

15 October 2014

# GDD Service Delivery, Customer Service & Service Level Targets

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# Agenda

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- Introduction
- Operational Updates
- Future Outlook
- Ongoing Engagement
- Q&A

# Approach to Scalable Operations

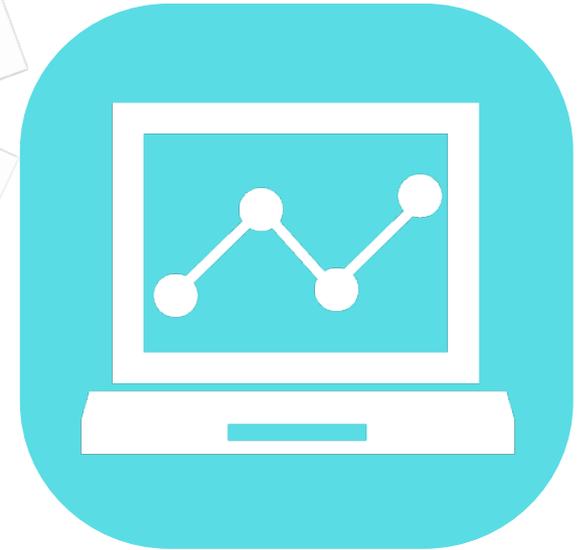
People

+

Processes

+

Tools



# Operational Updates

# GDD Customer Service Center

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# 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

