Customer Satisfaction Survey Results

Richard Jimmerson

CIO

About The Survey

- Conducted in Q4 2017 by independent contractor: Rockbridge Associates

- Survey Objectives:
  - Determine members' expectations and needs from ARIN
  - Assess current satisfaction with ARIN's services and operations
  - Determine any unmet needs members have
  - Identify and prioritize areas for improvement
  - Understand how ARIN's current performance compares to that indicated by the previous survey completed in 2014

- ARIN.net > About Us > Corporate Documents
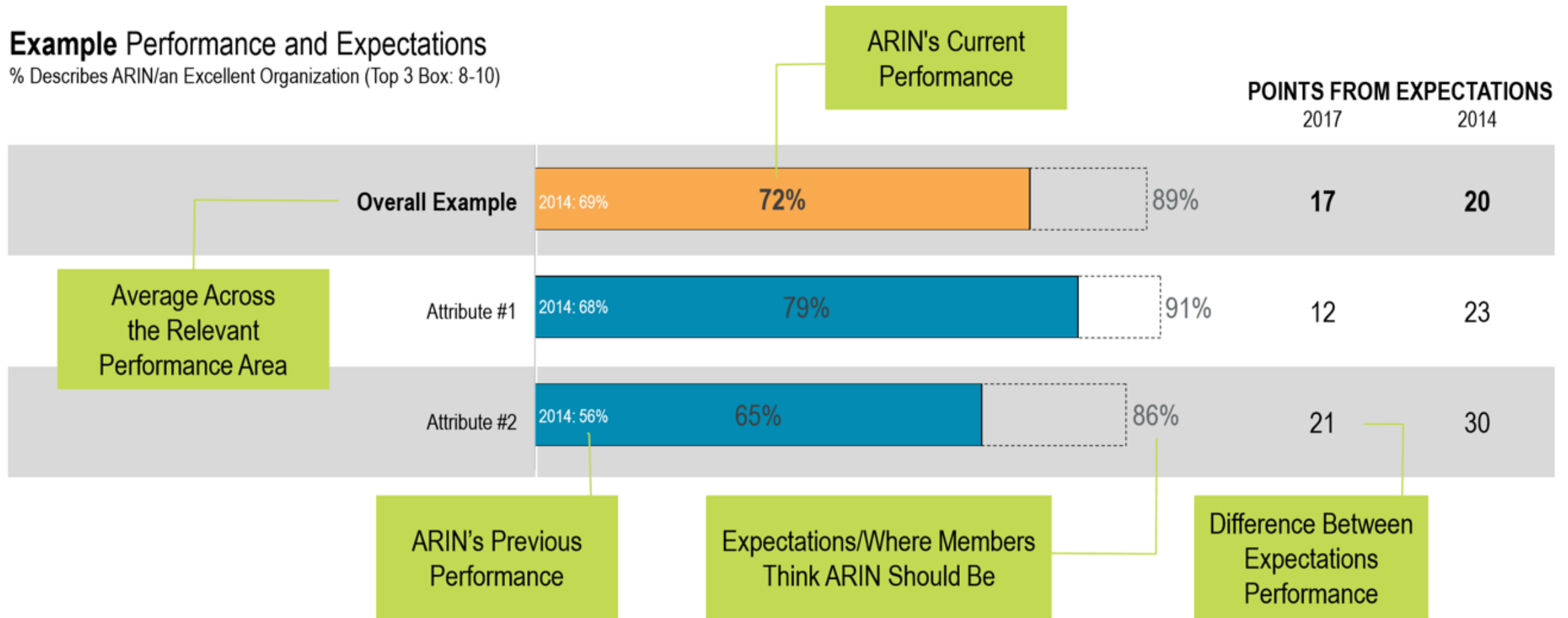
Performance To Expectation Measurements

- Rockbridge collects "expectation" measurements with the understanding many survey takers will never score 100% even when they believe a company is meeting or exceeding their expectations

- Survey takers grade ARIN's "performance" against their own stated "expectation" markers

- 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

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

ARIN's Current Performance

POINTS FROM EXPECTATIONS

		2017	2014
Overall Example	2014: 69% **72%** 89%	**17**	**20**
Attribute #1	2014: 68% 79% 91%	12	23
Attribute #2	2014: 56% 65% 86%	21	30

Average Across the Relevant Performance Area

ARIN's Previous Performance

Expectations/Where Members Think ARIN Should Be

Difference Between Expectations Performance

Note: Data not real
Dashed lines show expectations ▲▼ denotes significantly higher/lower than 2014
Q4. The following is a list of features you may expect from ARIN or a professional organization with a similar purpose. For each feature below, please provide two ratings:
1) ARIN's performance: rate how well each feature describes ARIN, 2) Your expectation: rate how well each feature describes an "excellent organization" with the same mission as ARIN.

18 | ARIN
American Registry for Internet Numbers

Since 2014, ARIN has improved on all service dimensions. In particular, ARIN has exceeded expectations in performance of Internet Governance, and nearly meets expectations for Security and Policy Development. However, the greatest improvement opportunity lies in Customer Service, where expectations are high.

