.gt Domain Registry
Customer service as a
value proposition

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

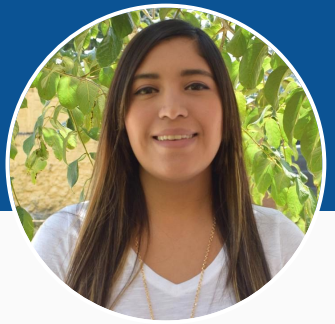
Director

Alejandra Reynoso

Researcher and Developer

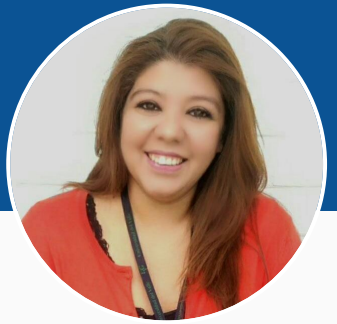
Diego Mejía

Customer Service



Gladys Henkes

Customer Service



Karol Fernández

Administrative Assistant

Ivy Contreras

Social Media Specialist:

- Marketing
- Advertising
- Communication

Since 2014.

We do **NOT do:**

- Hosting.
- Website building.
- Email accounts.

What do *we* do?

Register .gt domain names ONLY!

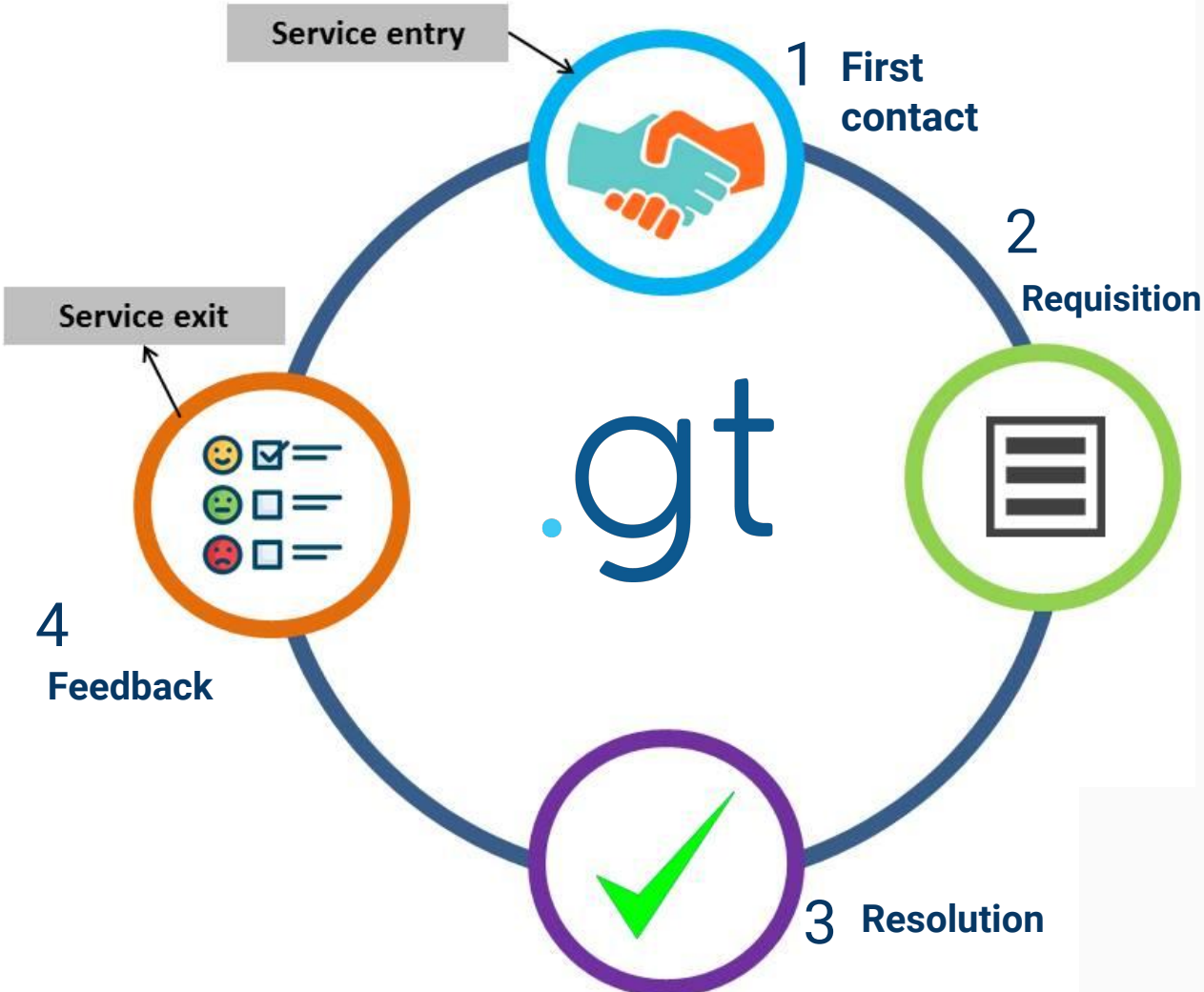
Focusing on our

