



Domain  
Registry

# Customer service as a value proposition

The background of the image is a photograph of a Mayan pyramid, likely Temple IV at Tikal, Guatemala. The pyramid is a large, stepped stone structure with a small rectangular opening near the top. It is surrounded by lush green tropical forest. In the foreground, there are some smaller ruins and a thatched-roof structure. The sky is overcast with grey clouds.

.gt

=

Guatemala

National Park Tikal, Petén, Guatemala



# About Guatemala

Population:

17 million

Internet penetration:

34%

25 official  
languages

# About .gt Domain Registry

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.





# .gt staff



**Luis  
Furlán**

**Director**



**Alejandra  
Reynoso**

**Researcher and  
Developer**



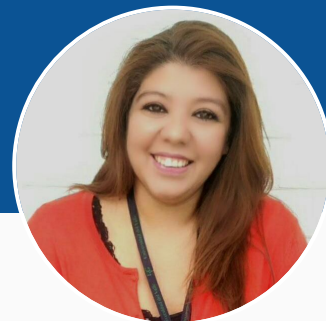
**Diego  
Mejía**

**Customer Service**



**Gladys  
Henkes**

**Customer Service**



**Karol  
Fernández**

**Administrative  
Assistant**



**Ivy  
Contreras**

## **Social Media Specialist:**

- Marketing
- Advertising
- Communication

Since 2014.

A photograph of three business professionals (two women and one man) sitting around a round wooden table in a meeting room. They are all smiling and looking at each other, engaged in a discussion. There are notebooks and pens on the table. Large windows with a grid pattern are in the background.

## We do **NOT** do:

- Hosting.
- Website building.
- Email accounts.



A woman in a dark blue top and light grey pants is shaking hands with a man in a light blue button-down shirt. They are standing at a wooden desk with a Dell monitor, a keyboard, and a small potted plant. The background is a wood-paneled wall with an air conditioner.

What do  
**we** do?