# GDD Customer Service Center (continued)

Where  
we are  
now

What  
we are  
doing

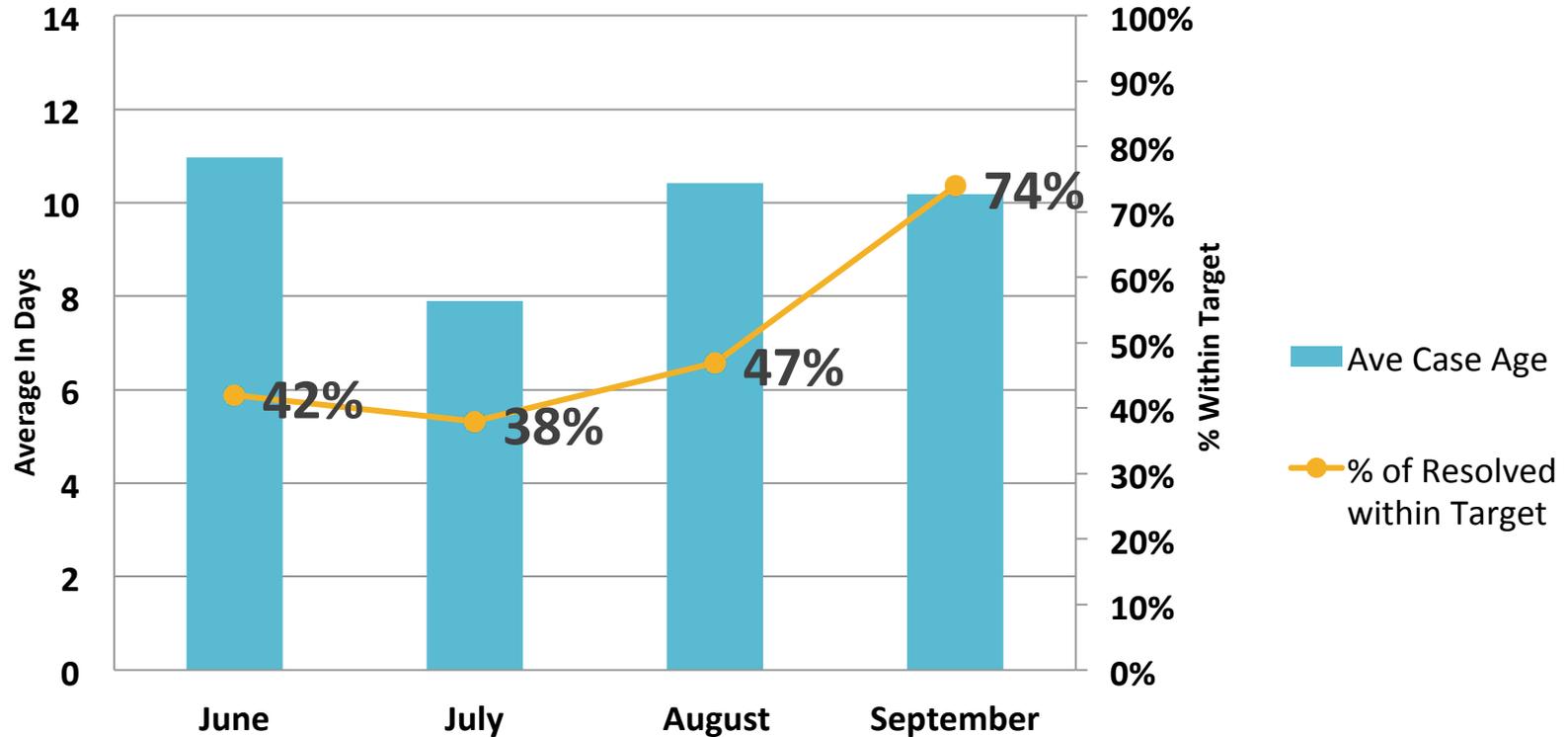
Where  
we want  
to be

How  
we get  
there

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

# Performance Metrics

## Resolution Time Case Aging



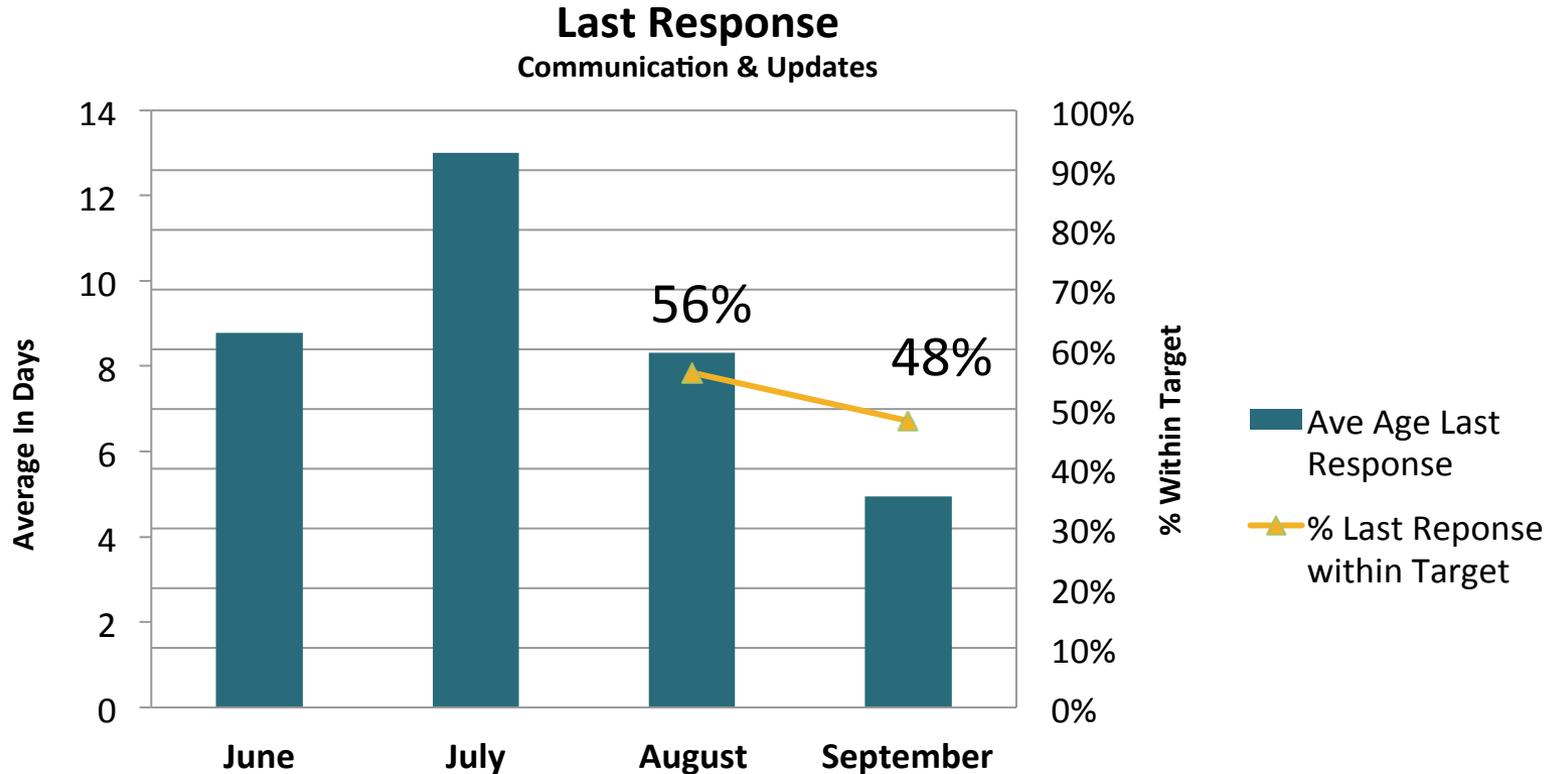
### Performance Measure

Provide timely resolution of inquiries