customer service!

Guatemala Volcanoes

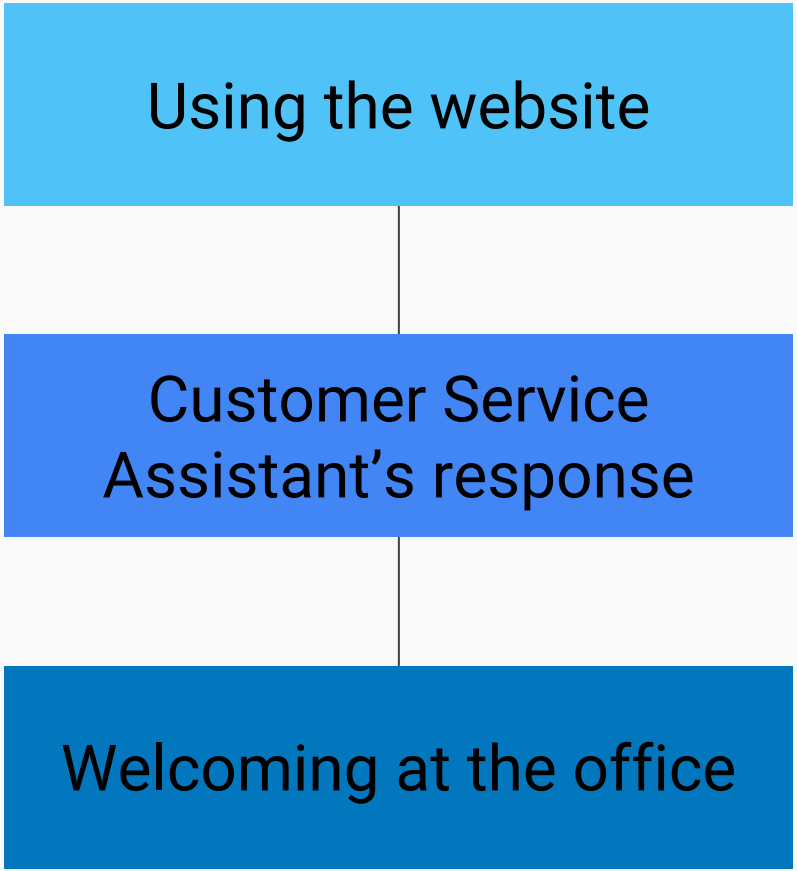
Cycle of service

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



Moments of truth

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



Before

14952
Registered Domain Names

.GT Domain Names Registry

Español

- 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

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 lápi

ccTLD ".gt" Administration Office
Universidad del Valle de Guatemala.
18 avenida 11-95 zona 15, Vista Hermosa III.

Direct Telephones: (+502) 2368-8564 /2368-8565.
PBX: (+502) 2364-0336 to 40 Ext. 571 & 637.
Fax: (+502) 2369-3452.

