

Chief Experience Officer Update

John Sweeting
Chief Experience Officer



Looking Back

Brought together
Communications
and Registration
Services (RSD)

2019

**CCO Office
Established**

Focus on improving
customer experience,
messaging, and
operational consistency

2023

**CCO
Promoted to
CXO**

Expanded executive
role to lead customer
experience, trust, and
service oversight

Looking Back



Reflects ARIN's deepening commitment to customer success and Internet trust



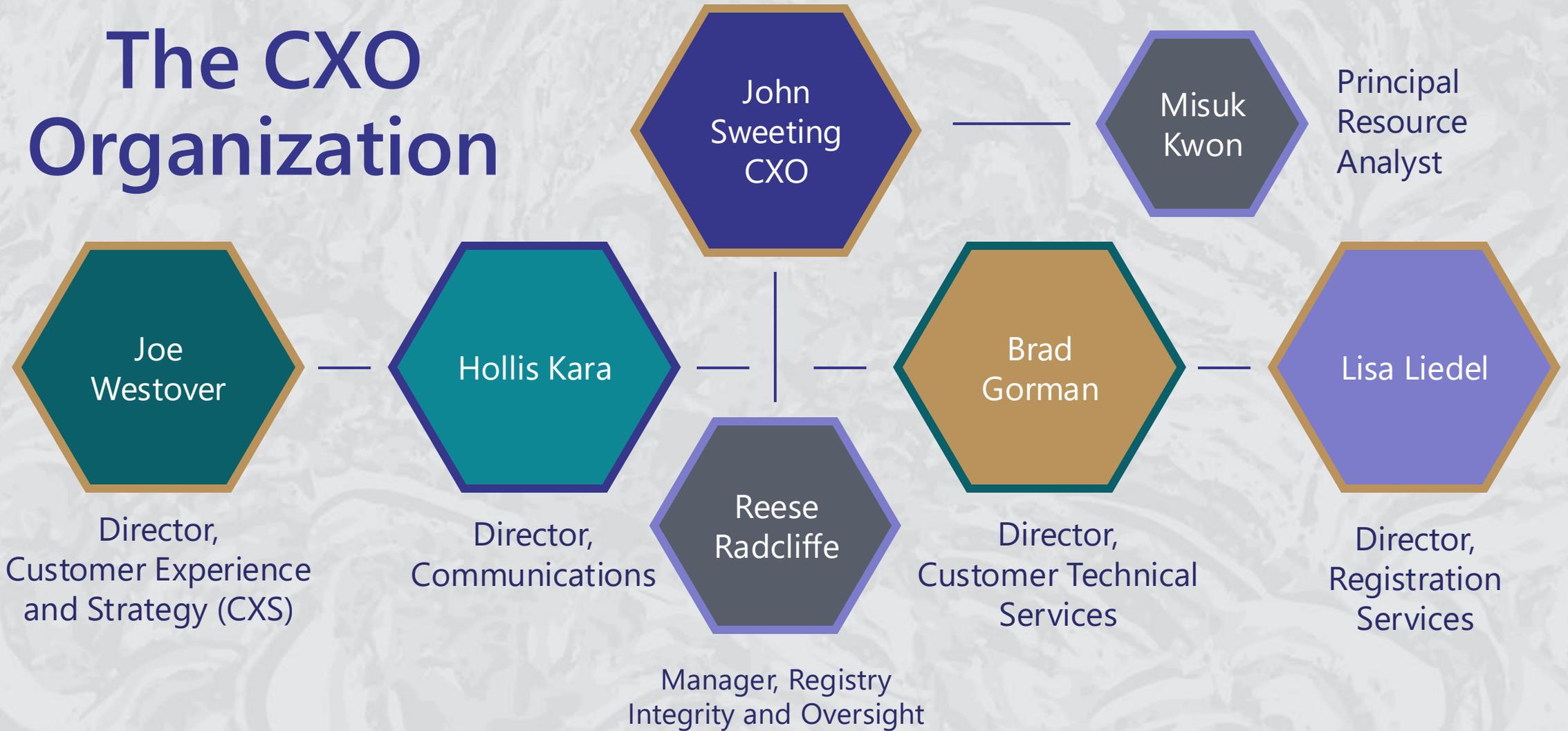
Departments and Staffing

Department Goals

- Pursuit of customer service excellence
- Enhance the quality and delivery of products provided by ARIN
- Improve our offerings and operational efficiency through data-driven analysis
- Raise the standard of services provided to our members
- Facilitating robust policy development discussions and community engagement
- Engage with our customers through outreach events and other feedback channels
- Develop the next generation of ARIN leaders



The CXO Organization



John Sweeting
CXO

Misuk Kwon
Principal Resource Analyst

Joe Westover
Director, Customer Experience and Strategy (CXS)

Hollis Kara
Director, Communications

Brad Gorman
Director, Customer Technical Services

Reese Radcliffe
Manager, Registry Integrity and Oversight

Lisa Liedel
Director, Registration Services

Registration Services Department (RSD)

Joined CXO group in 2020 –
Director, Lisa Liedel

Assists and manages processing requests for Internet number resources (IPv4, IPv6 and ASNs) to organizations.

Facilitates resource transfers, addressing changes due to mergers, acquisitions, reorganizations, and transfers both within and between regions (NRPM 8.2, 8.3, and 8.4).

Maintains data accuracy and precision of the ARIN registry by:

- Updating organizational details and contact information.
- Ensuring the accuracy of Points of Contact for effective communication.

Communications Department

Joined CXO group in 2020 –
Director, Hollis Kara
Product Owner – Web Strategy

Promotes an active relationship between members, resource holders and ARIN with regular communication to the community

Coordinates biannual Public Policy and Members Meetings as well as other outreach events for ARIN members and the Internet community

Develops training materials and documentation, and maintains website, ARIN Blog, graphics, and social media.

Customer Experience and Strategy (CXS)