### Current Target

80 percent of closed cases resolved within 7 days

# Performance Metrics



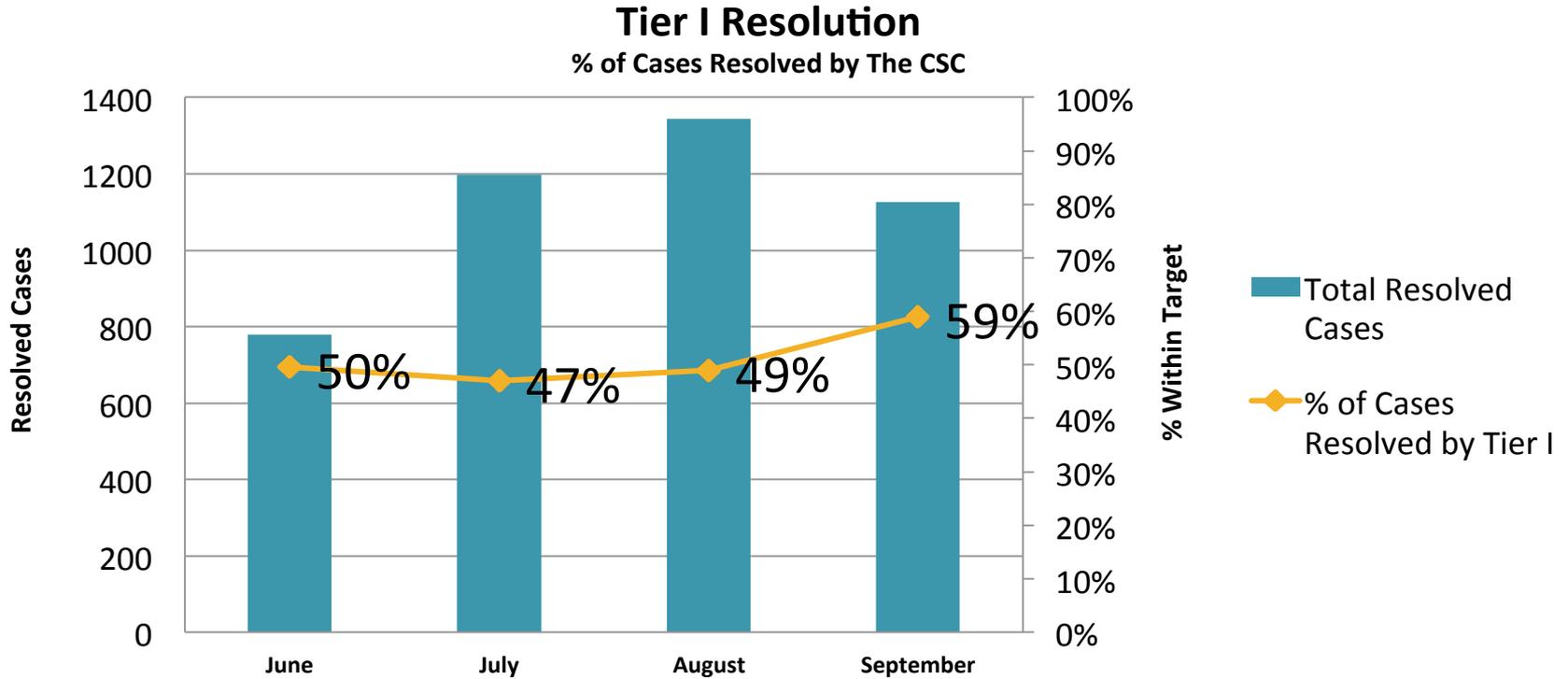
## Performance Measure

- 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



## Performance Measure

- Drive Tier I resolutions

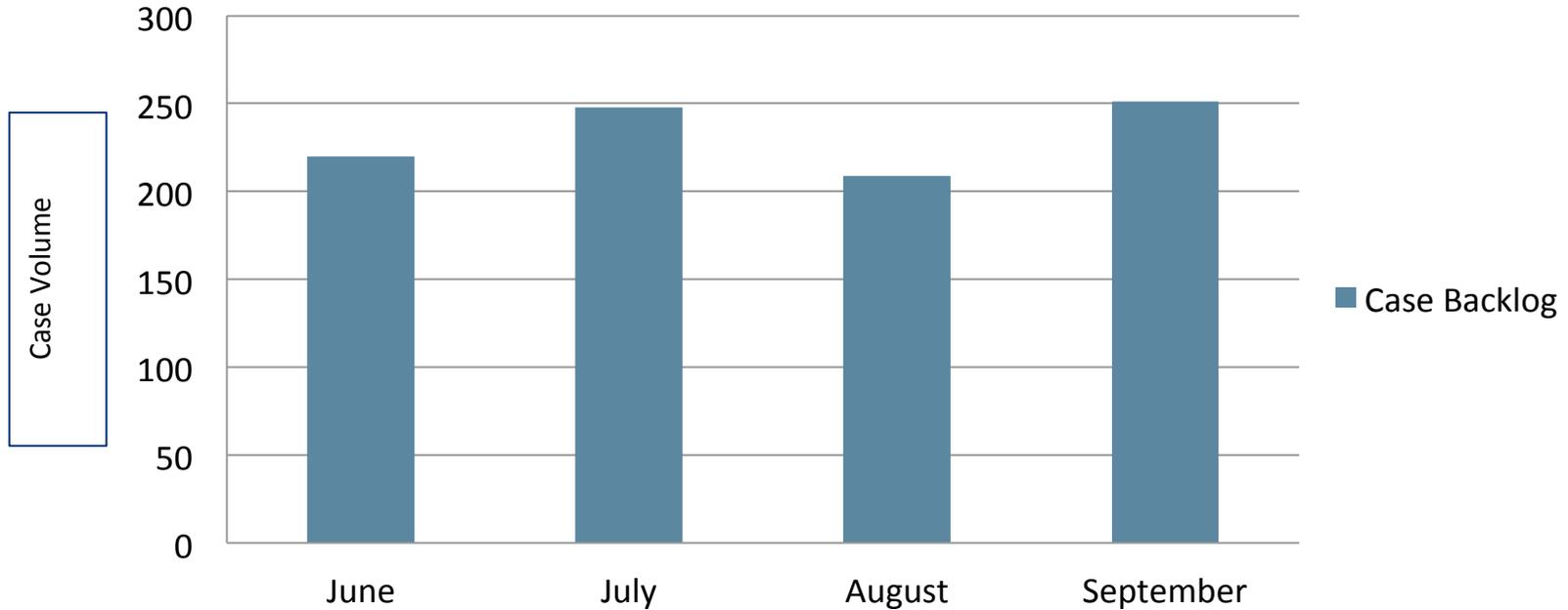
## Current Target

60 percent of inquiries resolved by Tier I

# Performance Metrics

Total Cases Created: 1219  
