

Nominet Registrant Satisfaction Survey

During March and April 2005 we carried out a customer satisfaction survey. We contacted a sample of our customers who had recently been in touch with our Registrant Services Department and invited them to participate in the online survey. 742 customers responded and completed an online questionnaire.

The survey asked questions about 17 elements of our service that we wanted to measure customer satisfaction with. We also wanted to understand the importance of each of these elements of our service to our customers. This report gives an overview of the results and the areas that we have identified for improvement. There were a number of supplementary questions in the survey relating to issues such as speed versus the security of our services and a question designed to understand customers' perceptions of Nominet as an organisation.

We are pleased to report that the responses that our customers gave resulted in an overall customer satisfaction index rating of 80%. However, we have found that there are seven key areas which our customers find of particular importance and we will be concentrating on improving our performance in the following areas over the next six months.

- Quality of advice given
- A reliable service
- Dealing with enquiries
- Ease of contact overall
- Staff helpfulness
- The speed of the service
- Good value for money

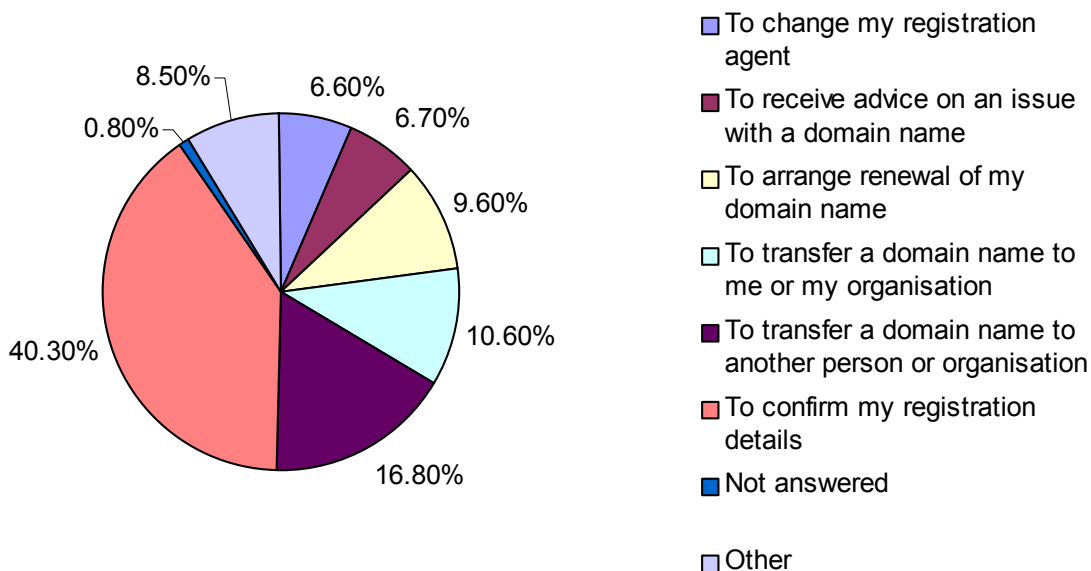
The results have also shown that our registrant transfer and renewal processes received the lowest satisfaction scores and so we plan to review the way in which we support these two services with the aim of creating a better user experience in these areas. We have already taken steps to reduce the time taken to transfer the registrant of a domain name with 90% of cases now being processed within 5 working days of receipt. We are also reviewing our renewal reminders and pro forma invoices with the aim of making the different renewal options clearer to registrants.

We intend to follow up this initial survey in the autumn so that we can measure the improvements that we have introduced and their impact on our customers. By surveying our customers satisfaction levels twice yearly we will be able to benchmark our services against each other as well as mapping the progress of our service developments as we move more of our services online.

