

## Nominet Registrant Satisfaction Survey

During November 2005 we carried out the second of our registrant satisfaction surveys. 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. 906 customers responded and completed an online questionnaire, an increase of 164 compared to our last survey.

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. Where comparisons can be made against the last survey results these have been included.

We are pleased to report that the responses that our customers gave resulted in an overall customer satisfaction index rating of 81.2%. This is an increase of 1.2% when compared against our last survey which was carried out in April 2005. This is a great improvement in a very short time scale. However, we have found that there are eight 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
- The speed of the service
- Good value for money
- Overall ease of use of the system
- Handling of problems and complaints

The results have shown that our registrant transfer process received the lowest satisfaction scores and so our priority this year is to develop and introduce an electronic registrant transfer process and to improve the customer experience in this area. Although our registrant transfer customers are more satisfied now than they were in April 2005 these customers are still over 1% less satisfied than our other customers which highlights that improvements still need to be made to this service. We plan to review the way in which we support this service. 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.

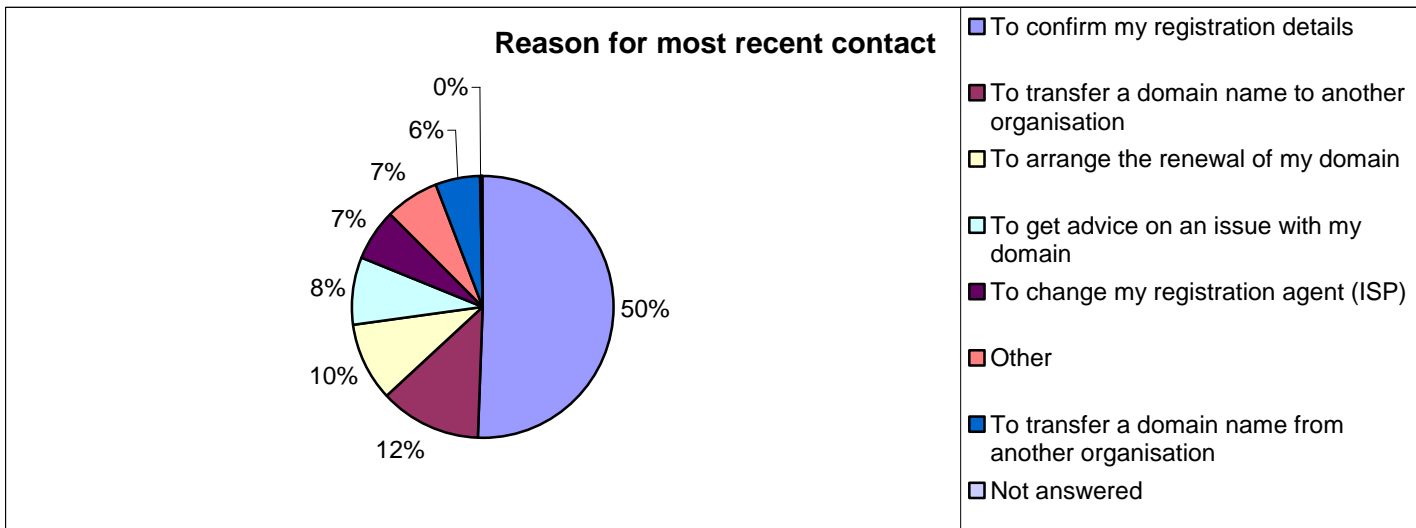
We also found that different types of customers had different satisfaction levels. Private individuals who contact us are the most satisfied giving us an 82.9% satisfaction index. Large companies with over 250 employees are the least satisfied with a 74.5% satisfaction index rating.

We intend to follow up this second survey in the summer so that we can measure the improvements that we have introduced and their impact on our customers. By surveying our registrant 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 improve our services and move more of them online.

