



Domain  
Registry

# 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 **.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**



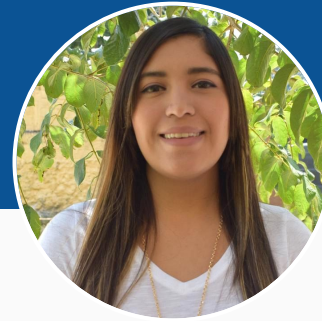
**Alejandra  
Reynoso**

**Researcher and  
Developer**



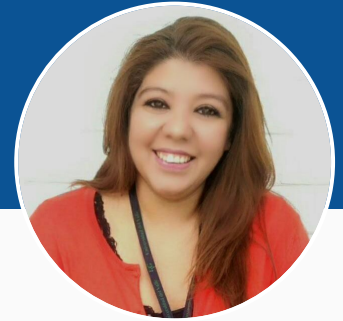
**Diego  
Mejía**

**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!***

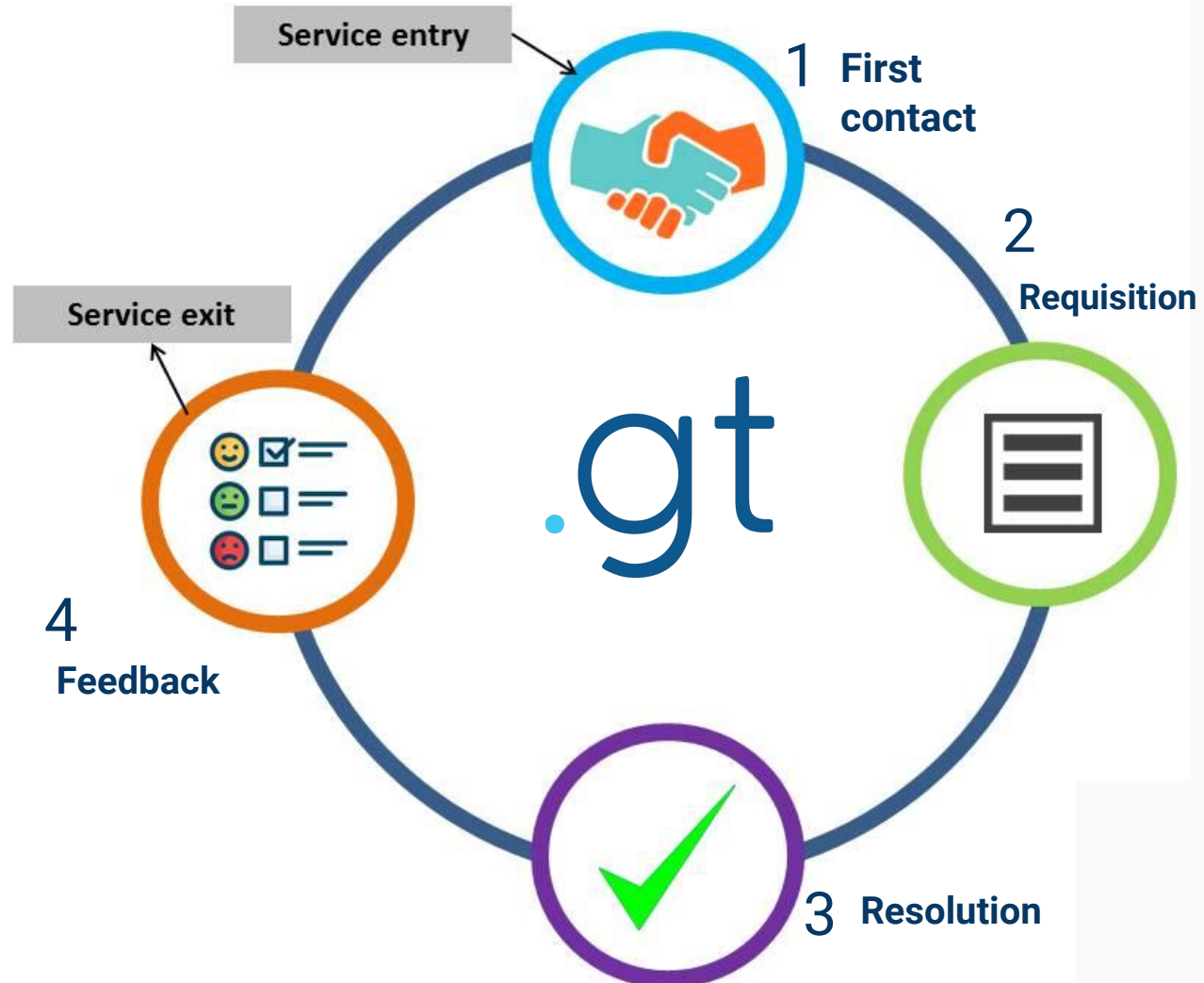


A landscape photograph of several volcanic peaks in Guatemala. The sky is a clear, deep blue, and the mountains are silhouetted against a lighter, hazy horizon. A thick layer of white clouds fills the lower portion of the image, creating a sea of clouds. The text 'How do we do it?' is overlaid on the left side of the image.

**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 [lapi.com.gt](http://lapi.com.gt)





Now