Terms of Service
© Universidad del Valle de
All rights reserved.
Last update:

Now

Domain Registy . gt

Write a Domain Name

Search

Start | About Us | Procedures | Fees | Policies | IDN | FAQ | Contact Us | Language

Twitter | Facebook | YouTube | Holi

Tweets

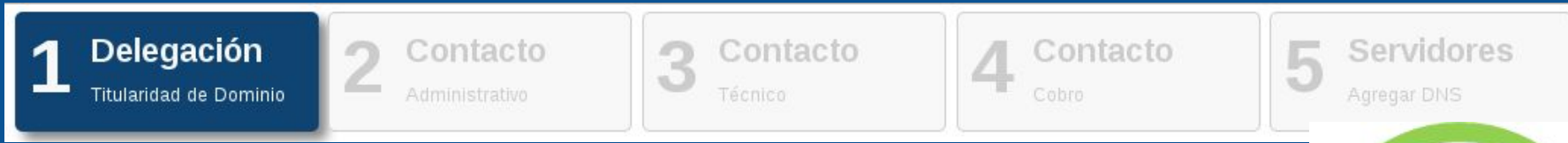
Domi
@Dor
¿Ya s
identi

Before

Registration form

5 steps

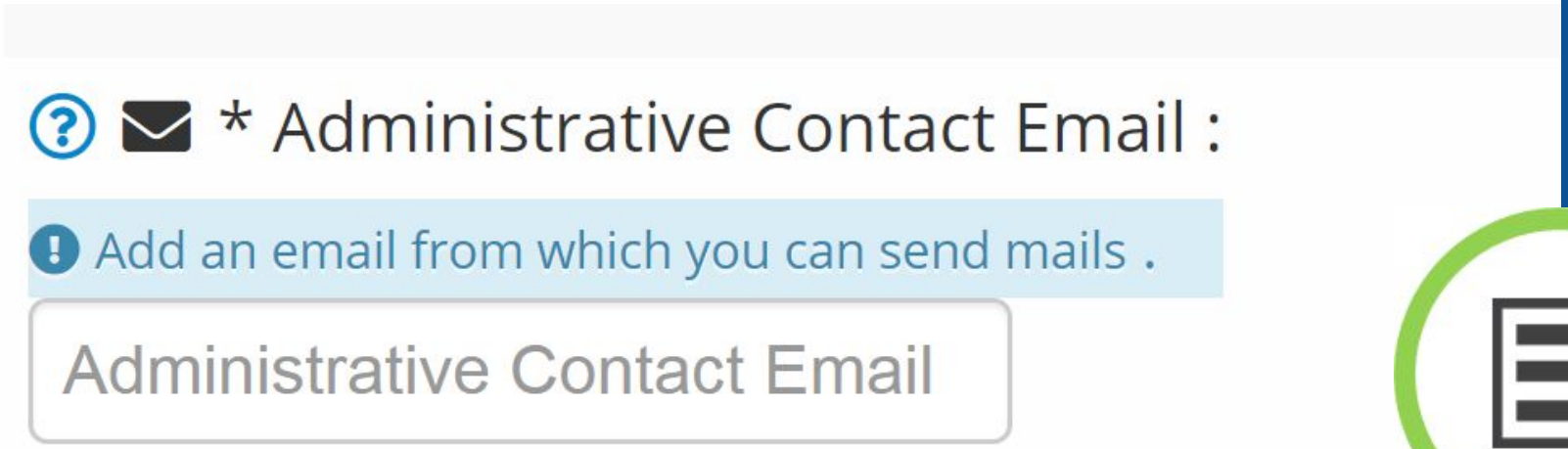
1. Delegation - 2. Admin contact - 3. Tech contact
4. Billing contact - 5. DNS servers