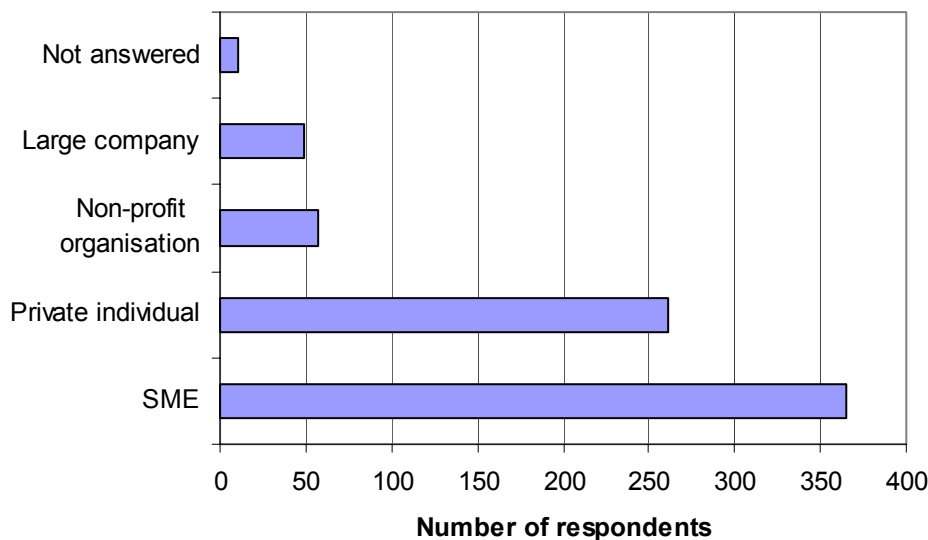
Who responded?

We asked respondents to identify the reason for their most recent contact with Nominet and how they contacted us. We also asked them to tell us what type of customer they are: a large company (250+ employees), SME (1-250 employees), non-profit or private individual.