Register .gt  
domain names  
**ONLY!**

Focusing on our

***customer service!***

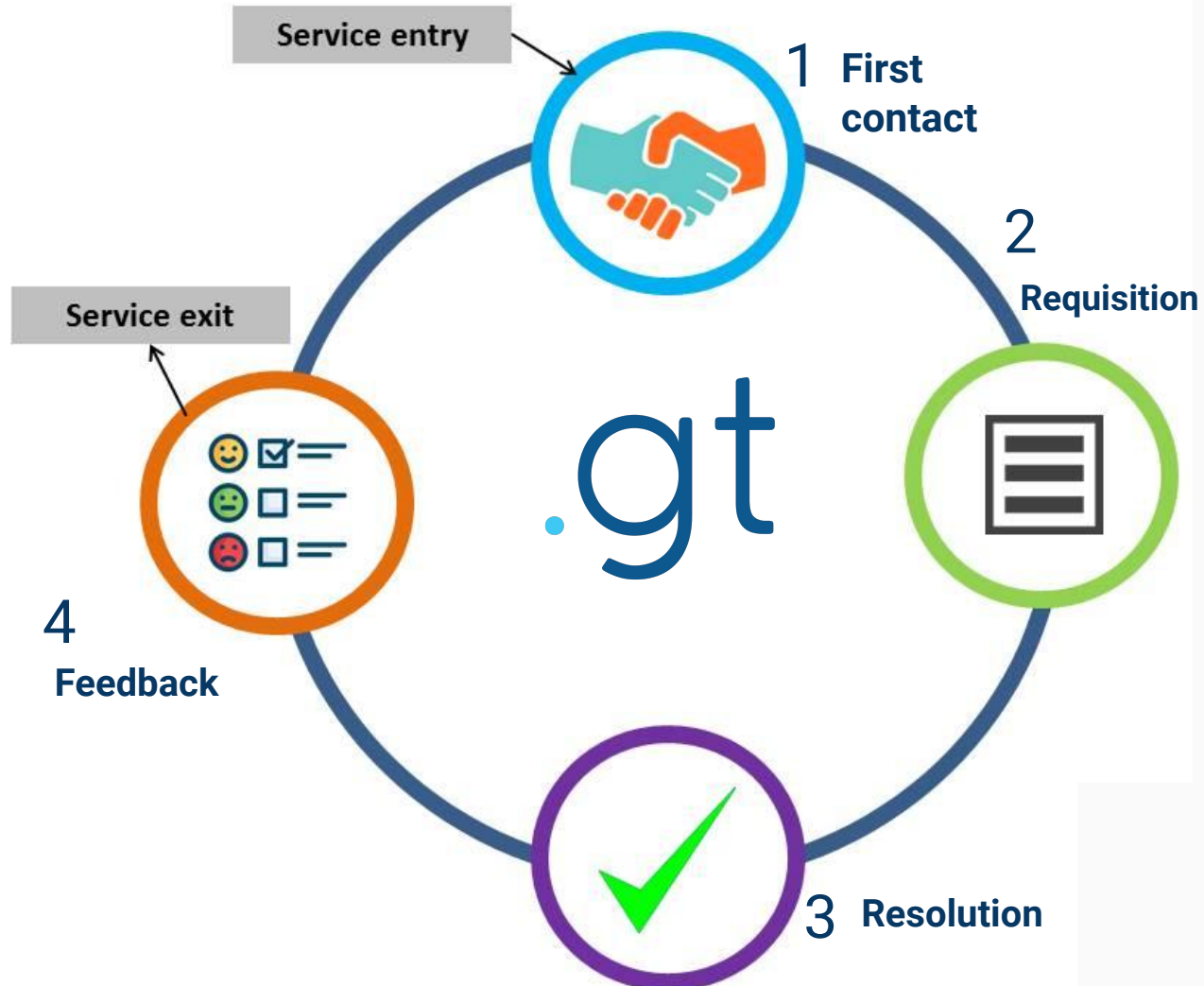


A landscape photograph of several volcanoes in Guatemala during the golden hour of sunrise or sunset. The sky is a clear, deep blue, and the sun is low on the horizon, casting a warm glow on the mountain peaks. The foreground is filled with a thick layer of white clouds, creating a sea of clouds effect. The volcanoes are dark and silhouetted against the bright sky. The text 'How do we do it?' is overlaid on the left side of the image in a large, bold, sans-serif font. The word 'How' is orange, 'do we' is white, and 'do it?' is orange.

How  
do we  
do it?

# Cycle of service

Describes the complete **customer experience** within our organization.



# 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



- Start
- About us
- Procedures
- Fees
- Policies
- Who is
- IDNs
- Statistics
- FAQ
- Sites of interest
- Login
- News
- Activities

Why register with us?

Technical Support  
for registrations  
in  
English and Spanish

Take your business up to the cloud with a .GT

- Option of using Spanish characters
- Support by trained personnel
- More than 14,000 domains registered
- Protect your brand
- Immediate identification with Guatemala

14,000

Registration of your .GT domain is immediate.  
More information: <http://www.gt/english/>

REGISTER your domain name:

Search

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

Search

i.e.: [lapiz.com.gt](http://lapiz.com.gt) or [lápiz.com.gt](http://lápiz.com.gt) or [lápi.com.gt](http://lápi.com.gt)





Now

Domain  
Registry **.gt**

Write a Domain Name

Q Search

[Start](#)

[About Us](#)

[Procedures](#)

[Fees](#)

[Policies](#)

[IDN](#)

[FAQ](#)

[Contact Us](#)

[Language](#)



[Twitter](#)

[Facebook](#)

[YouTube](#)

[Holidays](#)