Now

Quick registration

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



Staff’s client service training

Customer service survey

.GT Domain Registry Subscriber satisfaction survey

* Mandatory

Email Address *

Your email address

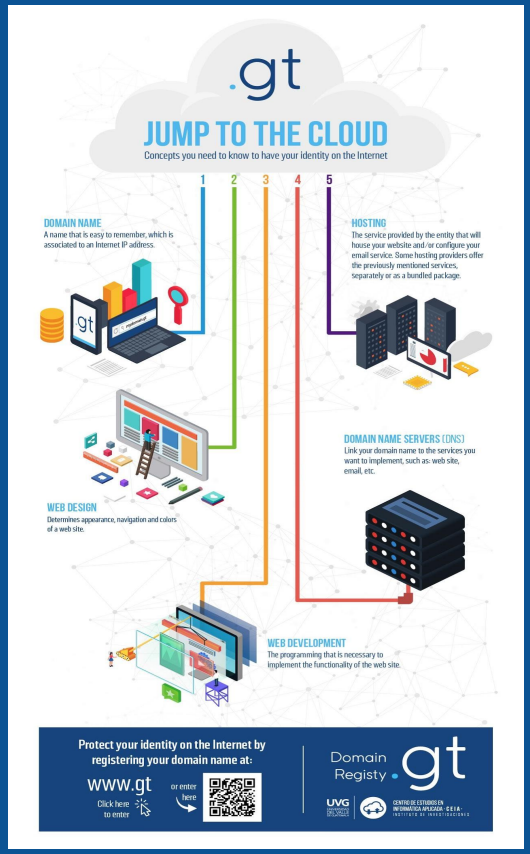
How long have you had a .gt domain name? *

- ◯ 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

Getting closer to
our clients
Atitlan Lake, Sololá, Guatemala

Informative talks

Giveaways

Registro de Dominios .gt
25
Expertos en temas de Internet
UVG
UNIVERSIDAD DEL VALLE DE GUATEMALA

