GDD Service Delivery, Customer Service & Service Level Targets

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Aaron Hickmann – Director, GDD Operations
Agenda

• Introduction
• Operational Updates
• Future Outlook
• Ongoing Engagement
• Q&A
Approach to Scalable Operations

People + Processes + Tools
Operational Updates
GDD Customer Service Center

Where we are now | What we are doing | Where we want to be | How we get there
GDD Customer Service Center – Capabilities

Where we are now
What we are doing
Where we want to be
How we get there

- Field and resolve inquiries and problem reports
- Case management / escalation management
- Customer facing tasks for operational processes
- Service Level Target monitoring, management and reporting
GDD Customer Service Center

Where we are now

What we are doing

Where we want to be

How we get there

- Supporting the New gTLD Program and Registry Operators
- Salesforce.com for Customer Relationship Management
- Focus on performance improvement

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GDD Customer Service Center (continued)

Where we are now

What we are doing

Where we want to be

How we get there

• Building the foundation
• Formalizing tiered support structure
• Performance baselines, metrics and reporting
• Targeted performance improvement measures
Performance Metrics

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Current Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide timely resolution of inquiries</td>
<td>80 percent of closed cases resolved within 7 days</td>
</tr>
</tbody>
</table>

Resolution Time

Case Aging

- **June**: 42% (Average 10 days, 42% of cases resolved within target)
- **July**: 38% (Average 10 days, 38% of cases resolved within target)
- **August**: 47% (Average 10 days, 47% of cases resolved within target)
- **September**: 74% (Average 10 days, 74% of cases resolved within target)

Ave Case Age

% Within Target

% of Resolved within Target

- June: 42%
- July: 38%
- August: 47%
- September: 74%
Performance Metrics

**Last Response**

*Communication & Updates*

<table>
<thead>
<tr>
<th>Month</th>
<th>Average In Days</th>
<th>% Within Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>8</td>
<td>56%</td>
</tr>
<tr>
<td>July</td>
<td>14</td>
<td>48%</td>
</tr>
<tr>
<td>August</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**Performance Measure**

- Provide frequent status and communication on open cases through and until resolution

**Current Target**

80 percent of open cases have last update < 7 days
Performance Metrics

### Tier I Resolution

**% of Cases Resolved by The CSC**

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Resolved Cases</th>
<th>Cases Resolved by Tier I</th>
<th>% Within Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>49%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>59%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Graph showing the resolution rates for June, July, August, and September.*

**Performance Measure**

- Drive Tier I resolutions

**Current Target**

- 60 percent of inquiries resolved by Tier I
Performance Metrics

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Current Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workload management</td>
<td>End of month case backlog trend is &lt;= previous months</td>
</tr>
</tbody>
</table>

Total Cases Created: 1219  
Total Cases Closed: 1126

Case Backlog
Month End Volume Trending

<table>
<thead>
<tr>
<th>Case Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
</tr>
<tr>
<td>250</td>
</tr>
<tr>
<td>200</td>
</tr>
<tr>
<td>150</td>
</tr>
<tr>
<td>100</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Case Backlog</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>220</td>
</tr>
<tr>
<td>July</td>
<td>250</td>
</tr>
<tr>
<td>August</td>
<td>200</td>
</tr>
<tr>
<td>September</td>
<td>250</td>
</tr>
</tbody>
</table>
GDD Operations – Capabilities

- Operate services in a repeatable, efficient manner for internal and external customers
- Deliver services to contracted parties
- Manage to Service Level Targets
GDD Operations

- Built an experienced team of operations professionals
- Transitioned services from Registry, Registrar and Technical Services teams
- Optimizing service delivery
GDD Operations

Where we are now

What we are doing

Where we want to be

How we get there

• Deliver services to registries
  o Onboarding, RSEP and Registry Agreement Assignment

• Deliver services to registrars
  o Registrar Accreditation Application Processing and Early Renewals

• Team development

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## GDD Operations – Performance

<table>
<thead>
<tr>
<th>Service</th>
<th>Service Level Target</th>
<th>July 2014</th>
<th>August 2014</th>
<th>September 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSEP</td>
<td>100%</td>
<td>97.0%</td>
<td>100%</td>
<td>93.0%</td>
</tr>
<tr>
<td>Registry Agreement Assignment</td>
<td>100%</td>
<td>N/A</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Registrar Early Renewal Processing</td>
<td>100%</td>
<td>99.6%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Where we are going
A Global Customer Service Strategy that provides:

• Highly-available, easily-accessible Global Customer Service

• Voice support in the five UN languages and Portuguese

• Consistently high-quality service
Tiered Support Structure – Foundation

**Tier 0**
- Knowledgebase
- Phone System
- Chat System
- Customer Relationship Management
- Customer Satisfaction Survey

**Tier 1**
- Global Customer Service Center

**Tier 2**
- Process Owners / Subject Matter Experts
- Answer

**Tier 3**
- Management / Leadership
- Answer

Diagram shows a flow of questions from Tier 0 to Tier 1, then to Tier 2, and finally to Tier 3.
Tiered Support – Implementation Plan

**Tier 0**
- Knowledgebase
- Contact Center Platform
- Salesforce Enhancements
- Customer Sat Survey Tool

**Tier 1**
- Singapore
- Istanbul
- 5 x 24 Coverage
- Phones
- Chat
- Languages
- Customer SAT
- SLA’s
- Service Culture

**Tier 2**
- Customer SAT
- SLA’s
- Service Culture

**Tier 3**
- Customer SAT
- SLA’s
- Service Culture

How we get there
GDD Operations

Where we are now

What we’re doing

Where we want to be

How we get there

- Transition remaining services by end of 2014
- Fully-trained team with developed subject matter expertise
- Improved response to escalated CSC inquiries
- Ready to deliver additional services
GDD Operations

- People: Experienced operations professionals
- Process: Constant evolution and improvement
- Tools: Leverage advanced Salesforce.com functionality
Contact us

Need help?
• Login to the GDD Customer Portal
• Email us:
  o newgtld@icann.org
  o customerservice@icann.org

Escalate to:
• Michaela Quinzy: michaela.quinzy@icann.org
• Aaron Hickmann: aaron.hickmann@icann.org
GDD + Related Sessions

Wednesday, 15 October
- Universal Acceptance

Thursday, 16 October
- DNSSEC Key Rollover Workshop
- Thick WHOIS Implementation (Working Session)
- Deploying the IETF’s WHOIS Replacement
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