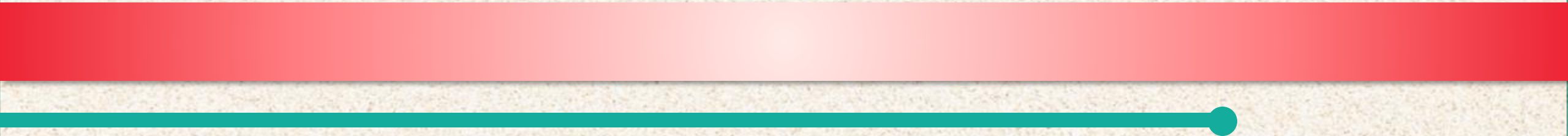


Customer Experience and Strategy Update

Joe Westover | *Director of Customer Experience and Strategy*

Department and Staffing



Customer Experience and Strategy (CXS)



Effective 1 January 2023, a new department focusing on Customer Experience and Strategy (CXS) was established within the Office of the Chief Customer Officer (CCO)



Designed to shape the customer service strategy and ensure the delivery of ARIN's services to customers meets their needs and preferences



Aligns ARIN's strategies with customer needs

New! Business Process Manager



Will lead the architecture and development of business processes supporting service delivery across ARIN teams and **internal** operational processes

Focus on **process design/development, process implementation, process quality/compliance, and process optimization** for the delivery of ARIN services

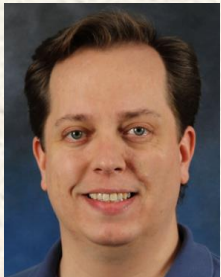
New! Certification Program Manager



Will design, implement,
and maintain a
Certification Program
across ARIN services

Cultivates stakeholder
engagement and fosters
strong relationships with
third parties, ARIN
customers, and designated
member representatives

The Team



**Jason
Byrne**

Senior
Customer
Success
Analyst



**Amanda
Gauldin**

Community
Programs
Manager



**Prabha
Bhattarai**

Customer
Service
Resource
Analyst



**Eddie
Diego**

Policy
Analyst



**Jon
Worley**

Senior
Technology
Architect



**Regi
Alcancia**

Business
Process
Manager



**Marty
McLaughlin**

Certification
Program
Manager


The formation of this new team and its associated positions demonstrates ARIN's dedication to its mission and long-term strategy to provide an exceptional customer experience.


Areas of Focus




2023: Areas of Focus



- 
- Process excellence and continual improvement in service delivery
 - Data governance
 - Fraud prevention

- 
- Premier Support Plan (PSP)
 - Other member support activities
 - Trusted Facilitator Program

- 
- Fellowship Program
 - Community Grant Program
 - Speaking engagements and outreach

- 
- Elections support
 - Public Policy support

Premier Support Plan (PSP)





Provided automatically to Registration Services Plan (RSP) customers who are size category 2XL or larger

Premier Support Plan **available** as an optional service to all RSP customers **for US\$5,000 annually**

Strong uptick in paid subscribers since launch on 8 August 2022

PSP service offerings



- Dedicated account analyst
- Priority service
- Direct technical services liaison
(RPKI, IRR, DNSSEC and other technical services)
- 24/7 on-call support
(service-impacting events such as RPKI, IRR, DNSSEC)
- PSP customer focus group
- Waived transfer request fees for source

Customer Satisfaction Survey



Customer Satisfaction Survey



Fourth ARIN
Customer
Satisfaction
Survey

Planned for Q2,
will run
19 April through
10 May

Questions will
mirror past surveys
for benchmarking

Survey objectives



- Determine members' expectations and needs from ARIN
- Assess current satisfaction with ARIN's services and operations
- Identify and prioritize areas for improvement
- Assess current perceptions of ARIN
- Identify opportunities to better engage the Internet community
- Understand how ARIN's current performance compares to previous surveys (2014, 2017, and 2020)

Trusted Facilitator Program



ARIN Trusted Facilitator



As of 3 February 2023, ARIN's preexisting Specified Transfer Listing Service (STLS) and Facilitator programs were suspended



A **NEW** Trusted Facilitator program will launch on 1 June



Stringent qualifications form the foundation of the new program

ARIN Trusted Facilitator

To be eligible, organizations must not be listed on the U.S. Government's Consolidated Screening List or be prohibited from conducting business in the United States by any government sanctions list such as the Office of Foreign Assets Control.

A representative of the company listed as the Point of Contact for the approved Trusted Facilitator must satisfy the following:

- Current employee, officer, director, or shareholder of the company; and
- Verifiable corporate email address and phone number

All Facilitators must:

- Demonstrate general liability insurance with minimum coverage limits
- Furnish evidence of third-party background checks for all key employees
- Provide indemnification protection for ARIN
- Provide at least three customer references
- Certify their compliance with the facilitator qualifications on an annual basis
- Abide by and agree to the terms outlined in the Facilitator's Code of Conduct
- Be legally registered entities in good standing within the ARIN region

ARIN Trusted Facilitator Qualifications



To be approved as a Trusted Facilitator in the ARIN region, the organization must employ at least two individuals who have passed the ARIN certification on transfers at ARIN. The awarding of the certification is based on an interview and subsequent approval from both the General Counsel and the Chief Customer Officer.

Thank You

