Importance and the Need of Value Added Services in SME Sector

New Registry Service - mymail.lk

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New Registry Service

- mymail.lk by LK Domain Registry

Subscription via myaccount - domains.lk

Mymail Portal
New Registry Service

• mymail.lk
Identifying the Needs of Small and Medium Enterprises

- Simple, easy to use Internet (cloud) –based services
- Low cost
- Build effective communication with customers
- Market / promote / sell goods or services
- Improve productivity and efficiency of their internal operations
What do they need and/or want? Benefits

- A Domain Name for their business
- Email Addresses with their own Domain Name
  - Too many people use gmail.com addresses for business
- Simple, Informative, easy to develop/maintain Website
- Office document editing
- File Sharing
- Simple accounting software
- Simple, Self Managed Control Panel and Portal
Why should a domain registry provide value-added services?

Because,

• The domain registry should have the responsibility of assist people to be online (to mark their online presence) beyond just registering domain names
• The registry should try to facilitate a one-stop solution as the customers(SME) will find it easy
• Empowering of local SME sector would be a win-win situation in the long run
How LK Domain Registry implemented the mymail.lk service

• Research existing related value added services
• Analyze the services and compare (with competitors)
• Identify the needs of our end customers
  – Phone interview
  – Email feedback
  – Chat via social medias
  – Search the best practices
How LK Domain Registry implemented the mymail.lk service

• Prioritized the identified requirements
• Started with a feasible and the most required requirement
• Implemented by stages and tested the new service with pilot customers
• Launched the new service as phase 01
• If the phase 01 is okay (consider customer feedback too), start with next feasible phase
Challenges faced

• Gathering information to clarify the requirements (specially with customers)
• Integration of domain registration system with mymail portal
• Enabling the features with single-sign on facility
• Resource allocation
• Promotion of new service
Way Forward

• Integration of other services (website builder, office package and file sharing services)
• Complete the admin features
• Improve the usability of customers
• Reduce setup time
• Promote more to the SME sector
Thank you!