Tweets 1



Domi

@Dor

¿Ya s

identi



# Before

## Registration form 5 steps

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

**1** Delegación  
Titularidad de Dominio

**2** Contacto  
Administrativo

**3** Contacto  
Técnico

**4** Contacto  
Cobro

**5** Servidores  
Agregar DNS



Now

## 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 .

Administrative Contact Email



# Staff's client service training





# Customer service survey

## .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

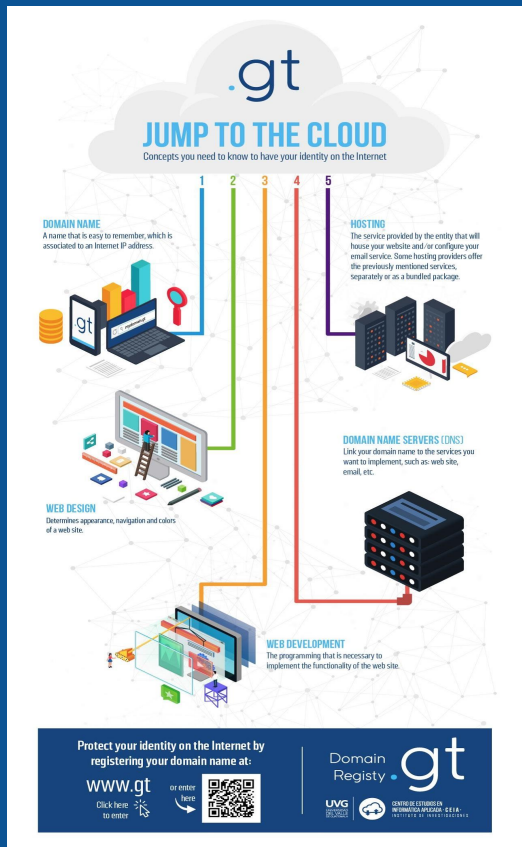
How did you find us? \*





We listened to  
*our clients*

# Infographics





# Promotions



**REGISTER  
YOUR .gt DOMAIN  
AND GET  
ONE YEAR FOR FREE**

DURING DECEMBER AND JANUARY | \*RESTRICTIONS APPLIED



# Newsletter



## @.GT NEWSLETTER

January 2019 | 31st. Edition



### Guatemala will host the LACTLD Commercial and Technical Workshops

This year has started with excellent news: the .gt Domain Registry, of the University

A scenic view of a wooden pier extending into a calm blue lake. In the background, there are several mountains under a clear blue sky. The pier is made of weathered wooden planks and has several vertical wooden posts. The water is a deep blue, and the mountains are a mix of green and brown. The sky is a clear, bright blue with a few wispy clouds near the horizon.