Domain  
Registry

.gt

Write a Domain Name

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

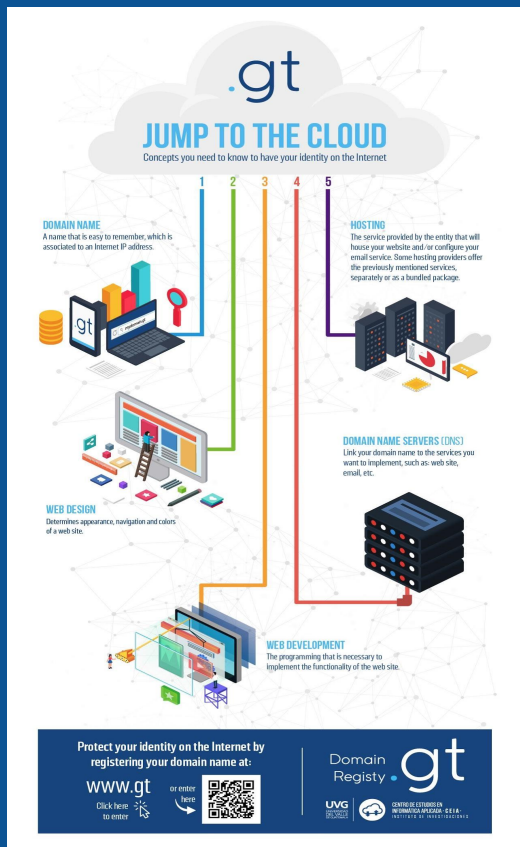
How did you find us? \*





We listened to  
*our clients*

# Infographics



## DOMAIN NAME

A name that is easy to remember, which is associated to an Internet IP address.



## WEB DESIGN

Determines appearance, navigation and colors of a web site.



## 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 want to implement, such as: web site, email, etc.





# 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 large, dark mountains under a clear blue sky with a few wispy clouds. The pier is made of weathered wooden planks and posts, leading the eye towards the center of the image.

