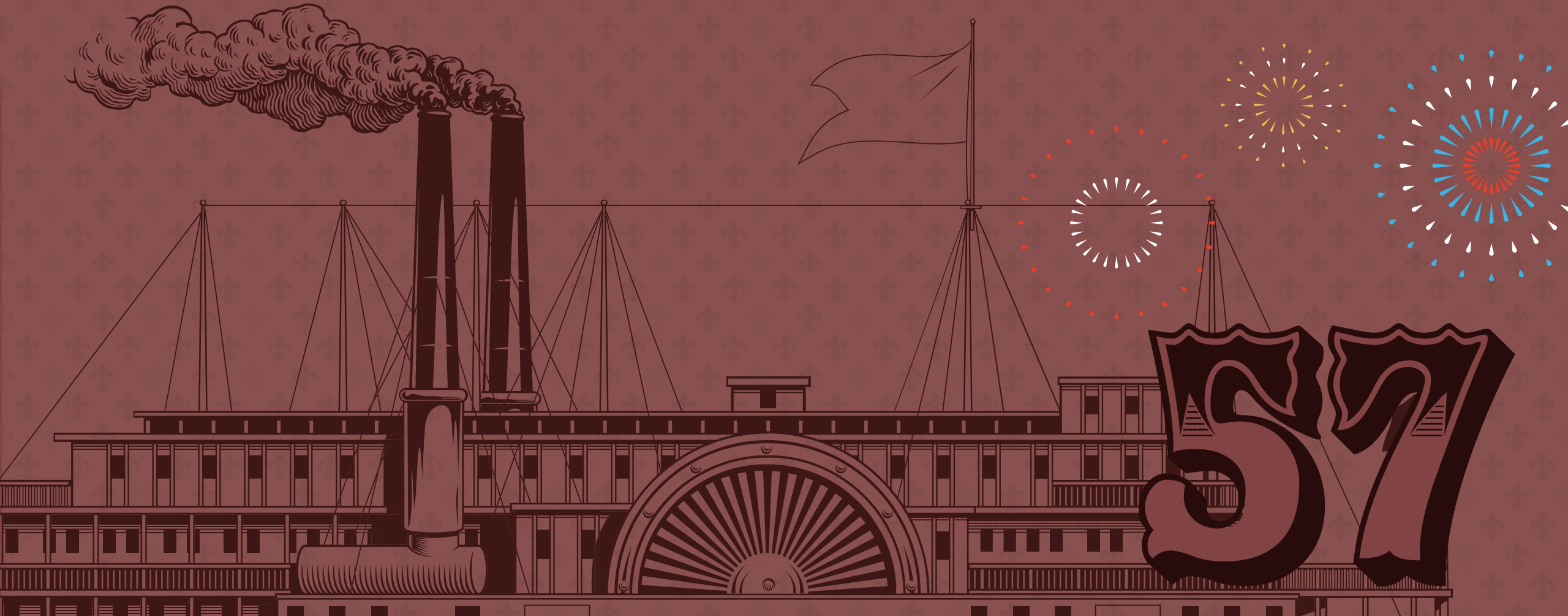
Applications for the ARIN 58 Fellowship Program will open in July 2026



Looking Ahead – Key Priorities

- Streamline internal workflows and ACSP improvements.
- Deliver top-tier programs support across PSP, QFP, Grants, and Fellowships.
- Strengthen outreach and real-time feedback loops.
- Leverage CSI data to drive process and service improvements.
- Enhance compliance and data accuracy.

Questions and Comments?



57