

Customer Satisfaction Survey Update

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About the Survey



- Conducted in Q2 2023 by independent contractor Rockbridge Associates
- Rockbridge previously conducted surveys in 2014, 2017, and 2020
- Survey objectives include:
 - Determine member expectations and needs
 - Evaluate satisfaction with ARIN's services
 - Identify unmet needs
 - Highlight priority areas for enhancement
 - Gauge ARIN's perception in the Internet community
 - Spot opportunities for enhanced outreach and participation
 - Compare results with 2014, 2017, and 2020 surveys

Survey Methodology

Rockbridge recorded perceived performance and expectation data across 34 specific attributes grouped into nine dimensions:

- Policy Development (6 items)
- Registration Services (4)
- Engineering (4)
- Financial Services (2)
- Communications/Outreach (7)
- ARIN Meetings (3)
- Customer Service (5)
- Internet Governance (2)
- Security (1)

For each of the 34 items, community members were asked two questions:

- **Expectation:** How well does this describe an “excellent” Internet Number Registry organization? (*Scale of 1 to 10*)
- **Performance:** How well does this describe ARIN? (*Scale 1 to 10*)

Expectations to Performance Methodology



Actual success is defined as the gap between expectation and performance. ARIN will continue to focus on closing gaps to exceed expectations of community members.

Rockbridge advises the following for expectation to performance gaps

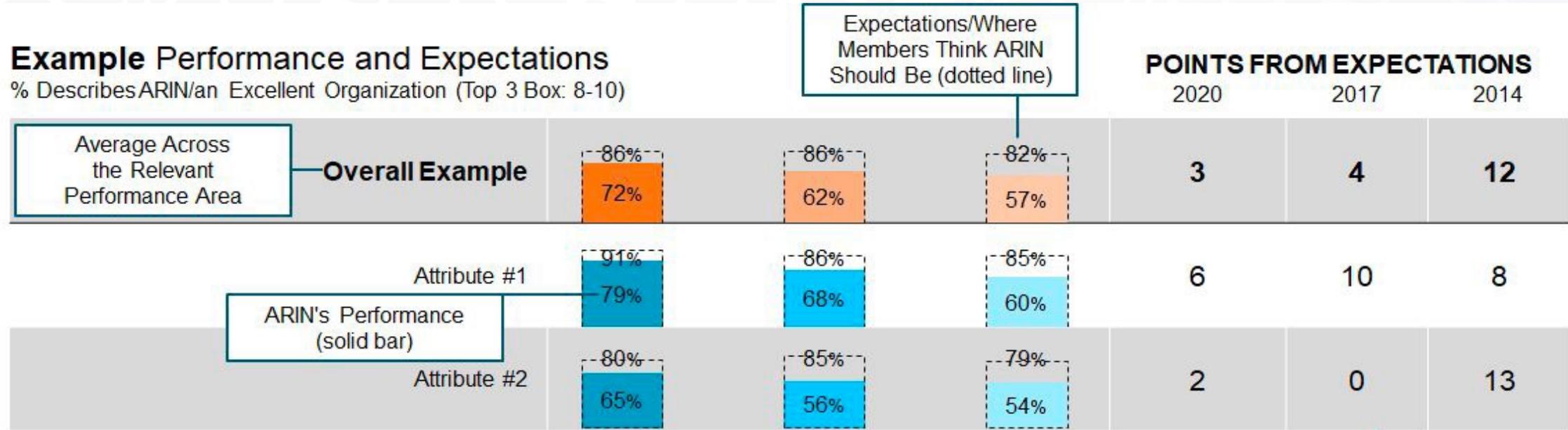
- **More than 10-point gap:** Concentrated effort needed to remediate
- **Fewer than 10-point gap:** Good
- **Fewer than 5-point gap:** Excellent

How to Read Scorecard Results



Example Performance and Expectations

% Describes ARIN/an Excellent Organization (Top 3 Box: 8-10)



