

## Registrar Satisfaction Survey

We conducted our third registrar satisfaction survey in February 2007. As with previous surveys, our aim was to give all our members and registrars the opportunity to tell us how satisfied they are with our customer facing support teams. 307 customers completed the web-based questionnaire and we would like to thank them for their participation.

Of those taking part, almost 40% describe their core business activity as either Internet Service Provider (ISP) or web hosting, whilst 32% give web site design/development or IT consultancy. Less than 4% of respondents are involved with drop catching and domain warehousing.

As ever, it is important to us that our teams provide you with a consistent level of support. The survey deals individually with our three support teams (general, technical and credit) together with our payment administration team. If you do not have experience of a team, we suggest that you do not answer specific questions.

As well as determining your satisfaction level, we also ask you to value the importance of each question. This allows us to find out where we need to concentrate our efforts in improving our service. Additionally, we need to see if your level of satisfaction with our services varies depending on the size of your business or the length of your experience with us. For that reason, as in previous surveys, we ask you how long you have been a member or registrar and how many domain names are on your tag.

## Satisfaction Index

We are very pleased that our overall satisfaction index continues to rise. Our score of 86.1% shows an increase of 0.9% over that of September 2006. This means that we have further improved our position amongst the top quartile of suppliers in the Satisfaction Index<sup>TM</sup> League Table, which is a benchmark of our relative performance when compared with other organisations.

The three areas we ask you about in our surveys concern staff (helpfulness and flexibility), advice given (quality and consistency), and our response to your queries (both speed of response and keeping you updated on progress).

Quality and consistency of advice continue to be very important to you, whichever team you are dealing with, as does the helpfulness of our staff. Speed of our responses to your enquiries and keeping you updated on progress is also very significant.

Scores show that the level of service we provide to our members and registrars is consistently high:

|                        |                               |
|------------------------|-------------------------------|
| Technical Support      | increased to 88.1% from 85.0% |
| Credit Support         | increased to 87.4% from 85.7% |
| Payment Administration | increased to 86.0% from 85.9% |
| General Support        | decreased to 85.1% from 85.2% |

There is a very slight decrease of 0.1% for our general support team when compared with the survey conducted in September 2006. Although this is a little disappointing, the score of 85.1% for this team is still a considerable improvement over the 81.0% scored in the survey of January 2006.

## Improvements in response to your feedback

It is interesting to note that our newer members and registrars give us our highest ever overall satisfaction score of 92.5%. We believe that we gained this excellent score as a result of our acting upon feedback from previous surveys. The need to promote a greater understanding of our procedures and processes amongst new customers had been highlighted, which caused us to enhance our initial communications and level of support in the first three months.

Your comments indicate that many of you are interested in EPP. In June we launched our new Online Service system. This launch was the culmination of a number of technical developments and system upgrades including the restructuring of all of our database systems. Data is 'joined up' into

an account structure rather than as individual domain records. You can now manage your own portfolio of domain names directly through the registrant service on your account. You can also set preferences in the system that determine how you work and communicate with us. This new data structure will enable us to further improve and increase the functionality of our Online Service. The first addition will be our EPP service later this summer.

In the September 2006 survey you told us that you wanted us to consider other ways for you to pay your accounts. We have now implemented payment by Direct Debit and this is proving quite popular. We are working towards payment by automated credit and debit card transactions. This payment method will replace the manual process that we offer. Some respondents have also expressed an interest in being able to make payments on account, and we are hoping to offer this facility through our Online Service.

Several respondents commented on the DRS policy. The recent consultation has closed and the policy is currently under review.