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

	Performance / Expectations	POINTS FROM EXPECTATIONS 2017	POINTS FROM EXPECTATIONS 2014
Overall**	2014: 76% 83% 85%	2	12
Internet Governance	2014: 81% 87% 80%	-7	7
Security	Not asked* 88% 89%	1	Not asked*
Policy Development	2014: 74% 82% 83%	1	13
Financial Services	2014: 83% 86% 88%	2	10
Engineering	2014: 79% 85% 87%	2	10
Communication Outreach	2014: 70% 79% 83%	4	17
ARIN Meetings	2014: 65% 77% 81%	4	12
Registration Services	2014: 77% 82% 88%	6	14
Customer Service	2014: 79% 83% 90%	7	13

**Overall metrics calculated excluding 'Security' because it was a new addition
Dashed lines show expectations   ▲▼ denotes significantly higher/lower than 2014   *Note: No trending data shown for new questions/additions
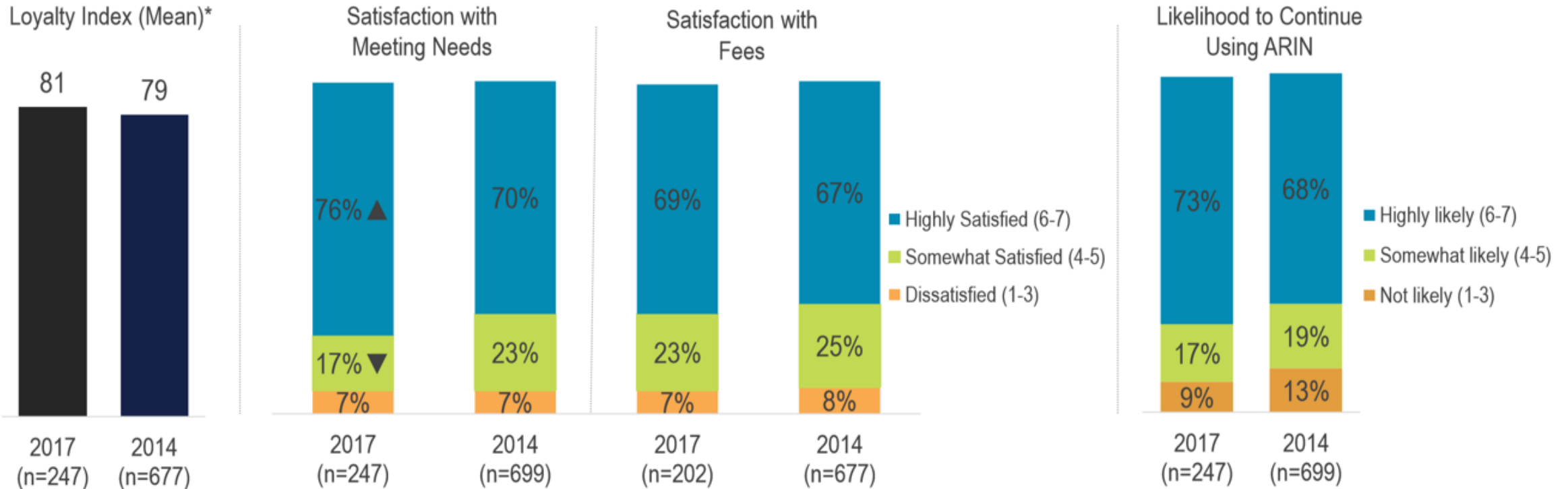Q4. The following is a list of features you may expect from ARIN or a professional organization with a similar purpose. For each feature below, please provide two ratings:
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ARIN
American Registry for Internet Numbers

ARIN continues doing a good job meeting the needs of its community; satisfaction is up from 2014, with over three-fourths satisfied that the organization is meeting their needs

- Those more familiar with ARIN are more highly satisfied (6 or 7 on 7-point satisfaction scale) with ARIN meeting their needs than those who are less familiar with ARIN (82% compared to those who aren't familiar at 67%).

- Consistent with 2014, Non-ISPs are also more satisfied with the fees they pay compared to ISPs (74% to 59% of ISPs).

Overall Loyalty Metrics

Loyalty Index (Mean)*

81	79
2017 (n=247)	2014 (n=677)

Satisfaction with Meeting Needs

76% ▲	70%
17% ▼	23%
7%	7%
2017 (n=247)	2014 (n=699)

Satisfaction with Fees

69%	67%
23%	25%
7%	8%
2017 (n=202)	2014 (n=677)

- ■ Highly Satisfied (6-7)
- ■ Somewhat Satisfied (4-5)
- ■ Dissatisfied (1-3)

Likelihood to Continue Using ARIN

73%	68%
17%	19%
9%	13%
2017 (n=247)	2014 (n=699)

- ■ Highly likely (6-7)
- ■ Somewhat likely (4-5)
- ■ Not likely (1-3)

*Combines satisfaction with meeting needs, satisfaction with value, and likelihood to continue using equally into one measure
Note: numbers may not sum exactly to 100% due to rounding
Q1. Thinking about your interactions with ARIN and the products and services it provides, how satisfied are you with ARIN in meeting your organization's needs?
Q2. How satisfied are you with the value you receive from ARIN based on the fees you pay?
Q3. If you had the option to choose another registry services provider, how likely would you be to continue using ARIN services?
▲ ▼ denotes significantly higher/lower than 2014

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Future Survey

- We will look to conduct a similar survey in approximately 2 years
- Survey options:
  - "Short" (less than 5 minutes)
  - "Regular" (~15 minutes)
- Between the larger surveys we will continue to conduct transaction surveys and collect feedback through our regular channels (feedback button, customer contacts, lists, etc.)

Our Continued Commitment

- You Are The #1 Priority

- We Value Your Feedback
  - It is a key element of our decision making processes
  - We can't function properly as a registry without it

- We will use this survey result and other feedback to continue making improvements to our services