Customer service as a value proposition
About Guatemala

Population: 17 million

Internet penetration: 34%

25 official languages
1. Delegated to **Universidad del Valle de Guatemala (UVG)**.

2. Serves the community of the Republic of Guatemala as well as the **global Internet community**.

3. **20K+** domain names registered.

4. Fees between **USD 20.00 - USD 60.00** per year.
Ivy Contreras

Social Media Specialist:
- Marketing
- Advertising
- Communication

Since 2014.
We do **NOT** do:

- Hosting.
- Website building.
- Email accounts.
What do we do?

Register .gt domain names ONLY!

Focusing on our customer service!
How do we do it?
Cycle of service

Describes the complete customer experience within our organization.

1. First contact
2. Requisition
3. Resolution
4. Feedback
Moments of truth

Key events that forms the client’s opinion about the organization.

- Using the website
- Customer Service Assistant’s response
- Welcoming at the office
Before

.GT Domain Names Registry

Why register with us?

Technical Support for registrations in English and Spanish

REGISTER your domain name:

Search

LOOK for a domain name to get information or pay with credit card:

Search

i.e.: lapiz.com.gt or lápiz.com.gt or lápiz.com.gt
Registration form

5 steps

1. Delegation - 2. Admin contact - 3. Tech contact
4. Billing contact - 5. DNS servers
Quick registration

If the information already exists, it will be filled automatically in the reservation form.

✉️ * Administrative Contact Email:

⚠️ Add an email from which you can send mails.
Staff’s client service training
.GT Domain Registry Subscriber satisfaction survey

* Mandatory

Email Address *

Your email address

How long have you had a .gt domain name? *

○ Less than a year
○ Between 1 - 3 years
○ Between 4 - 8 years
○ More than 9 years

How did you find us? *
We listened to our clients
Promotions

REGISTER YOUR .gt DOMAIN
AND GET
ONE YEAR FOR FREE

DURING DECEMBER AND JANUARY | *RESTRICTIONS APPLIED
Guatemala will host the LACTLD Commercial and Technical Workshops

This year has started with excellent news, the .gt Domain Registry, of the University of Guanajuato, will host the LACTLD Commercial and Technical Workshops.
Getting closer to our clients

Atitlán Lake, Sololá, Guatemala
Informative talks
Giveaways
ASESORÍA y soporte técnico para tu dominio.gt

Somos un servicio 100% guatemalteco
Our results
Number of visitors per year.

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td></td>
<td>40,403</td>
<td>86,472</td>
<td>87,199</td>
<td>91,229</td>
<td>88,098</td>
</tr>
</tbody>
</table>
How satisfied are you with our service?

79.1% Excellent
18.2% Good
1.7% Bad
0.9% Very Bad

2,263 responses since 2014.
Quality of the attention given by our staff:

- Unsatisfactory: 1.5%
- Excellent: 86.9%
- 10.5%
New registrations per month

- Opening second level domain
- Promotion 1 year for free.
- Change of system
LAC DNS MARKETING STUDY: “Annual growth rate for LACTLD region averages 6% per year for the period 2010-2015”.
What’s coming soon?

San Felipe Castle, Izabal, Guatemala
1. Registry - Registrar kickstart
2. New website design
3. DNSSEC
Thank you

...and visit Guatemala!