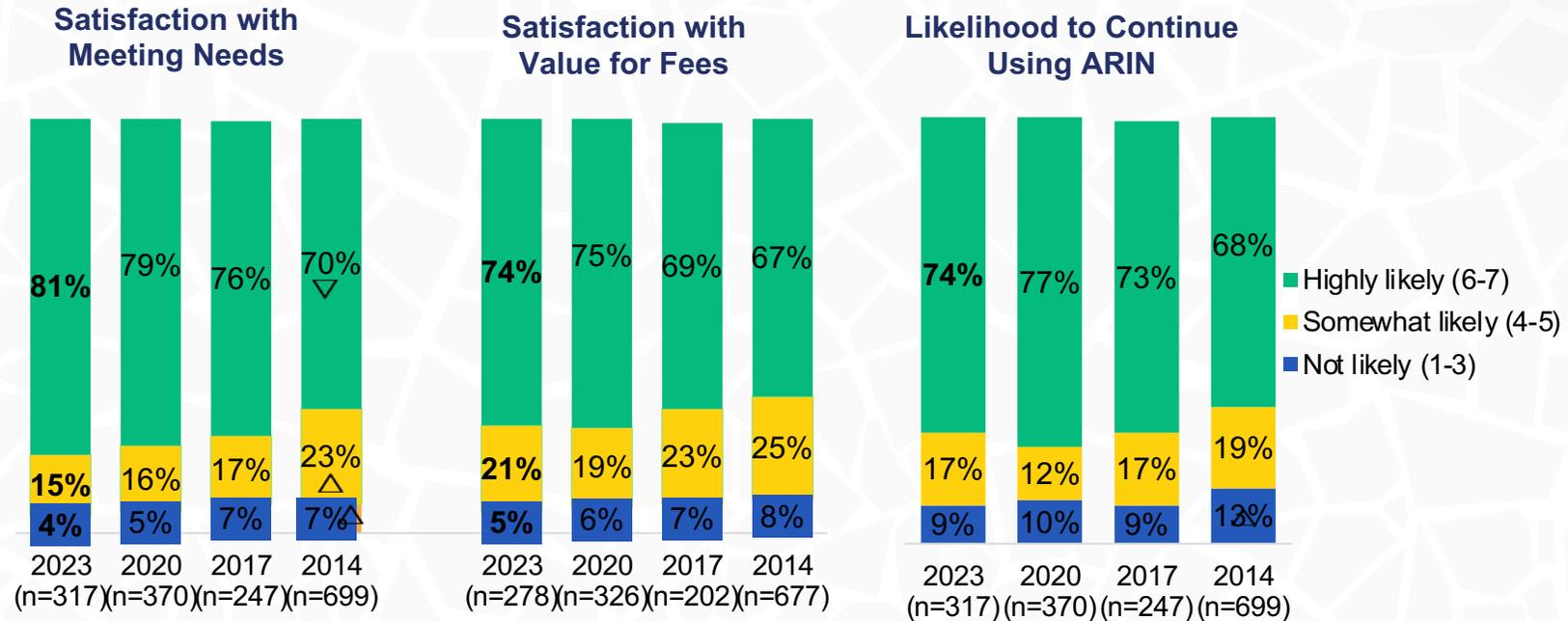
Difference Between Expectation and Performance

Darker bars show current data (2020) and lighter bars show previous data (2017 and 2014)



ARIN continues doing a good job meeting the needs of its community – over 8 in 10 are satisfied that it is meeting the needs of their organization

Overall Loyalty Metrics



Summary Findings



- **ARIN's alignment** with community needs remains strong, with **loyalty and satisfaction indicators rising** since 2014.
- **Three out of four respondents value ARIN's fee structure**, neither desiring higher nor lower fees for varied service levels.
- Two-thirds are familiar with **ARIN's role**, but only **20% are deeply acquainted**. Most believe in ARIN's commitment to an **open Internet** and **customer care**, but **financial management perceptions** are mixed, with some concerns about bureaucracy.
- Around **70% recognize all ARIN products and services**. **Top utilized services** like the ARIN website and ARIN Online maintain high satisfaction.
- **RPKI usage has increased** (52% in 2023 vs 38% in 2020), and **DNSSEC** shows a similar uptick.
- **Email** remains the primary communication mode, though its preference has declined slightly. **Policy Development Process participation** is marginally up, with time constraints being the primary deterrent.
- **Training interest** reflects a surge in **RPKI** (51% vs 45%) but a decrease in ARIN tools and services.

Vendor Recommendations

Meetings:

- ✓ Continue to simplify the election process for better understanding.
- ✓ Continue to prioritize relevant content to ensure meaningful attendance.

Customer Service:

- ✓ Continue to deliver clear and accurate information consistently.
- ✓ Focus on improving the speed of request processing.
- ✓ Enhance and continue staff training for better communication and service.

Communication:

- ✓ Work on optimizing the website's navigability.
- ✓ Continue to enhance transparency in communications.
- ✓ Build upon existing mechanisms for gathering and responding to community feedback.

Registration Services:

- ✓ Continue to speed up the process of transfer requests.
- ✓ Ensure tools and resources remain user-friendly.

RPKI Training:

- ✓ Expand on current training opportunities.
- ✓ Continue to offer more user-friendly documentation.

Innovation:

- ✓ Continue to embrace new approaches and ideas for continuous improvement.

Ongoing Feedback Methods



- **Feedback Button**
 - Allows you to provide instant feedback from anywhere on our site
- **Transaction Surveys**
 - Survey invitation sent to everyone who requests Internet number resources
- **Documented Feedback From Telephone Calls And Tickets**
 - Registration staff documents notable feedback from calls/tickets in an internal feedback tracking system
- **ARIN Consultation And Suggestion Process (ACSP)**
 - Review and consideration process for formally submitted feedback to ARIN
- **In-person Feedback At Events** (Public Policy Meetings, ARIN On The Road, NANOG, and more)
- **Mailing Lists & Social Media**
- **ASK ARIN**



This survey and ongoing feedback are essential to ARIN, helping us understand and enhance our customer experience.

We are dedicated to refining our services based on *your* insights.

Thank you for your commitment and engagement!

Thank You



Questions or Comments?