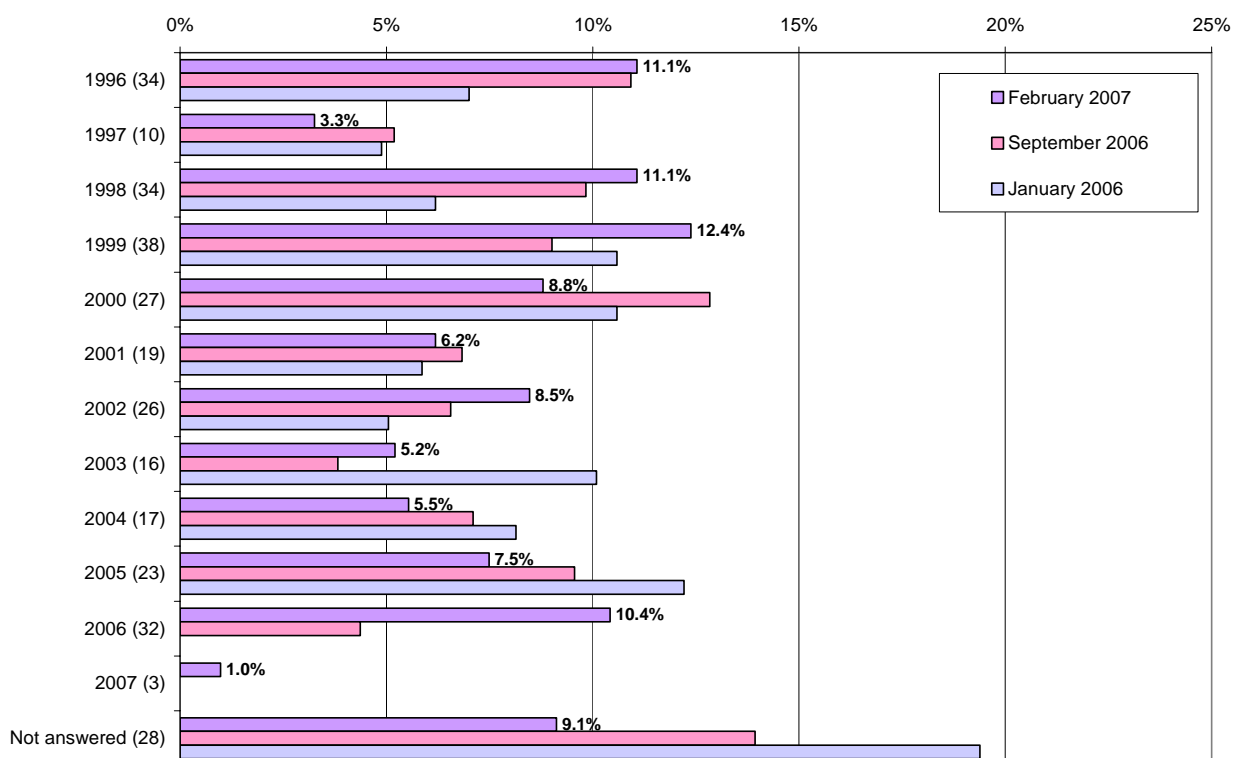
### Summary of responses

The survey included additional questions relating to each section of the questionnaire, together with a series of more general questions, and we summarise your answers below. We also encouraged you to give us your comments, compliments and criticisms about Nominet and our services in a free text format. Your responses to all of these questions and your suggestions are valuable to us.

