Customer Satisfaction Survey

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About the Survey

- Conducted in Q3 2020 by independent contractor, Rockbridge Associates
- Survey Objectives Include:
  - Determine members' expectations and needs from ARIN
  - Assess current satisfaction with ARIN's services and operations
  - Determine any unmet needs members may have
  - Identify and prioritize areas for improvement
  - Assess current perceptions of the organization within the Internet community
  - Identify opportunities to better engage the Internet community in terms of outreach, education and fostering participation

Survey Methodology

- Rockbridge recorded perceived performance and expectation data across 34 specific attributes grouped into 9 dimensions: **Policy Developmen**t (6 items), **Registration Services** (4), **Engineering** (4), **Financial Service**s (2), **Communications/Outreach** (7), **ARIN Meetings** (3), **Customer Service** (5), **Internet Governance** (2), and **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 focus on closing gaps to exceed expectations of community members.

- Rockbridge advises the following for performance to expectation 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

Since 2017, ARIN has moved further away from meeting expectations on all service dimensions except Security and ARIN Meetings

>>The overall quality gap increased from 2 points in 2017 to 10 points in 2020. While performance dropped only 3 points, expectations grew by 5 points, contributing to the wider gaps.<<

Overall (1 of 2) Performance and Expectations
% Describes ARIN/an Excellent Organization (Top 3 Box: 8-10)

				POINTS FROM EXPECTATIONS 2020	2017	2014
Overall	90% / 80%	85% / 83%	88% / 76%	**10***	**2**	**12**
Security	87% / 86%	89% / 88%		1*	1	
Meetings	74% / 71%	81% / 77%	77% / 65%	3	4	12
Policy Development	84% / 79%	83% / 82%	87% / 74%	5	1	13
Financial Services	90% / 84%	88% / 86%	93% / 83%	6	2	10

Communications and Outreach, Customer Service, Registration Services, and Engineering are key opportunities for improvement

Overall (2 of 2) Performance and Expectations
% Describes ARIN/an Excellent Organization (Top 3 Box: 8-10)

				POINTS FROM EXPECTATIONS		
				2020	2017	2014
Overall	90% / 80%	85% / 83%	88% / 76%	**10***	**2**	**12**
Internet Governance	90% / 83%	80% / 87%	88% / 81%	7	-7	7
Communications and Outreach	84% / 75%	83% / 79%	87% / 70%	9*	4	17
Customer Service	90% / 81%	90% / 83%	92% / 79%	9	7	13
Registration Services	90% / 80%	88% / 82%	91% / 77%	10*	6	14
Engineering	90% / 79%	87% / 85%	89% / 79%	11	2	10

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

- The Loyalty Index, satisfaction and commitment to continuing to use ARIN if given a choice have all trended upward since 2014.
- Community members from organizations with less than 100 employees are more dissatisfied with ARIN meeting their organization's needs and the value they receive for fees than larger organizations.

Overall Loyalty Metrics
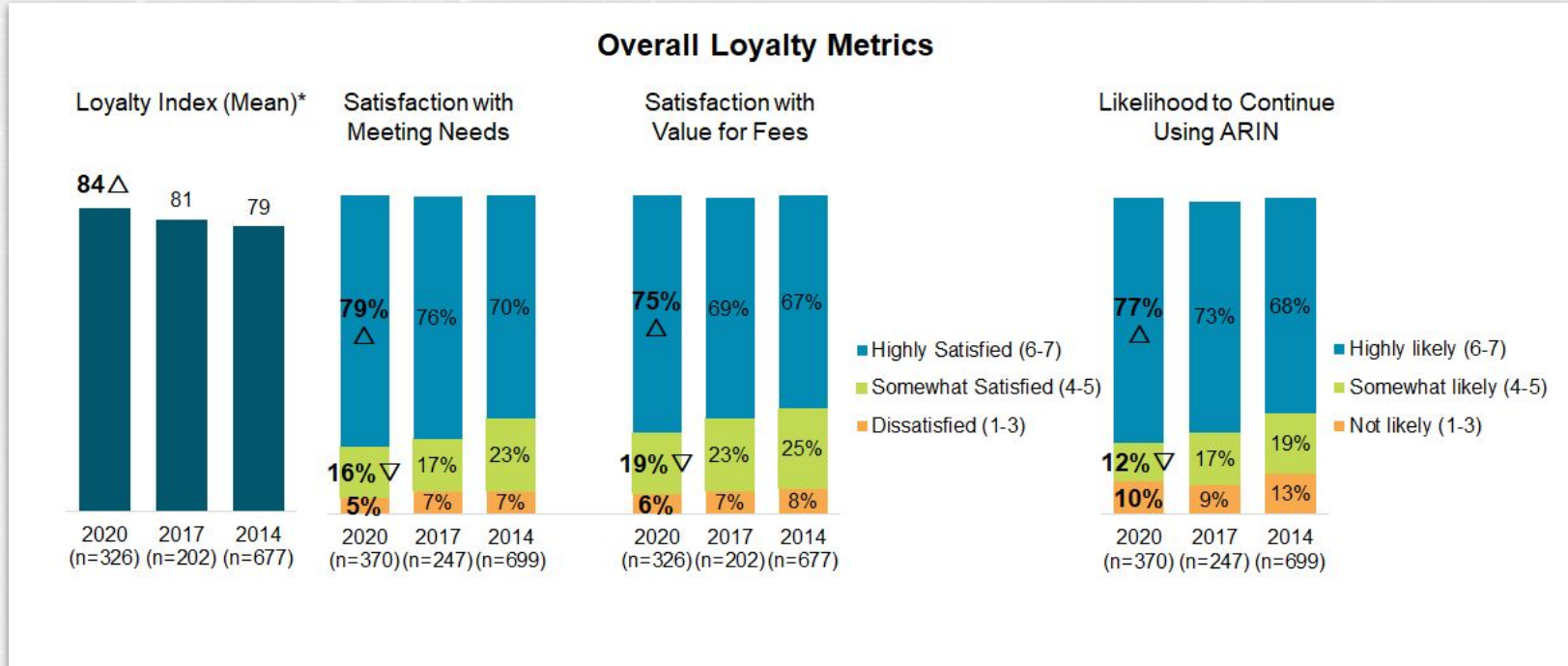
Ongoing Feedback Methods

- 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
- Direct Feedback At Meetings (PPM, ARIN On The Road, NANOG, and more)
- Mailing Lists & Social Media

*The survey results along with other ongoing feedback collection methods are critical for ARIN to better understand the **Value** we provide to the **Customer Experience** and successfully target effective improvement opportunities across our **Products** and **Services***

Thank You!

Any Questions?

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