Main reason for your most recent contact

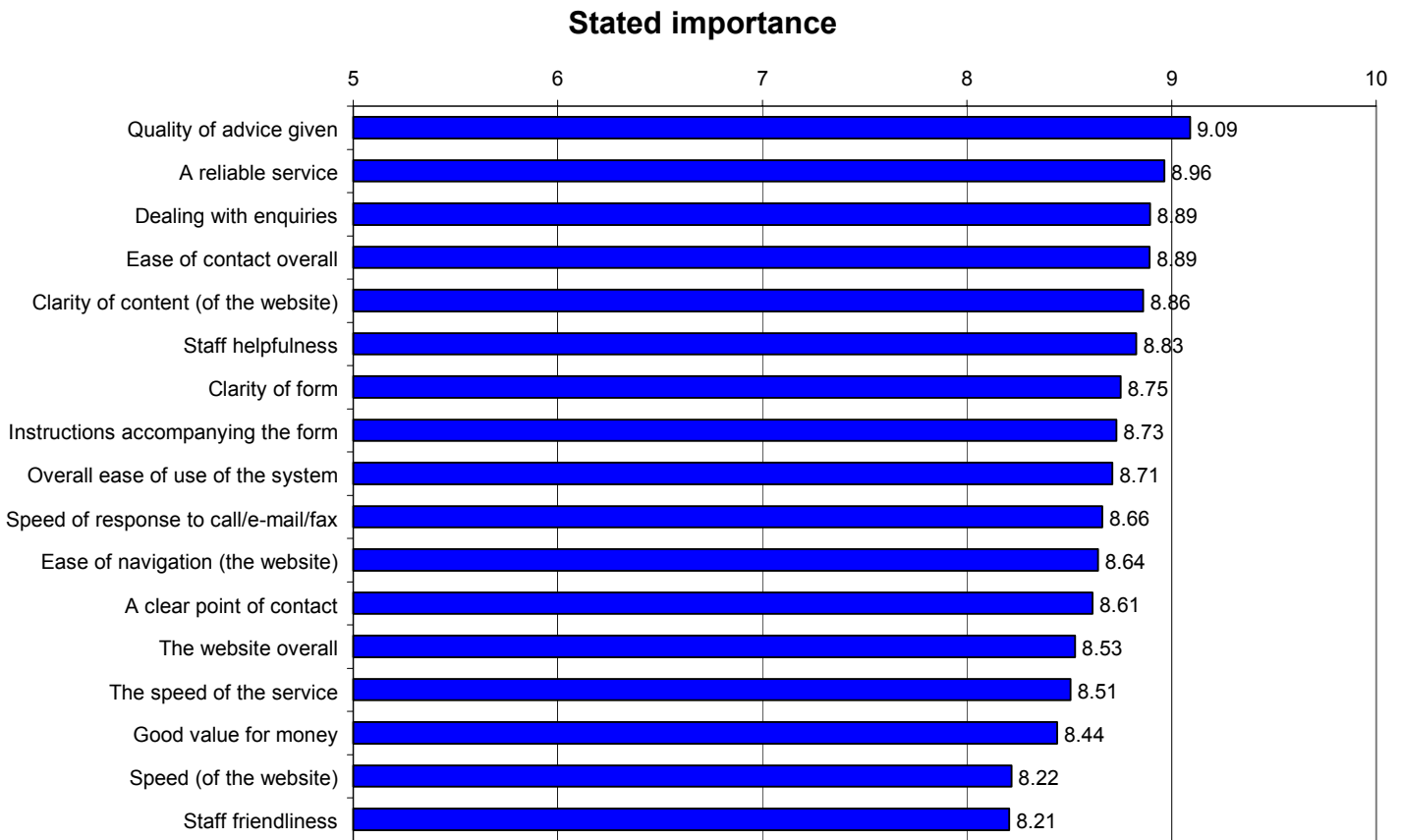


Type of customer



Importance rating

Using 17 customer requirements, respondents were asked to indicate the importance to them of each one by giving it a score out of ten where ten signifies 'extremely important' and one signifies 'of no importance at all'. The chart below shows the customer requirements in order of priority.



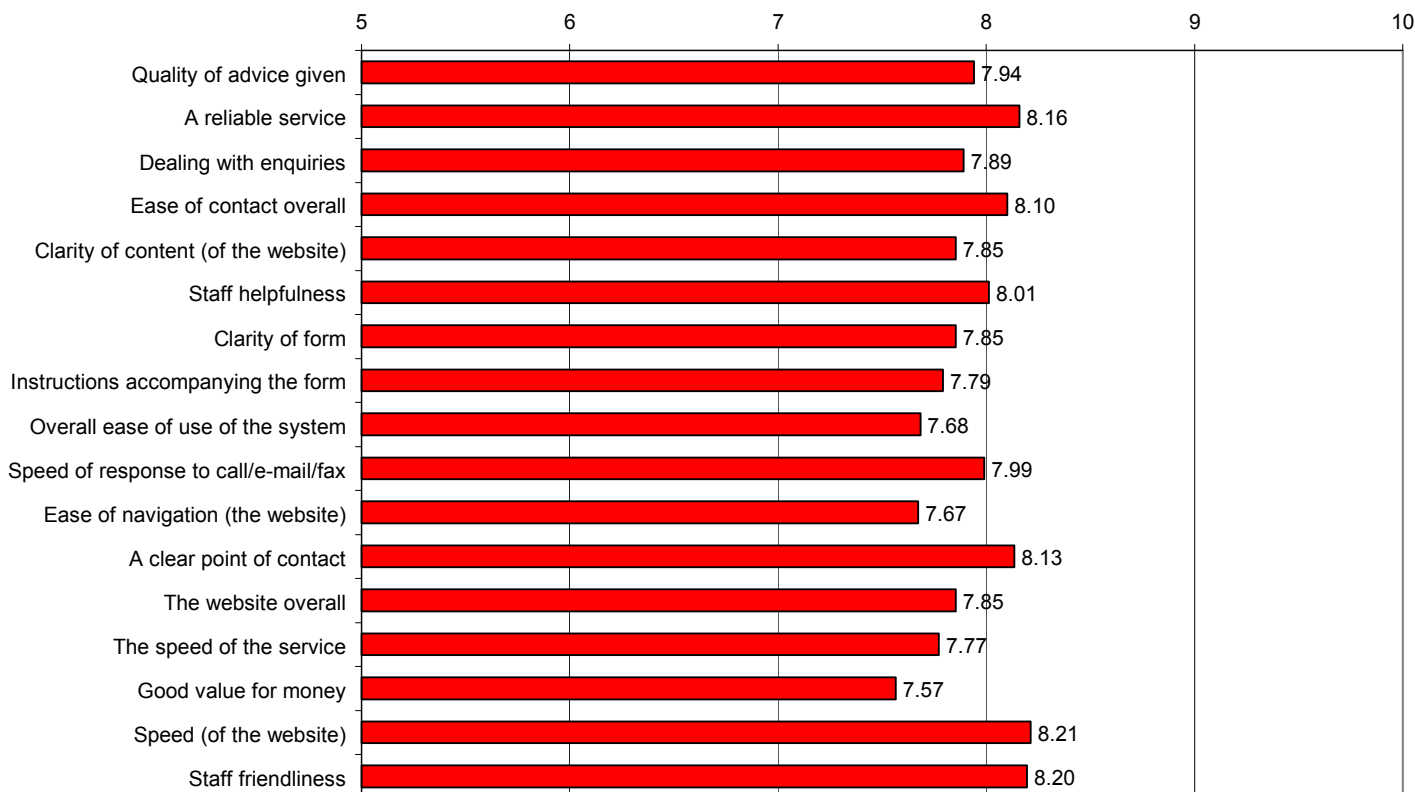
Our customers told us that the most important aspect of our service is the quality of the advice that we provide. This scored an average rating of 9.09 out of a possible 10. However, all 17 requirements scored over 8 out of 10 for importance. This suggests that across the board our customers have high expectations of our service.