Total Cases Closed: 1126

**Case Backlog**  
Month End Volume Trending



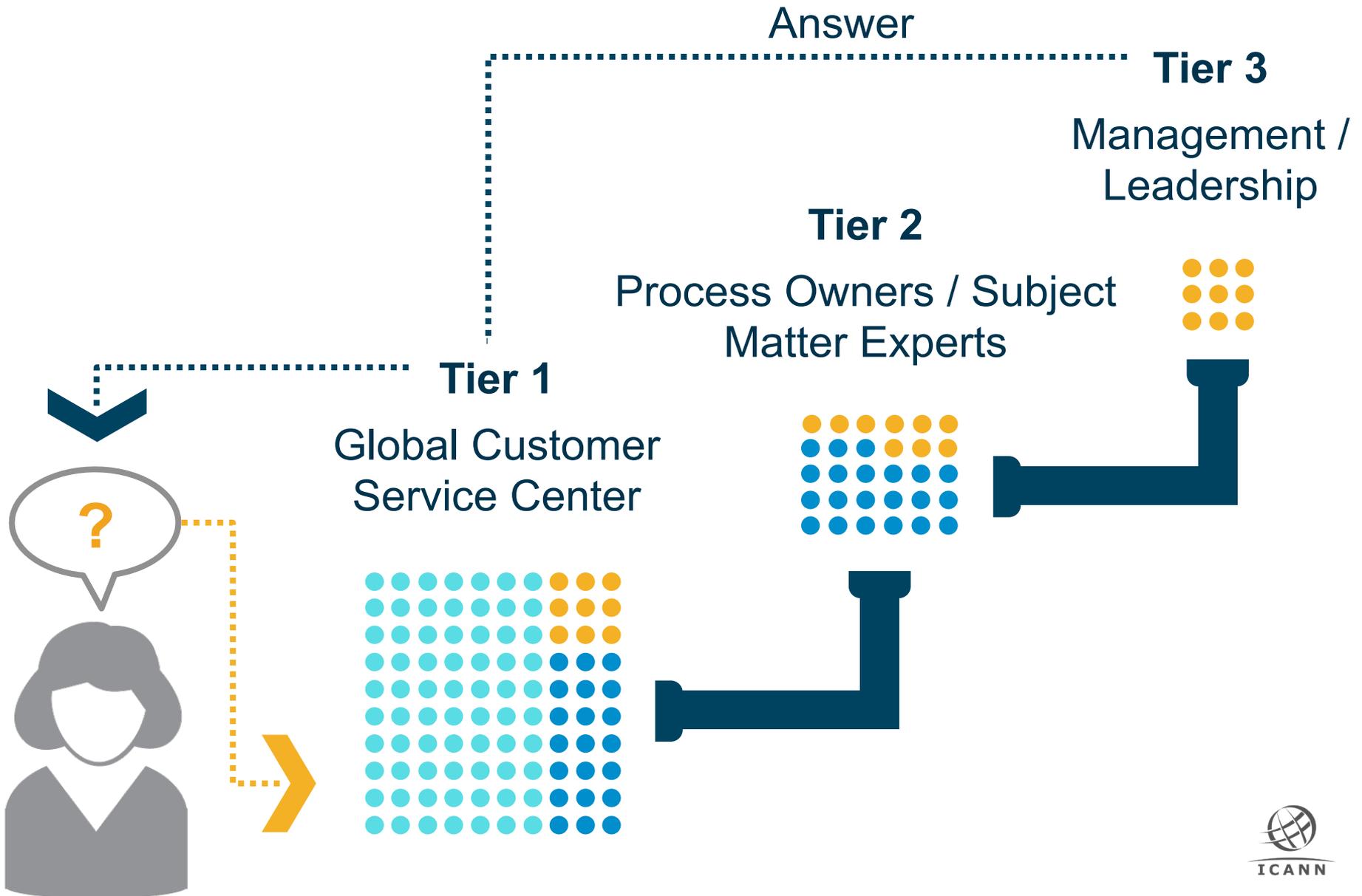
## Performance Measure

- Workload management

## Current Target

End of month case backlog trend is  $\leq$  previous months

# Tiered Support Structure



# GDD Operations

Where  
we are  
now

What  
we are  
doing

Where  
we want  
to be

How  
we get  
there

# GDD Operations – Capabilities

Where  
we are  
now

What  
we are  
doing

Where  
we want  
to be

How  
we get  
there

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

# GDD Operations

Where  
we are  
now

What  
we are  
doing

Where  
we want  
to be

How  
we get  
there

- 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
  - Onboarding, RSEP and Registry Agreement Assignment
- Deliver services to registrars
  - Registrar Accreditation Application Processing and Early Renewals
- Team development

# GDD Operations – Performance

Where  
we are  
now

What  
we are  
doing

Where  
we want  
to be

How  
we get  
there

Service	Service Level Target	July 2014	August 2014	September 2014
RSEP	100%	97.0%	100%	93.0%
Registry Agreement Assignment	100%	N/A	100%	100%
Registrar Early Renewal Processing	100%	99.6%	100%	100%