# Getting closer to our clients

Atitlan Lake, Sololá, Guatemala

# Informative talks





# Giveaways





# Advertising



Somos un servicio  
**100% guatemalteco**

Registro de  
Dominios **.gt**

## ASESORÍA y soporte técnico

para tu  
**dominio.gt**



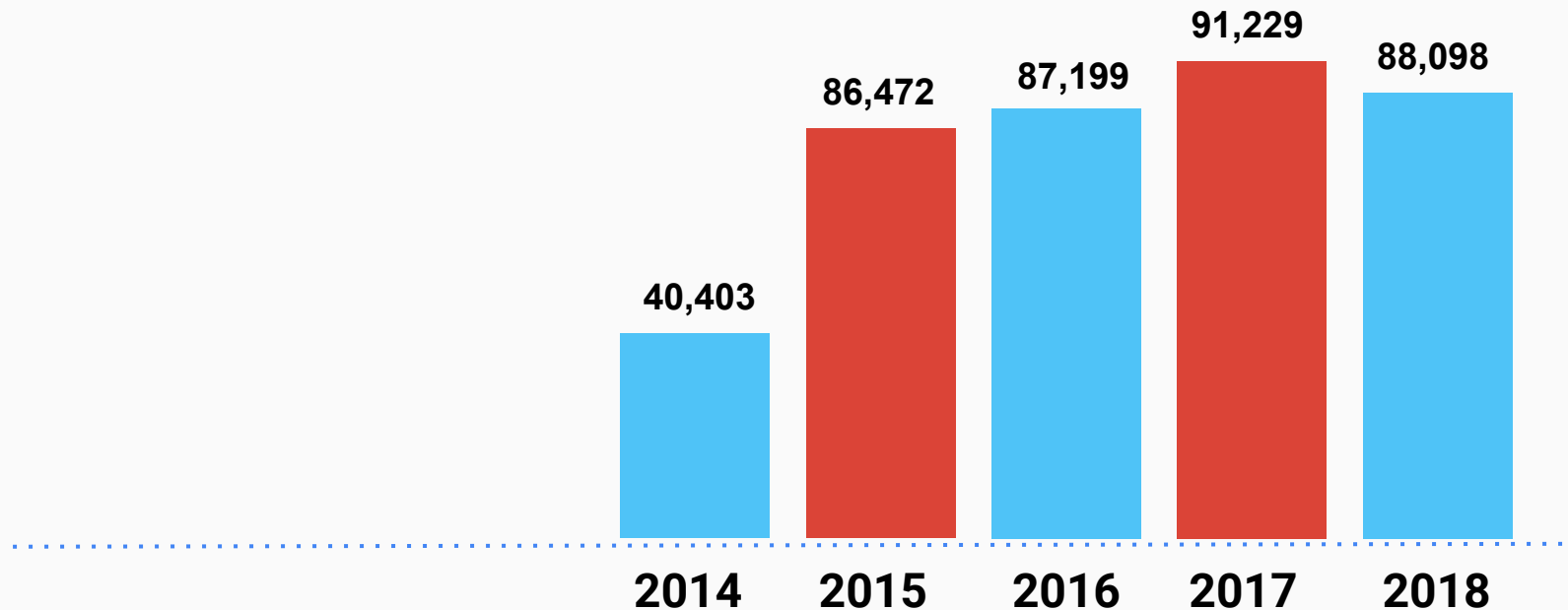
**100% GUATEMALTECO**



# Our results

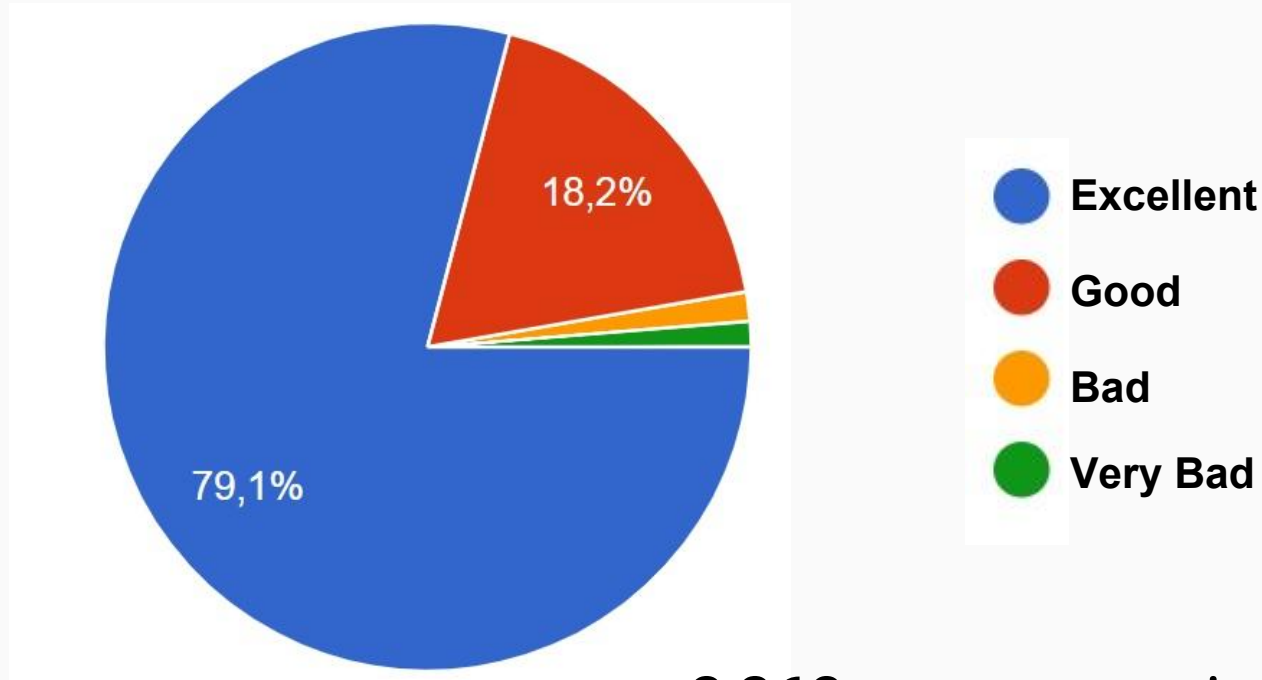
Antigua Guatemala

Number of visitors per year.