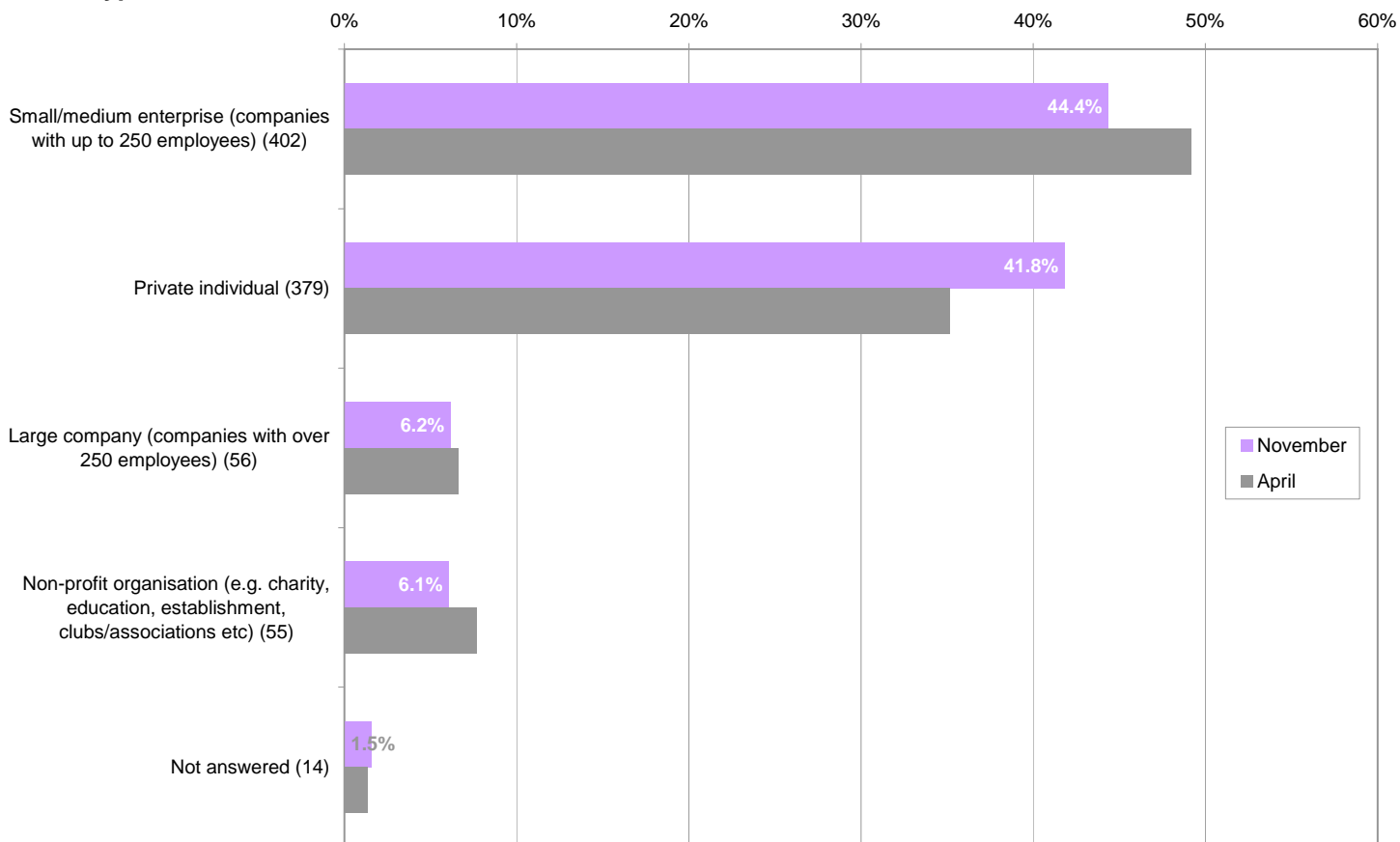
## Who responded?

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. We have compared the types of customer from our April and November 2005 surveys.