Satisfaction rating

Our customers were also asked to score their level of satisfaction with our performance on the same 17 criteria giving a mark out of ten, where ten signifies 'completely satisfied' and one signifies 'completely dissatisfied'.

The results are shown in the chart below. The criteria are listed in order of importance to our customers. The results show that our customers are most satisfied with the reliability of the service, the ease with which they can make contact with us, having a clear point of contact, our staff friendliness and the speed of our web based services.

Satisfaction ratings



The results also highlight that our priorities for improvement should be to improve the value for money that our services offer, to improve the navigation of our website, to make our systems easier to use and to speed up our processing times.

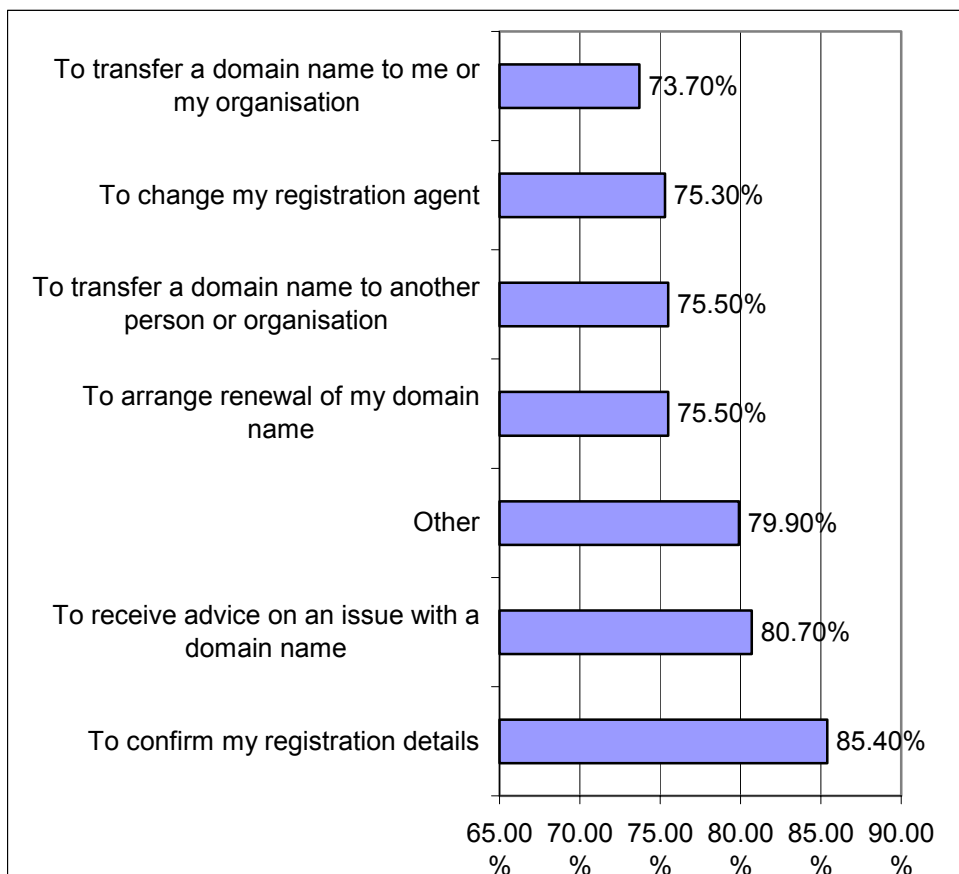
In any instance where a satisfaction score of less than 6 was given, the respondent was asked to explain the reason for their low level of satisfaction with that requirement. We are using this feedback to help us to improve our services.

Satisfaction index

The satisfaction index is calculated using the importance ratings assigned to aspects of our service to weight satisfaction ratings. The resulting index is therefore a weighted average expressed as a percentage, a score of 100% representing total satisfaction with every aspect of our service.

Our registrant satisfaction index rating for 2005 is 80%.