# 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**

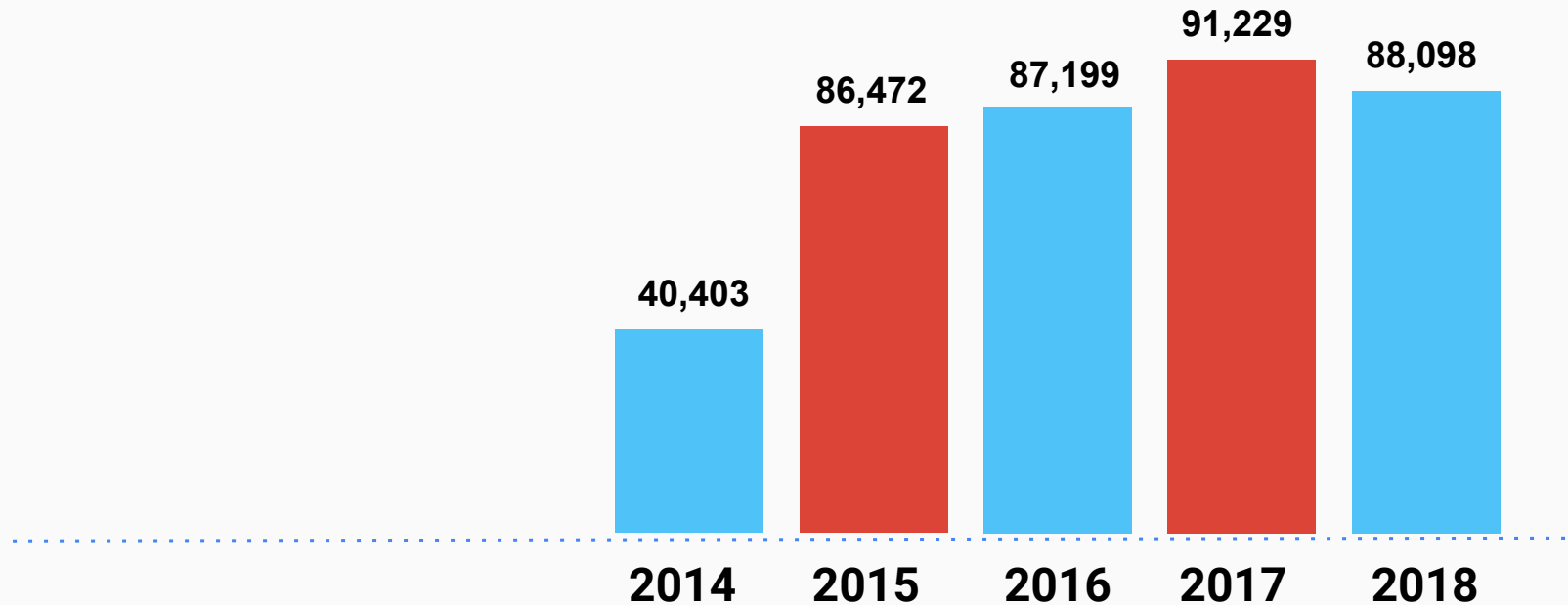


**100% GUATEMALTECO**



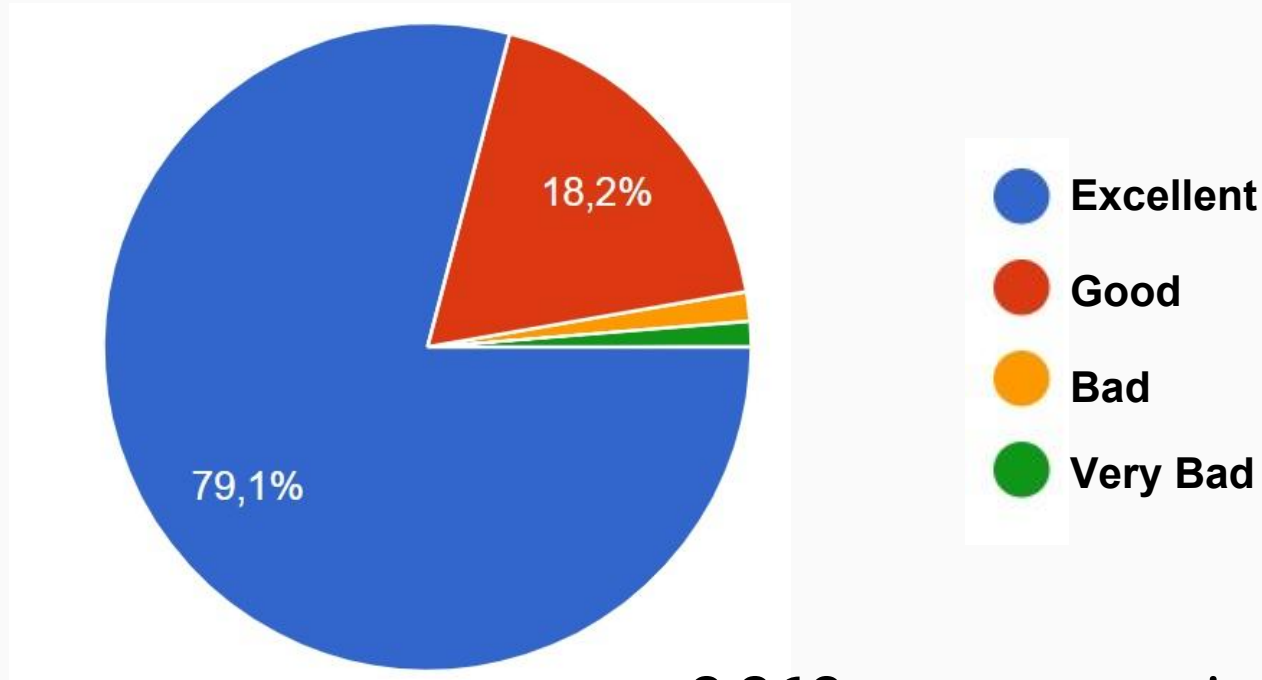
