Customer service as a value proposition
.gt
=
Guatemala

National Park Tikal, Petén, Guatemala
About Guatemala

Population: 17 million
Internet penetration: 34%
25 official languages
About 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.
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.
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
### Registration form

#### 5 steps

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

<table>
<thead>
<tr>
<th>Steps</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Delegación (Titularidad de Dominio)</td>
</tr>
<tr>
<td>2</td>
<td>Contacto (Administrativo)</td>
</tr>
<tr>
<td>3</td>
<td>Contacto (Técnico)</td>
</tr>
<tr>
<td>4</td>
<td>Contacto (Cobro)</td>
</tr>
<tr>
<td>5</td>
<td>Servidores (Agregar DNS)</td>
</tr>
</tbody>
</table>
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
.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? *

Customer service survey
We listened to our clients
**Infographics**

- **Domain Name**: A name that is easy to remember, which is associated to an Internet IP address.
- **Hosting**: The service provided by the entity that will house your website and/or configure your email service. Some hosting providers offer the previously mentioned services, separately or as a bundled package.
- **Domain Name Servers (DNS)**: Link your domain name to the services you wish implement, such as web site, email, etc.
- **Web Design**: Determines appearance, navigation and colors of a web site.

Protect your identity on the Internet by registering your domain name at: www.gt
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 San Carlos, has been designated as the host of the LACTLD Commercial and Technical Workshops for 2019. This is a significant milestone for the .gt domain and the University of San Carlos, as it signals the growing recognition of the importance of the .gt domain in the digital world.

The Workshops will take place on March 20th and 21st, and will bring together experts from the .gt domain community to discuss the latest trends and developments in the domain. The Workshops will cover a range of topics, including the technical aspects of managing the .gt domain, as well as the commercial opportunities that exist for businesses using the domain.

The Workshops are an opportunity for the .gt domain community to come together and share knowledge, and to discuss the challenges and opportunities facing the domain. They are also an opportunity for businesses to learn more about the .gt domain and how they can make the most of it.

The Workshops are open to all members of the .gt domain community, and will be held at the University of San Carlos. For more information, please visit the LACTLD website.
Getting closer to our clients

Atitlan Lake, Sololá, Guatemala
Informative talks
Giveaways
Somos un servicio
100% guatemalteco

ASESORÍA
y soporte técnico
para tu dominio.gt

100% GUATEMALTECO
Our results
<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>40,403</td>
</tr>
<tr>
<td>2015</td>
<td>86,472</td>
</tr>
<tr>
<td>2016</td>
<td>87,199</td>
</tr>
<tr>
<td>2017</td>
<td>91,229</td>
</tr>
<tr>
<td>2018</td>
<td>88,098</td>
</tr>
</tbody>
</table>
How satisfied are you with our service?

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

- Unsatisfactory: 1.5%
- Satisfactory: 1%
- Excellent: 86.9%
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!