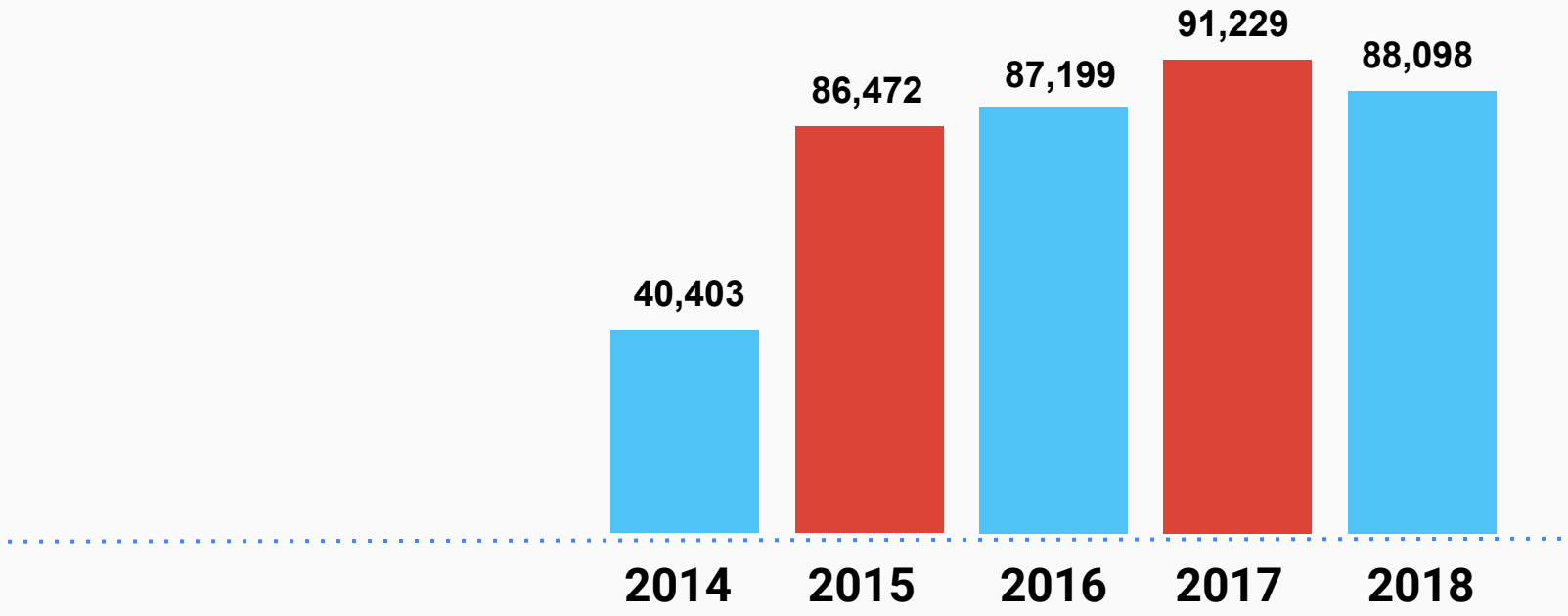
Registro de Domi
Registro de Domin

Advertising

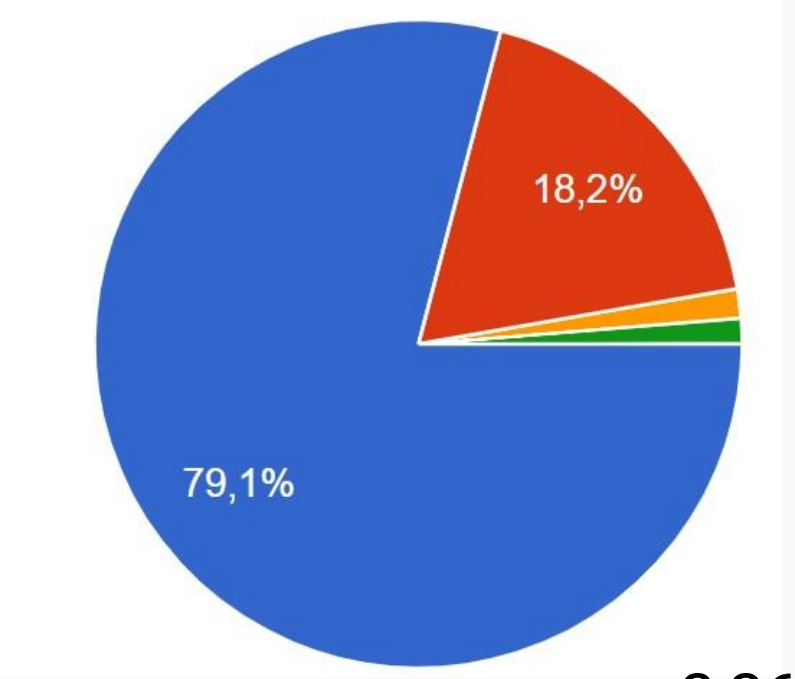
Our results
Antigua Guatemala

www.gt Google Analytics

Number of visitors per year.