# Our results

Number of visitors per year.





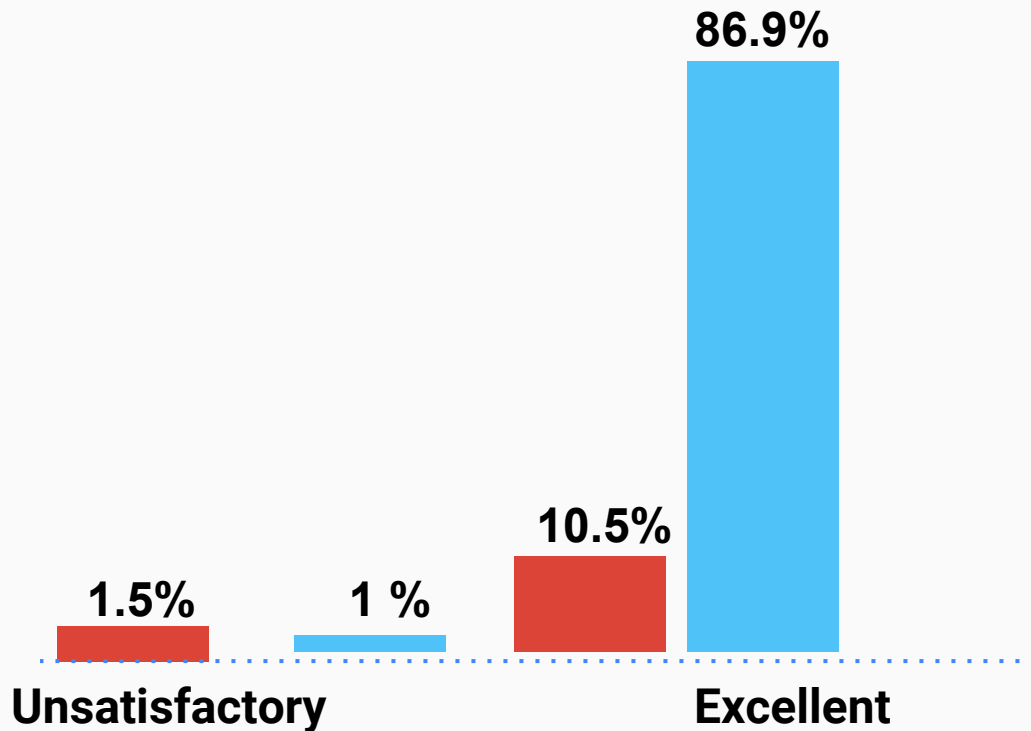
# How **satisfied** are you with our service?