CXS Team established in 2023,
Director Joe Westover
*Product Owner – Customer
Service Strategy*

The department focuses on the process of designing, delivering, managing and improving the process delivery of the services ARIN provides to its customers.

The team identifies and recommends ways to align internal processes and services with business objectives to help support a superior customer experience.

Additional services, programs and community outreach efforts are overseen by this team.

Customer Technical Services (CTS)

CTS Team established in 2024,
Director Brad Gorman
Product Owner – Routing Security

Resolves routing security issues and addresses operational needs.

Leads end-to-end planning, development, and implementation of ARIN's routing security services.

Defines and executes strategic vision for the continued development and growth of routing security products and services.

Registry Integrity and Oversight (RIO)

RIO Team established in 2024,
Manager Reese Radcliffe

Oversees ARIN's fraud identification and mitigation efforts

Works with other Regional Internet Registries (RIRs) to identify fraud patterns, enforce policy, and develop methods and tools to safeguard ARIN's services

Leads fraud prevention initiatives and ensures alignment with organizational goals

External Impact & Engagement Wins

- Expanded General Membership eligibility to boost participation in ARIN elections and governance
- Completed fee harmonization across all resources and services
- Launched subscription-based Premier Support Plan (PSP)
- Conducted major outreach to legacy IPv4 holders, including U.S. government, to support LRSA adoption
- Launched Qualified Facilitators Program to support IPv4 transfers and customer navigation
- Cut processing time for transfer tickets by 60%, improving customer experience

Internal Efficiency & Service Improvements

Investments in tools, training, and process improvements.

- ✓ Implemented Learning Management System (LMS) for both external and internal training
- ✓ Released IRR Auto-Manager and strengthened routing security services
- ✓ Established a process/product development team under CXS for ongoing optimization
- ✓ Improved internal workflows to better align staff resources with customer needs
- ✓ Enhanced customer support infrastructure with better onboarding and follow-up routines





Questions and Comments?
Thank you