### Main reason for your most recent contact



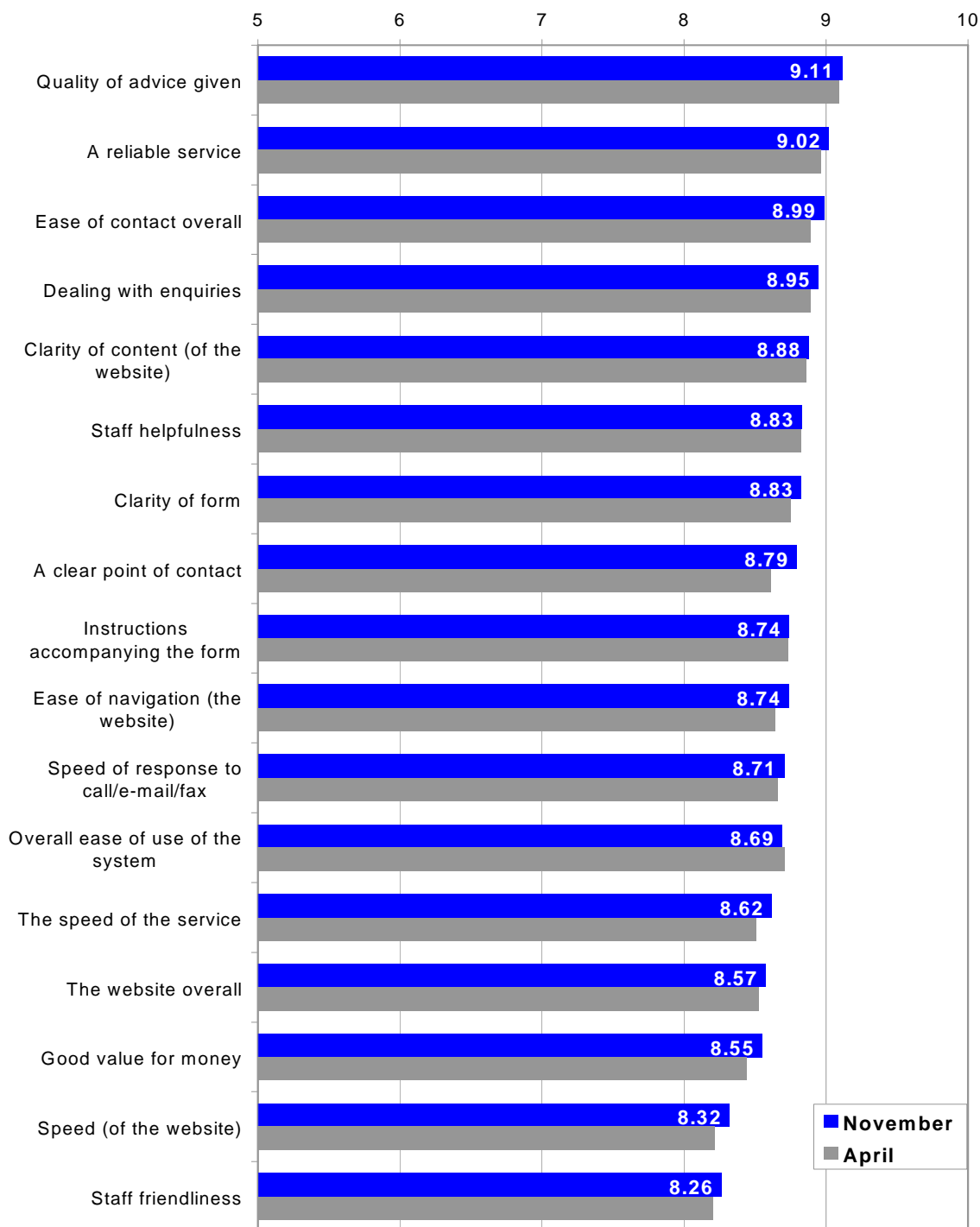
### Type of customer



## 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.

### Stated importance

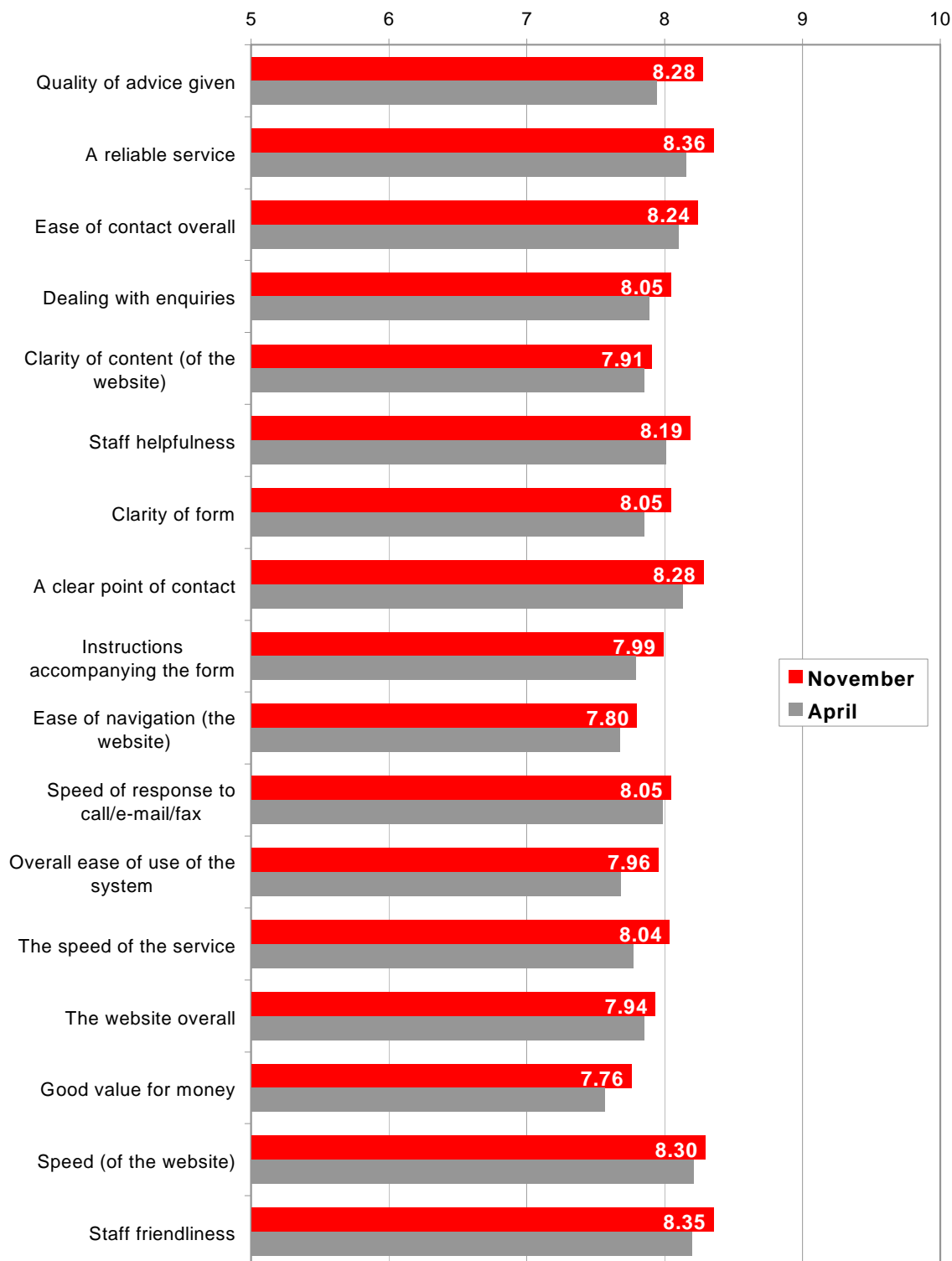


Our customers told us that the most important aspect of our service continues to be the quality of the advice that we provide. This scored an average rating of 9.11 out of a possible 10. However, as you can see all 17 requirements scored over 8 out of 10 for importance just as they did in April 2005. This suggests that our customers continue to have very high expectations of all aspects 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 of our last two surveys are shown in the chart below. The criteria are listed in order of importance to our customers based on the most recent survey results. The results show that our customers are most satisfied with the reliability of the service, staff friendliness, the speed of our web based services, the quality of the advice given and having a clear point of contact. This mirrors the satisfaction results that we got in our April survey.