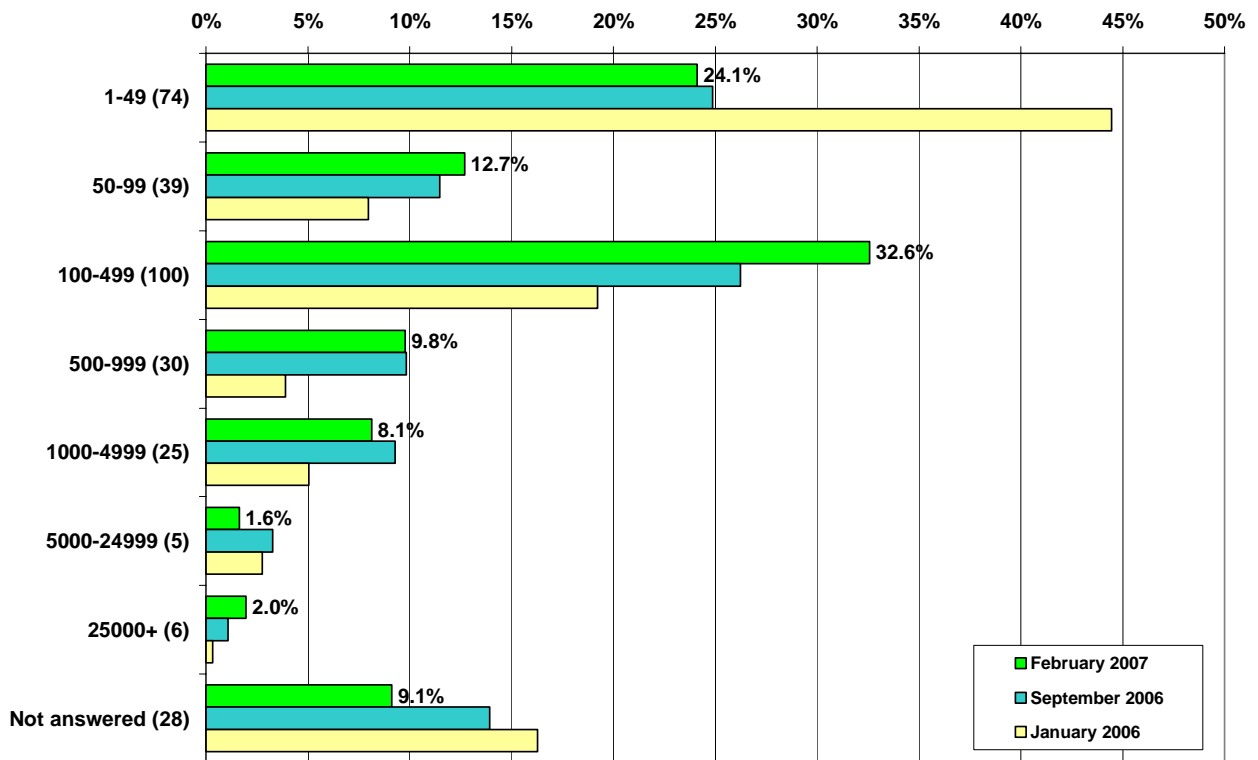
### Who responded?

The charts below show how long respondents have been members/registrars and how many domain names are held on their tag(s). Both charts give comparisons with