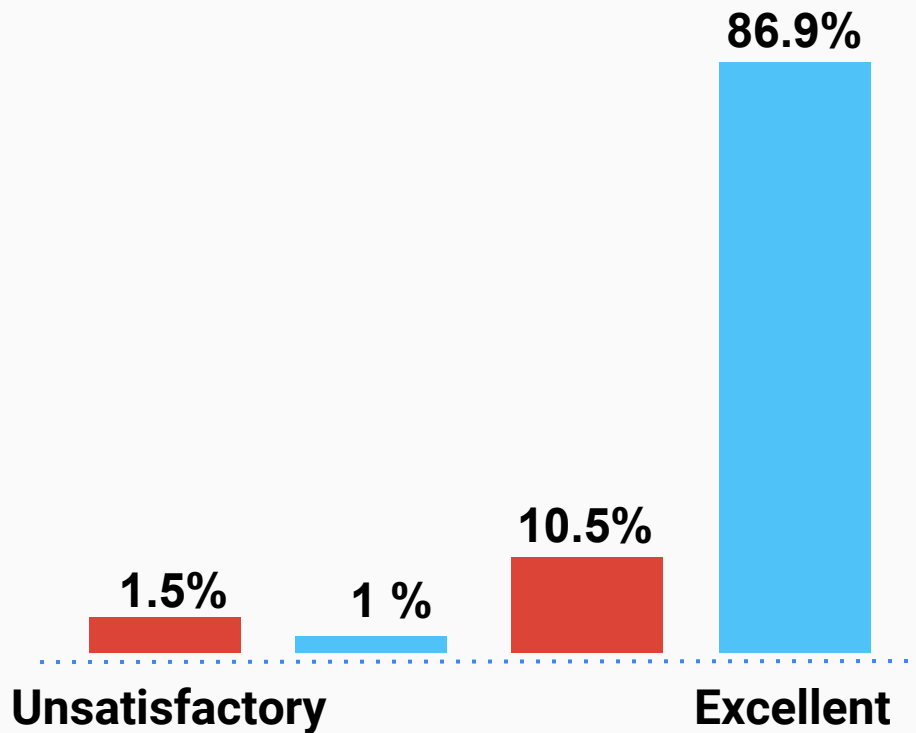
# How **satisfied** are you with our service?



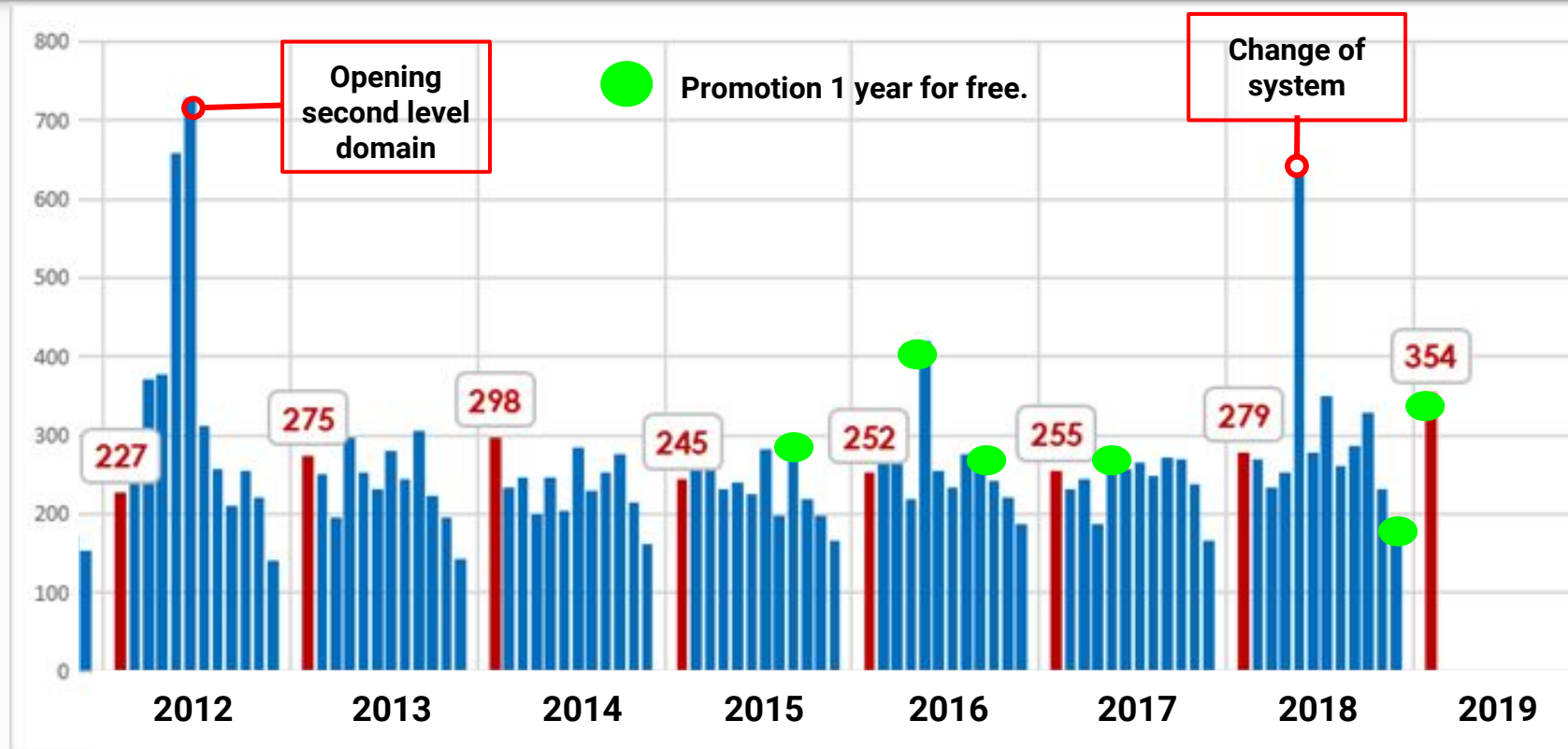
2,263 responses since 2014.