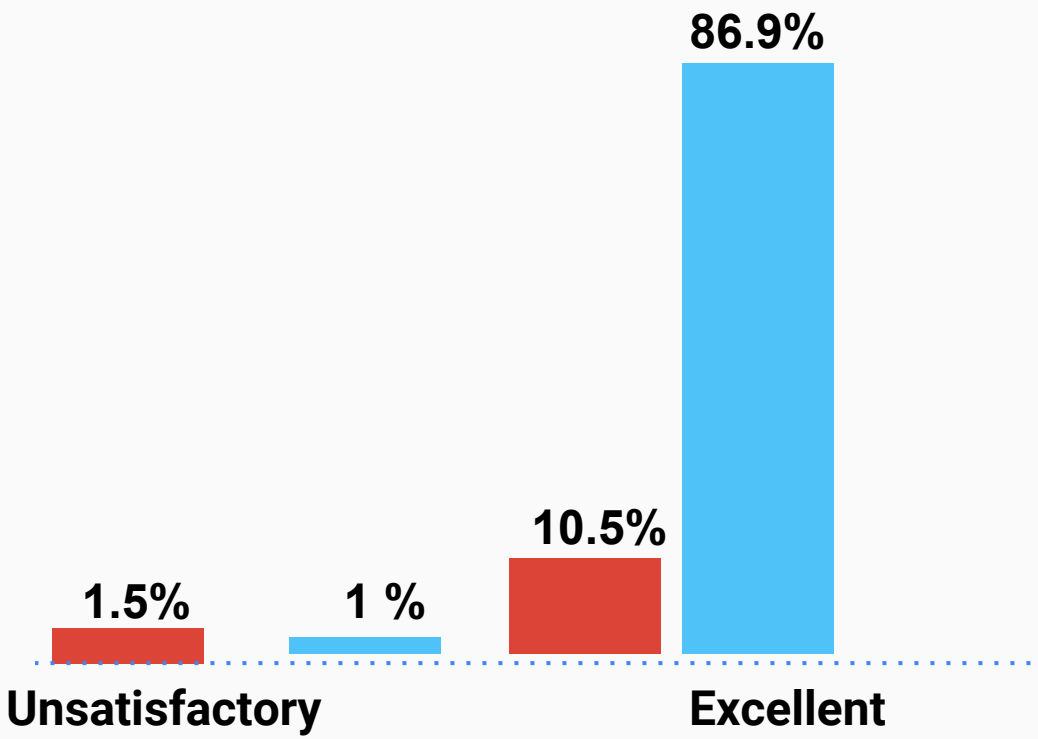


How satisfied are you with our service?

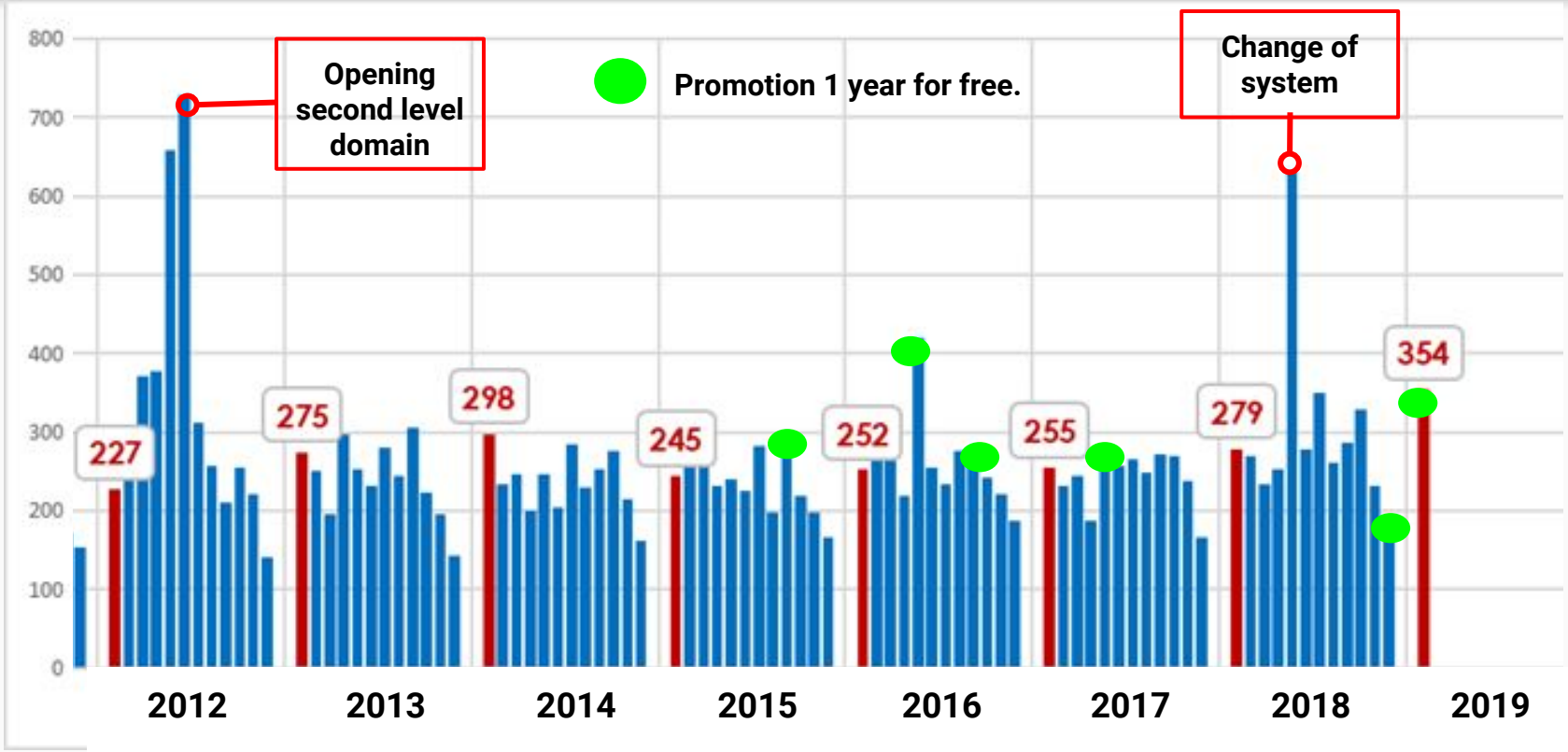


2,263 responses since 2014.