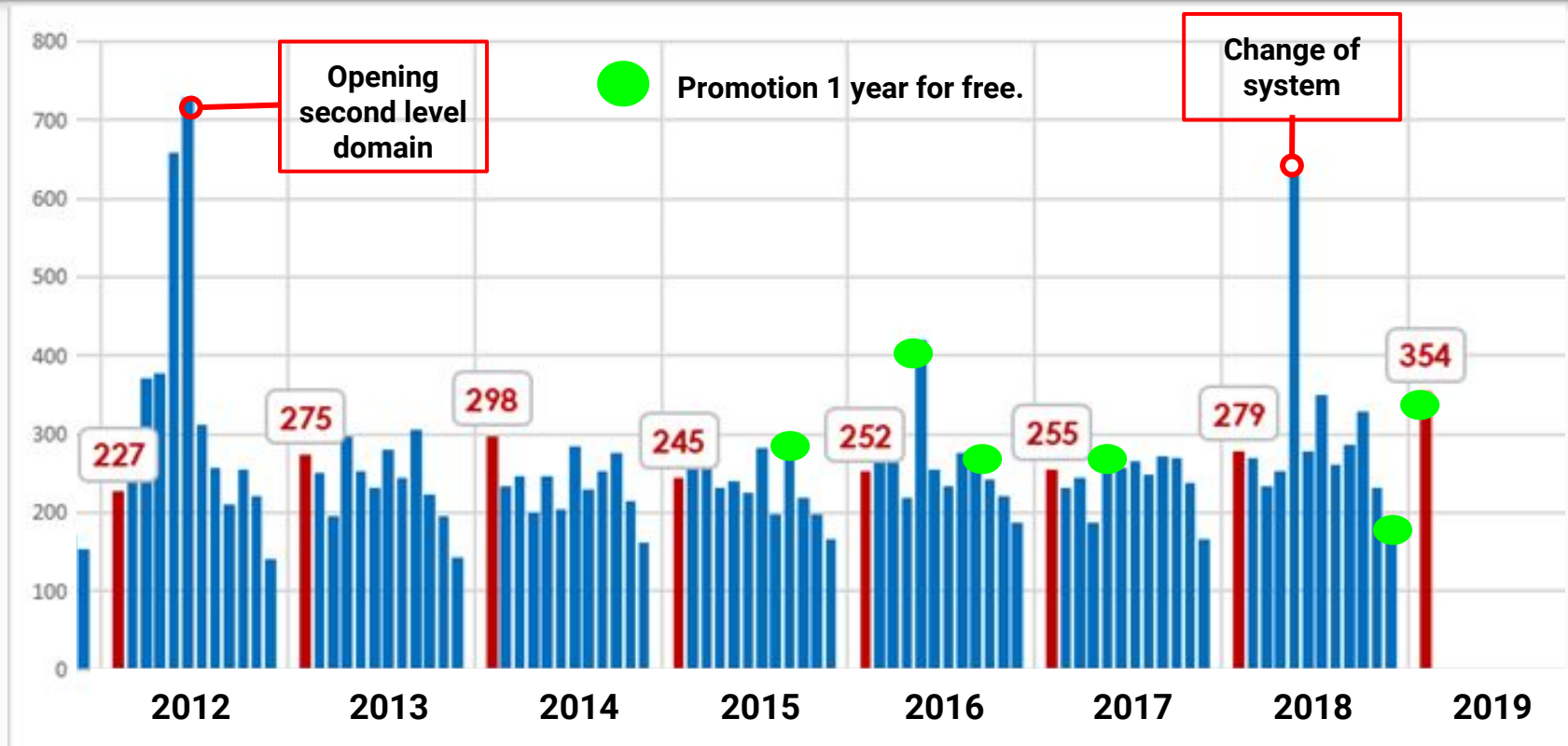
2,263 responses since 2014.