# **Quality** of the attention given by our staff:

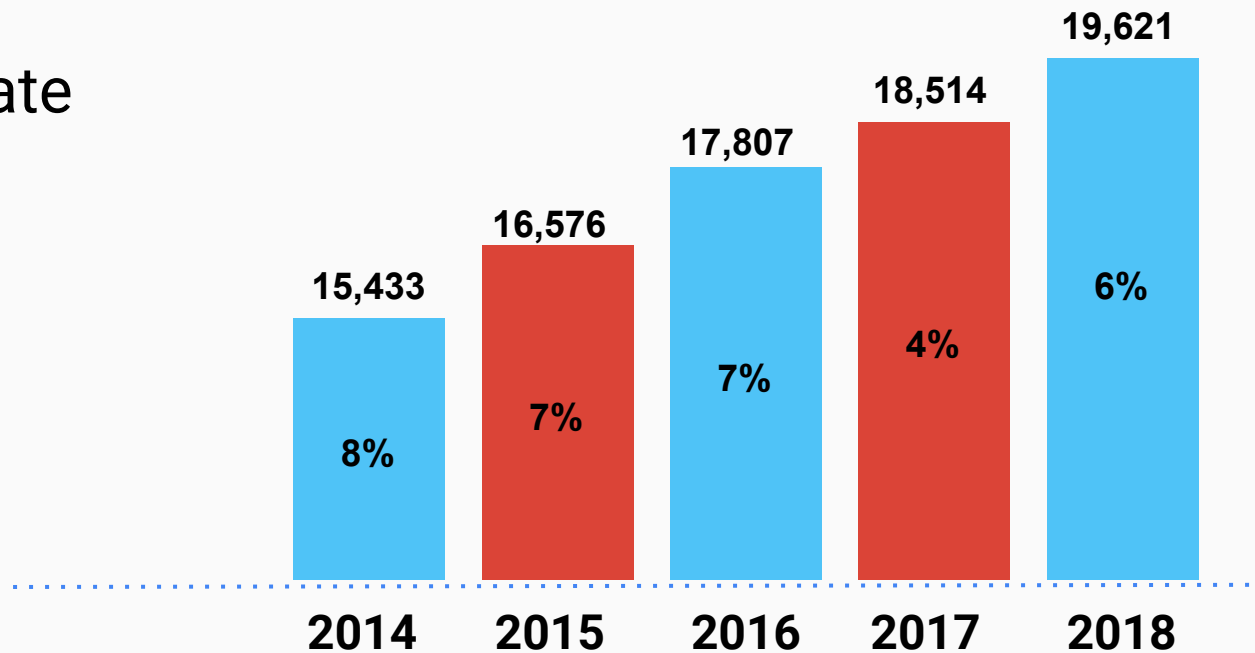


# New registrations per month



# Growth per year

6% average rate



LAC DNS MARKETING STUDY: “Annual growth rate for LACTLD region averages 6% per year for the period 2010-2015”.

A photograph of San Felipe Castle, a stone fortress with multiple towers and battlements, situated on a grassy bank next to a body of water. The castle is reflected in the calm water. To the left, there are lush tropical trees, including palm trees. The sky is overcast and grey. The text "What's coming soon?" is overlaid on the image, with "What's" in white and "coming soon?" in orange.

What's  
*coming soon?*

San Felipe Castle, Izabal, Guatemala



1. Registry - Registrar kickstart
2. New website design
3. DNSSEC





Thank *you*  
...and visit Guatemala!

Amatitlán Lake, Guatemala, Guatemala