Quality of the attention given by our staff:

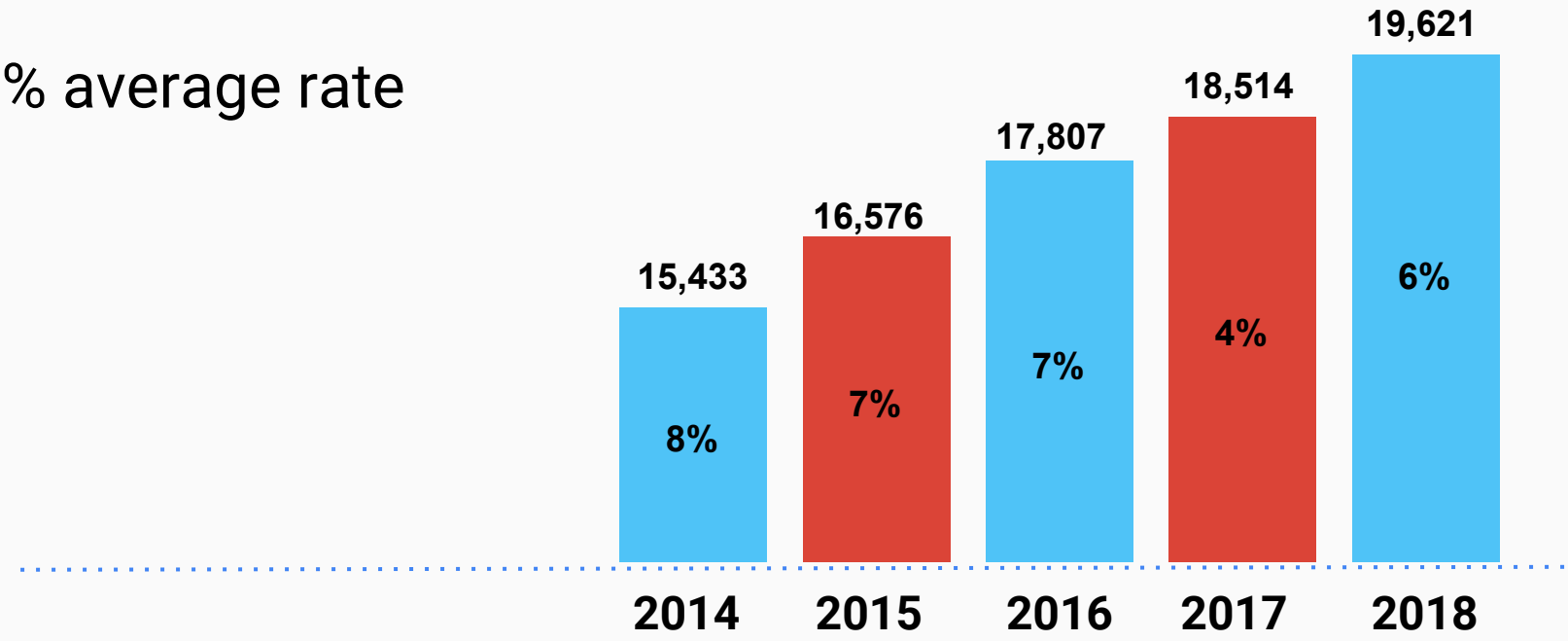


New registrations per month



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”.

What's *coming soon?*

San Felipe Castle, Izabal, Guatemala

.gt Domain Registry

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

Thank *you*
...and visit Guatemala!
Amatitlán Lake, Guatemala, Guatemala