# Quality of the attention given by our staff:



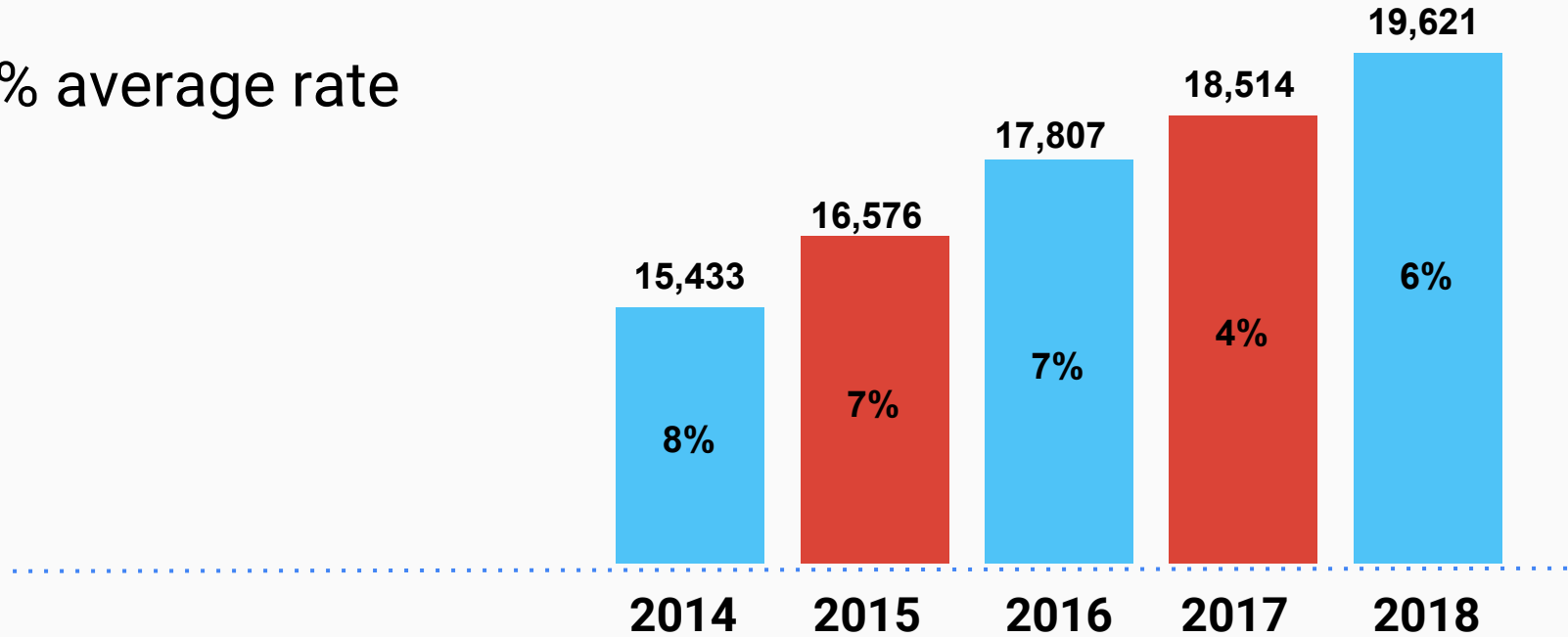
# New registrations per month



■ January

# 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 the San Felipe Castle in Izabal, Guatemala, situated on a grassy bank next to a body of water. The castle is a large stone structure with several towers and a central tower with a palm tree on top. The sky is overcast and grey. The text 'What's coming soon?' is overlaid on the image.

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