We can also calculate the satisfaction indices by the service used by the customers which allows us to benchmark our different services against each other:



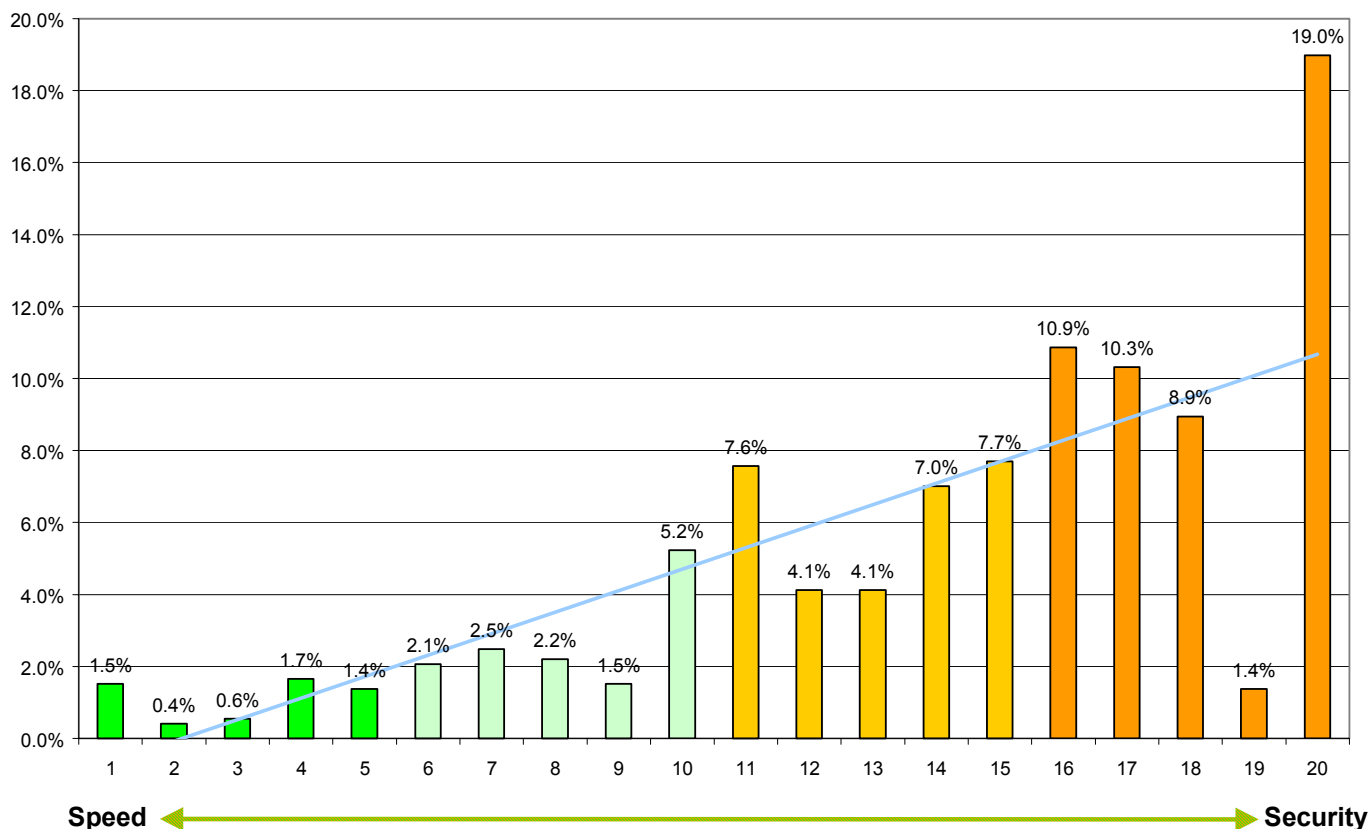
This highlights that the online service that allows registrants to confirm their registration details is the service that our customers are most satisfied with. This is encouraging as we plan to move all our services online in the future.

Business issues

In the survey we asked a number of questions particularly relevant to the business at this time.

Speed versus security

As an organisation we take great care to ensure we offer a high level of security when making changes to domain names. To help us understand our customers' expectations better we wanted to understand the relative importance of speed versus security. We asked respondents to indicate where, on a 20 point scale, they felt the balance should be.



The responses to this question clearly show a desire for security. However, we recognise that the speed of the service that we offer is also very important.

Words/phrases to describe Nominet

Finally, we provided respondents with a list of words/phrases and asked them to indicate which they might use to describe Nominet. This helps us to understand how our customers perceive us.