the results of the January and September 2006 surveys.

### When did you first become a member and/or registrar?



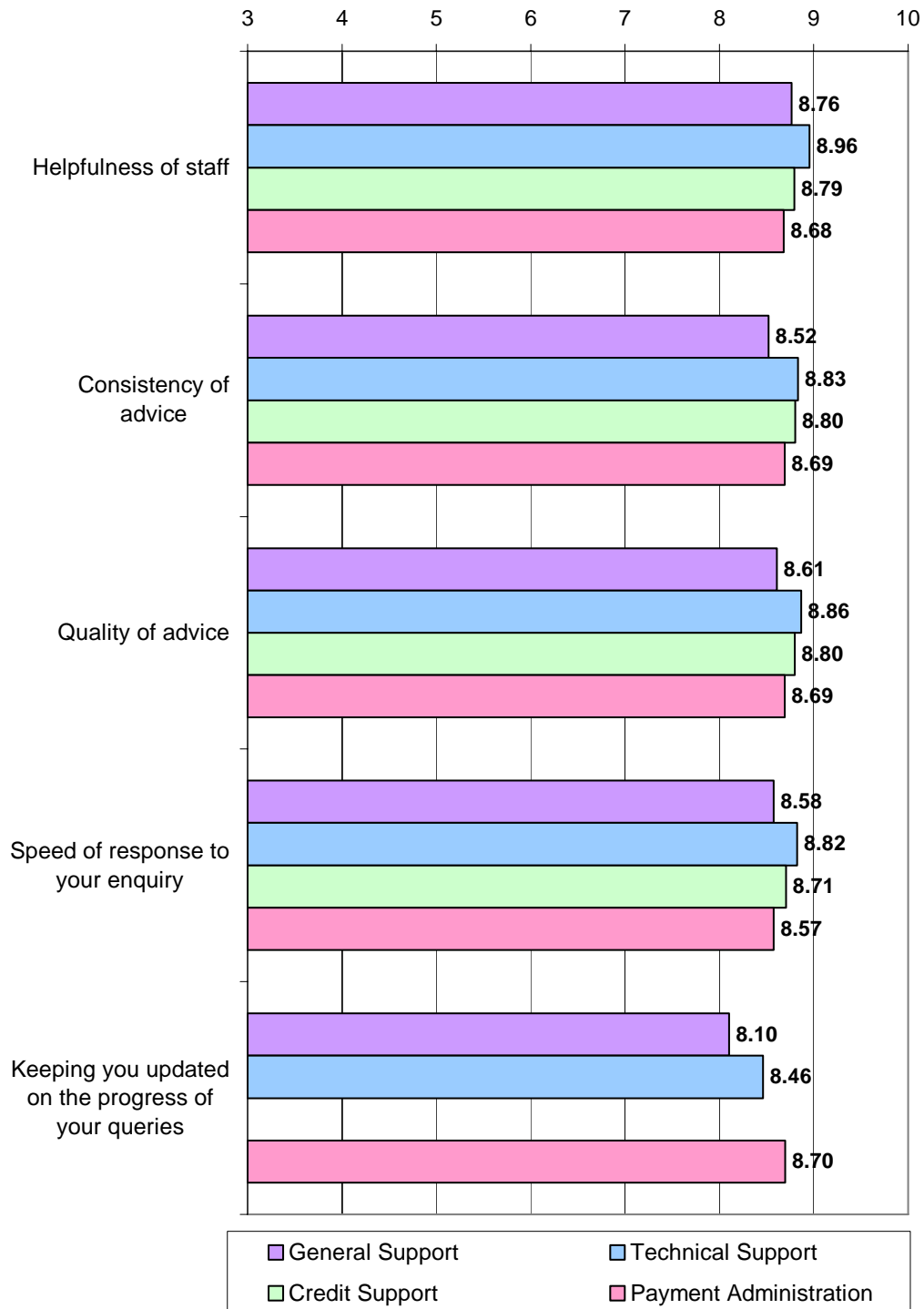
## How many domain names are currently held on your tag/tags?



