

Docket Number: TC16-052
Subject Matter: First Data Request
Request to: GoDaddy.com, LLC
Request from: South Dakota Public Utilities Commission Staff
Date of Request: September 12, 2016
Responses Due: September 26, 2016

1-1) Refer to GoDaddy.com's response to ARSD 20:10:24:02(4). When does GoDaddy.com anticipate it will receive its Secretary of State certificate of authority?

Response: GoDaddy.com has been authorized by the Secretary of State to do business in South Dakota. A copy of its certificate is attached.

1-2) Refer to GoDaddy.com's response to ARSD 20:10:24:02(6). Will GoDaddy.com be offering local exchange service in South Dakota? If so, will GoDaddy.com be filing an application for a local certificate of authority? Explain why or why not.

Response: GoDaddy.com will not be offering local exchange service in South Dakota.

1-3) Refer to GoDaddy.com's response to ARSD 20:10:24:02(7). Which underlying carriers' facilities does GoDaddy.com plan to utilize? Are there any agreements in place at this time?

Response: GoDaddy.com's underlying facilities-based service providers will include such providers as ANI Networks, Bandwidth.com, Bluetone, Brightlink IP, Iristel, Level 3 Communications, Onvoy, and Verizon, but it has no agreements in place at this time.

1-4) Refer to GoDaddy.com's response to ARSD 20:10:24:02(9). Provide an unconsolidated balance sheet, income statement, and cash flow statement for GoDaddy.com for the most recent 12 month period.

Response: GoDaddy.com is a disregarded entity for tax purposes and does not have separate financial statements. Rather, all financial information for the Applicant is included in the financial statements of its parent company, GoDaddy Inc. The most recent 10-K (and amendment thereto), which includes audited financial statements for 2015, and the most recent 10-Q, which includes unaudited financial statements for the first half of 2016, for GoDaddy Inc. are attached. GoDaddy.com is fully funded and requires no external funding. Moreover, the Applicant does not plan on constructing any telecommunications facilities in South Dakota and therefore will not require additional capitalization or resource expenditures for such operations.

1-5) Refer to GoDaddy.com's response to ARSD 20:10:24:02(10). Provide the toll free contact number for regulatory matters and the e-mail address(es) to contact regarding complaints. Also, provide a description of how GoDaddy.com will handle customer service matters.

Response: The toll free contact number for GoDaddy.com is 866-463-2339. The email addresses to contact regarding complaints are cedar.coleman@freedomvoice.com and mforkner@godaddy.com. Customer complaints will be handled by GoDaddy.com’s customer service staff. Customers may reach GoDaddy.com at 480-505-8877 or 866-463-2339, as well as online through the company’s website at www.godaddy.com. Customers may access GoDaddy.com’s customer service to initiate service complaints or to receive updates on reported problems or pending customer service complaints twenty-four hours a day, seven days a week. Inquiries regarding service or billing may also be made in writing.

1-6) Refer to GoDaddy.com’s responses to ARSD 20:10:24:02(11) and ARSD 20:10:24:02(19). In item 11, GoDaddy.com states “GoDaddy.com bills any applicable initiation fees and monthly recurring charges in advance of the month of usage.” However, in item 19, GoDaddy.com claims “Applicant does not collect deposits, advance payments, or prepayment of recurring fees, nor does Applicant provide prepaid services.” Explain this discrepancy. If GoDaddy.com’s billing practices involve pre-billing for services provided, will GoDaddy.com obtain an Indemnity Bond for \$25,000 to run in favor of South Dakota consumers?

Response: GoDaddy.com, through an inadvertent error, indicated in its application that it “does not collect deposits, advance payments, or prepayment of recurring fees, nor does Applicant provide prepaid services.” To clarify, GoDaddy.com does collect advance or pre-payment of initiation fees and monthly recurring charges in advance of the month of usage. If the Commission requires GoDaddy.com to obtain an indemnity bond in favor of South Dakota customers it will do so.

1-7) Refer to GoDaddy.com’s response to ARSD 20:10:24:02(16). What is GoDaddy.com’s target market?

Response: GoDaddy.com’s target market is small businesses.

1-8) When does GoDaddy.com plan to submit its \$250.00 filing fee for this docket?

Response: A check for the filing fee was submitted via regular mail on September 23, 2016.

1-9) A recent Better Business Bureau search on GoDaddy.com showed 941 complaints in the last three years as well as 174 out of 186 reviews indicating a negative customer experience. What does GoDaddy.com plan to do to assure this trend doesn’t continue in the telecommunications line of business?

Response: GoDaddy.com, which has more than 14 million customers worldwide, highly values its customers and is dedicated to providing them with a positive customer experience. As with any company of its size, some customer complaints are simply unavoidable. But the number of complaints registered with the Better Business Bureau (“BBB”) – over the last three years, less than 1000 complaints and less than 200 “negative” customer experiences – represents a minuscule fraction

of the millions of customers served by the company. Even so, GoDaddy.com takes its customers' experiences and complaints very seriously. For example, complaints filed with the BBB are escalated to the Office of the CEO. Upon reviewing each complaint, the company reaches out to the customer to help resolve the issue or inform the customer if the complaint falls outside the purview of the BBB (per BBB guidelines). The company has worked extensively with the BBB in connection with GoDaddy.com's process for handling complaints to provide clarity, help, and education to its customers. Indeed, GoDaddy.com has maintained an A+ rating with the BBB for many years. The BBB has determined that GoDaddy.com meets BBB accreditation standards, which includes a commitment to make a good faith effort to resolve any consumer complaints. GoDaddy.com intends to apply the same commitment and dedication to its telecommunications customers as well.