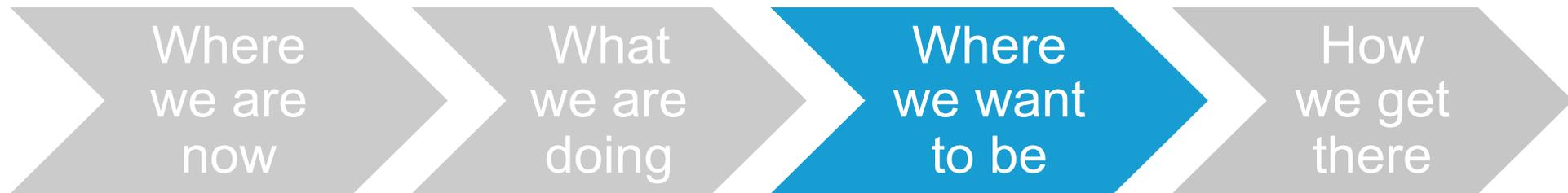
# Where we are going

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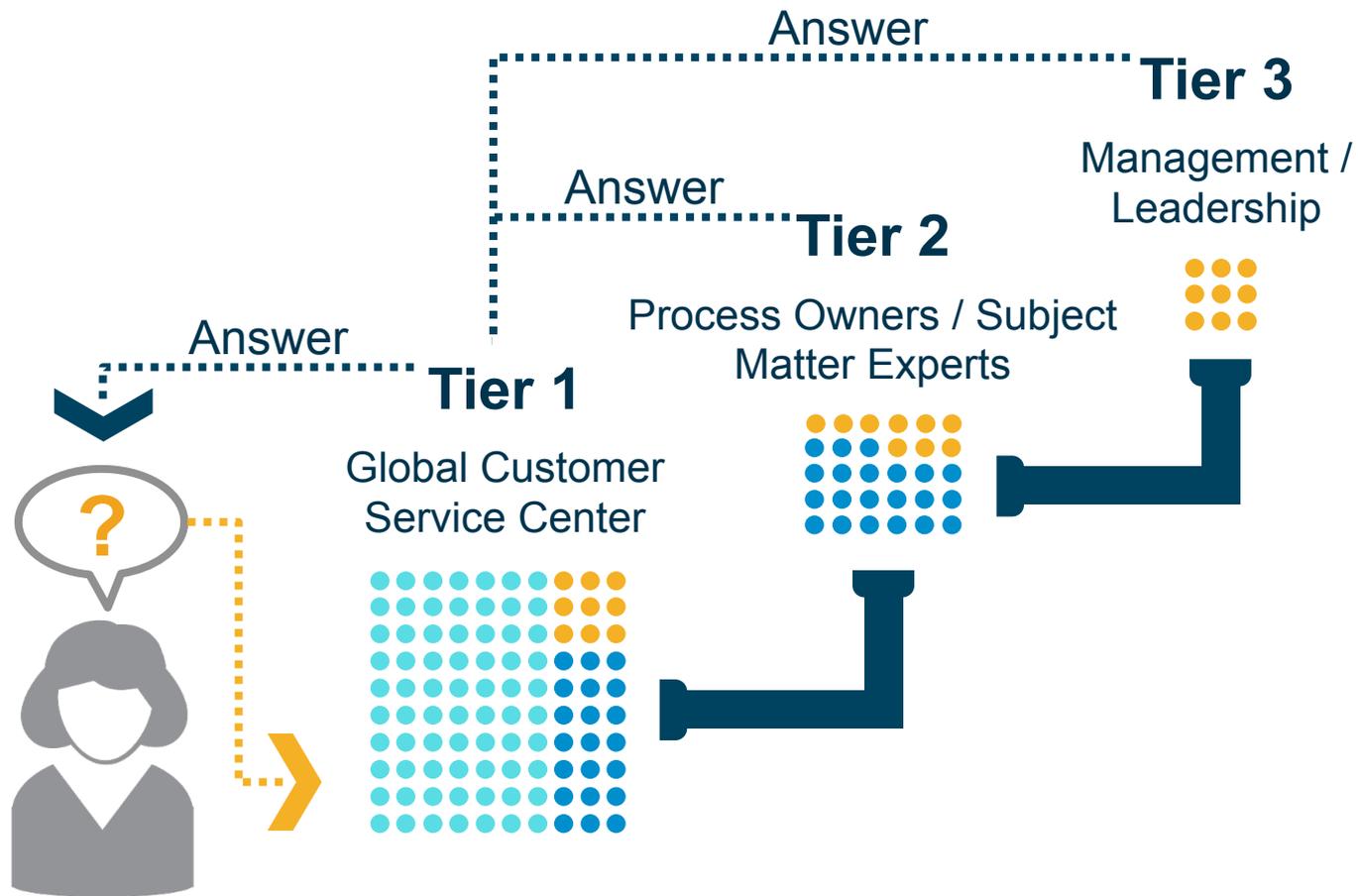
# GDD Customer Service Center – Success Measures



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

### Technology Platforms

- Knowledgebase
- Phone System
- Chat System
- Customer Relationship Management
- Customer Satisfaction Survey

# 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

Where  
we are  
now

What  
we are  
doing

Where  
we want  
to be

How  
we get  
there

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

# Contact us

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## Need help?

- Login to the GDD Customer Portal
- Email us:
  - [newgtld@icann.org](mailto:newgtld@icann.org)
  - [customerservice@icann.org](mailto:customerservice@icann.org)

## Escalate to:

- Michaela Quinzy: [michaela.quinzy@icann.org](mailto:michaela.quinzy@icann.org)
- Aaron Hickmann: [aaron.hickmann@icann.org](mailto: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

# Engage with ICANN on Web & Social Media



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