## Overall Results

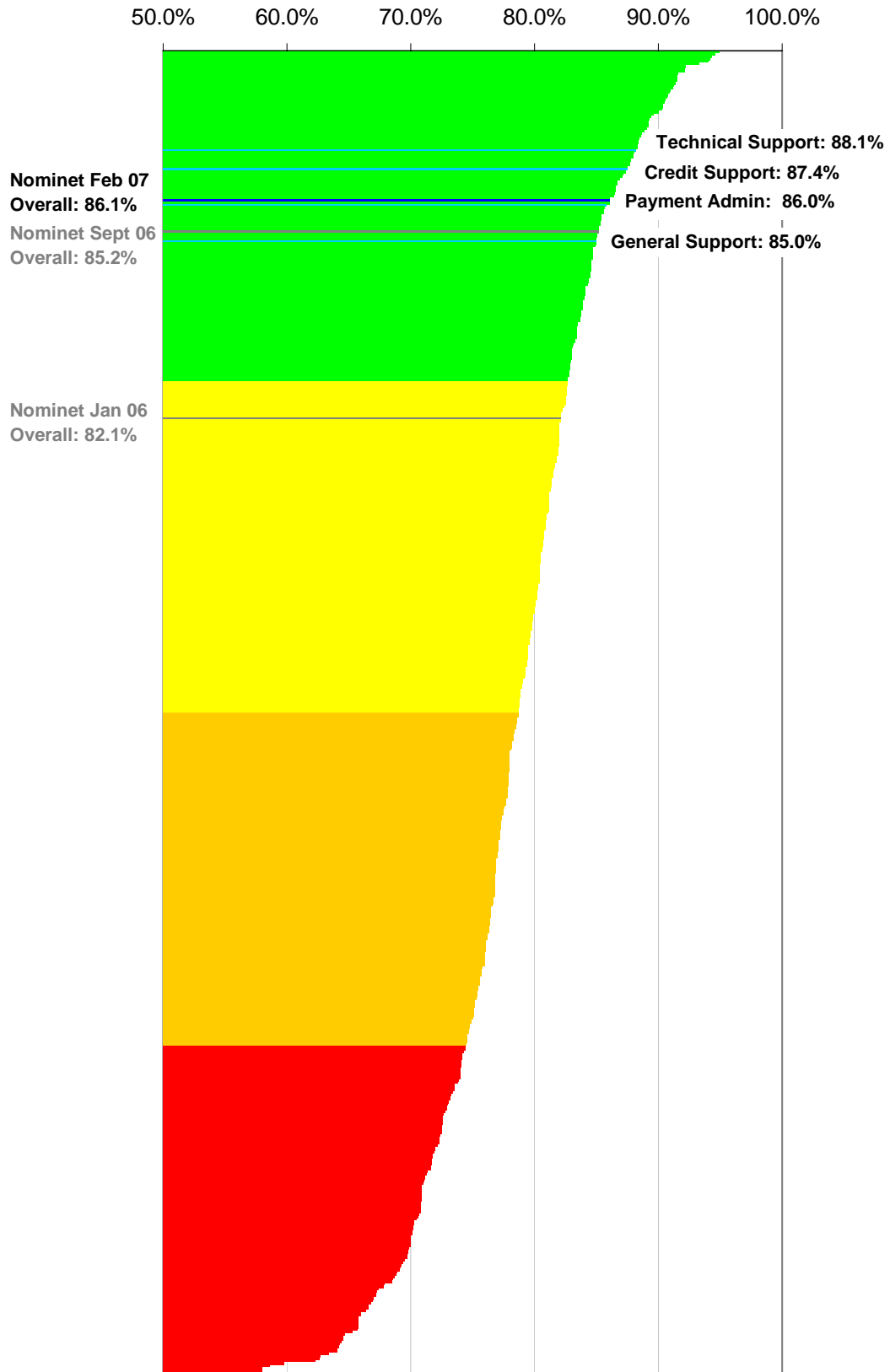
### Comparison across teams

Some of the same requirements appeared in different sections of the questionnaire. The chart below compares each team's performance on these requirements to allow identification of best practice.



## Satisfaction Index™ League Table

The league table shows our success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing our performance against that of all other organisations that they have used.



## Additional questions

We asked a series of additional questions relating to each section of the questionnaire. The responses to these questions are reported below.

### Online Service

**Have you used our Online Service to make modifications to your contact details?**

Yes 53.6 %      No 43.8 %      Not answered 2.6 %

**Have you used our Online Service to give us your organisation's public contact information and public advert?**

Yes 24.2 %      No 60.3 %      Not answered 15.5 %

**Do you know that you can use our Online Service to add more contacts to our mailing lists?**

Yes 54.5 %      No 45.5 %

**Have you used our Online Service to reconcile your account?**

Yes 38.0 %      No 62.0 %

**Have you used our Online Service to obtain copy invoices?**

Yes 38.9 %      No 61.1 %

**Are you aware that you can use our Online Service to opt in or opt out of receiving advance warnings for domain name renewals?**

Yes 38.9 %      No 61.1 %

### Credit limits and payments

**Do you know that we will send you an email to warn you if you are approaching your credit limit?**

Yes 52.9 %      No 46.4 %      Not answered 0.07 %

**Do you find our email warning regarding your credit limit useful?**

Yes 45.4 %      No 11.1 %      Not answered 43.5 %

**Do you know that we have a secure fax (+44 (0) 1865 332401) for payments by credit card?**

Yes 23.4 %      No 76.6 %

**Do you know you can pay more than one invoice in one transaction when paying by credit/debit card through our Online Service?**

Yes 43.8 %      No 56.2 %

**We will be introducing some alternative payment methods this year. Would you be interested in using either of these payment methods?**

Direct Debit 50 %      Automated payment by credit card 39.1 %

## General questions

We also asked a series of more general questions. The responses to these questions are reported below.

**If you are a member of Nominet, do you know that you can apply to display our Membership Logo on your web site and printed materials?**

Yes 62.4 %      No 29.4 %      Not answered 8.2 %

**Are you aware that Nominet holds registrar information days around the country?**

Yes 75.0 %      No 25.0 %

**Are you aware of the new Registrar Agreement and Good Practice Terms replacing the Tag Holder Agreement?**

Yes 82.4 %      No 10.7 %      Not answered 6.9 %

**Are you aware that if you operate a reseller program you remain contractually responsible to Nominet for their actions?**

Yes 79.8 %      No 13.4 %      Not answered 6.8 %

**Do you receive nom-announce emails?**

Yes 62.9 %      No 16.3 %      Not answered 20.8 %

**How useful are nom-announce emails?**

Very useful 42.5 %      Useful 48.7 %      Not very useful 6.7 %      Not applicable 2.1 %

**How informative are nom-announce emails?**

Very informative 47.2 %      Informative 43.5 %      Not very informative 6.7 %      Not applicable 2.6 %

Your suggestions for improving the emails included: making more graphically appealing with bullet points or topic filters so information is easier to read; keeping the emails simple; including more technical data and information.

**How would you prefer to receive email information from Nominet?**

Plain text 41.5 %      HTML 25.7 %      Multipart email 15.6 %  
No preference 10.4 %      Not answered 6.8 %

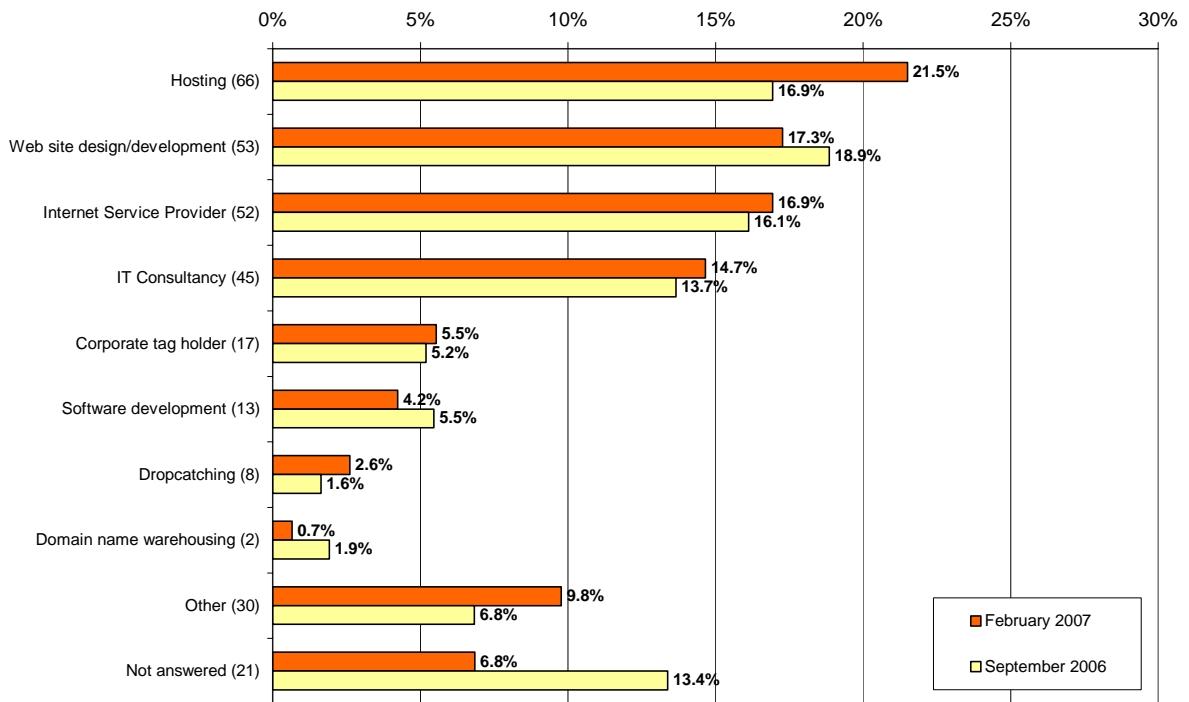
**Do you provide any information on your web site about .uk domain names?**

Yes 43.0 %      No 45.3 %      Not answered 11.7 %

**Do you provide a link to Nominet's web site for information about .uk domain names?**

Yes 37.5 %      No 49.5 %      Not answered 13.0 %

## Your core business activity



Other includes eCommerce support, publishing, legal services, and Internet intellectual property management.

<sup>i</sup> Satisfaction Index™ is a registered trade mark of The Leadership Factor