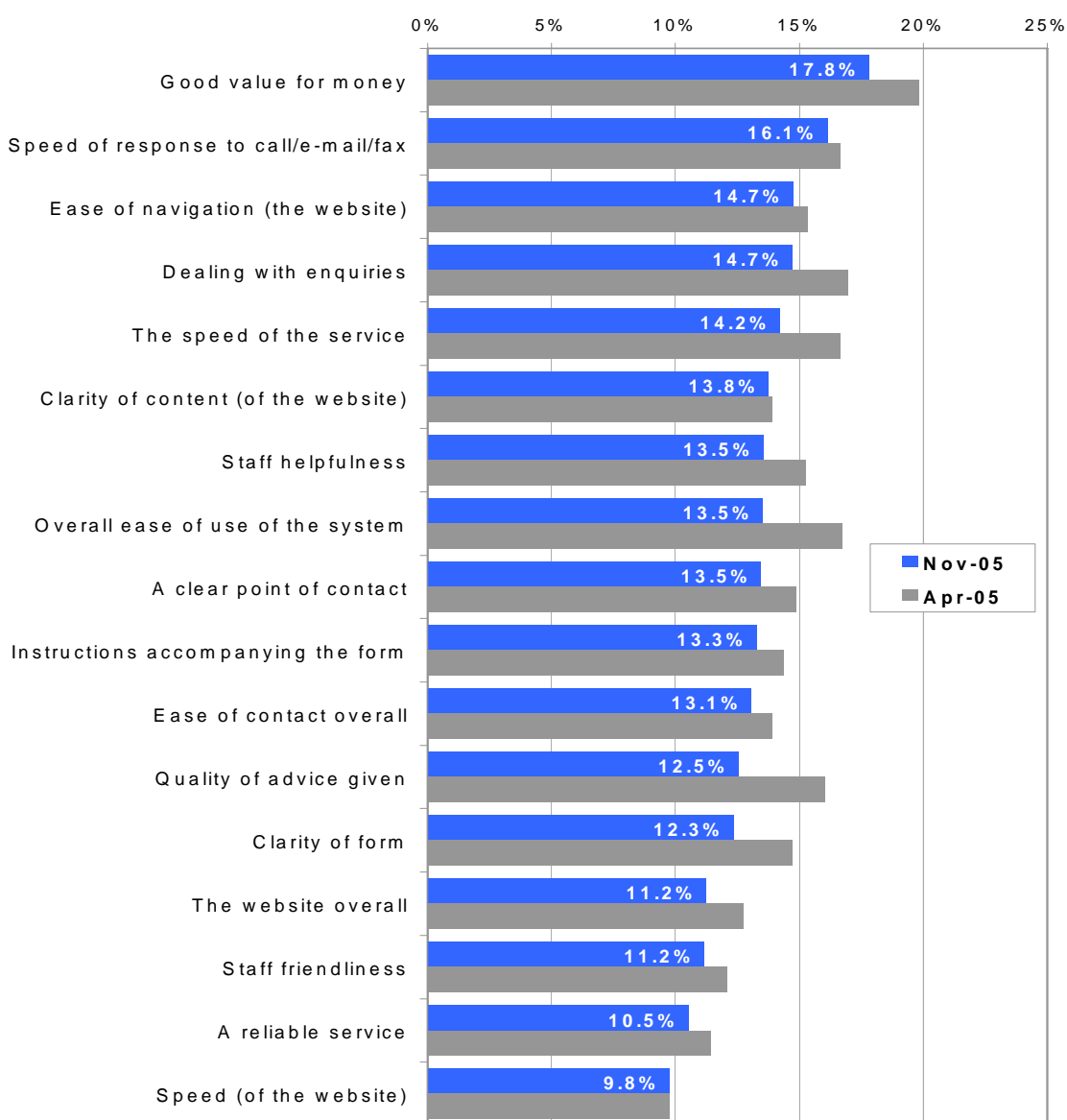
The results also highlight that our priorities for improvement should continue to be to improve the value for money that our services offer and to make our systems easier to use. The results also highlight a need to improve the navigation, clarity of content and general ease of use of our website. We launched a new version of our web site after the research was concluded and we are very hopeful that our new web site, which is easier to navigate, will improve customer satisfaction levels.

In our April survey there was a high level of dissatisfaction with the speed of our processing times and this was a priority for improvement over the last six months. It is clear from the November survey that the improvements that we have made have been noticed with the overall speed of our service now scoring an 8+ satisfaction score of 8.04.

The company we used to carry out the survey specialise in customer satisfaction research so they are able to compare our results with those of the other companies they work for. In their opinion the eleven requirements that score between 8.01 and 8.36 are positive and the other six with scores between 7.50 to 7.99 indicate an "OK" or acceptable result. We have seen five indicators move from the "OK" or acceptable level to the positive level which is encouraging.

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 develop registrant services that respond to the needs of our customers.

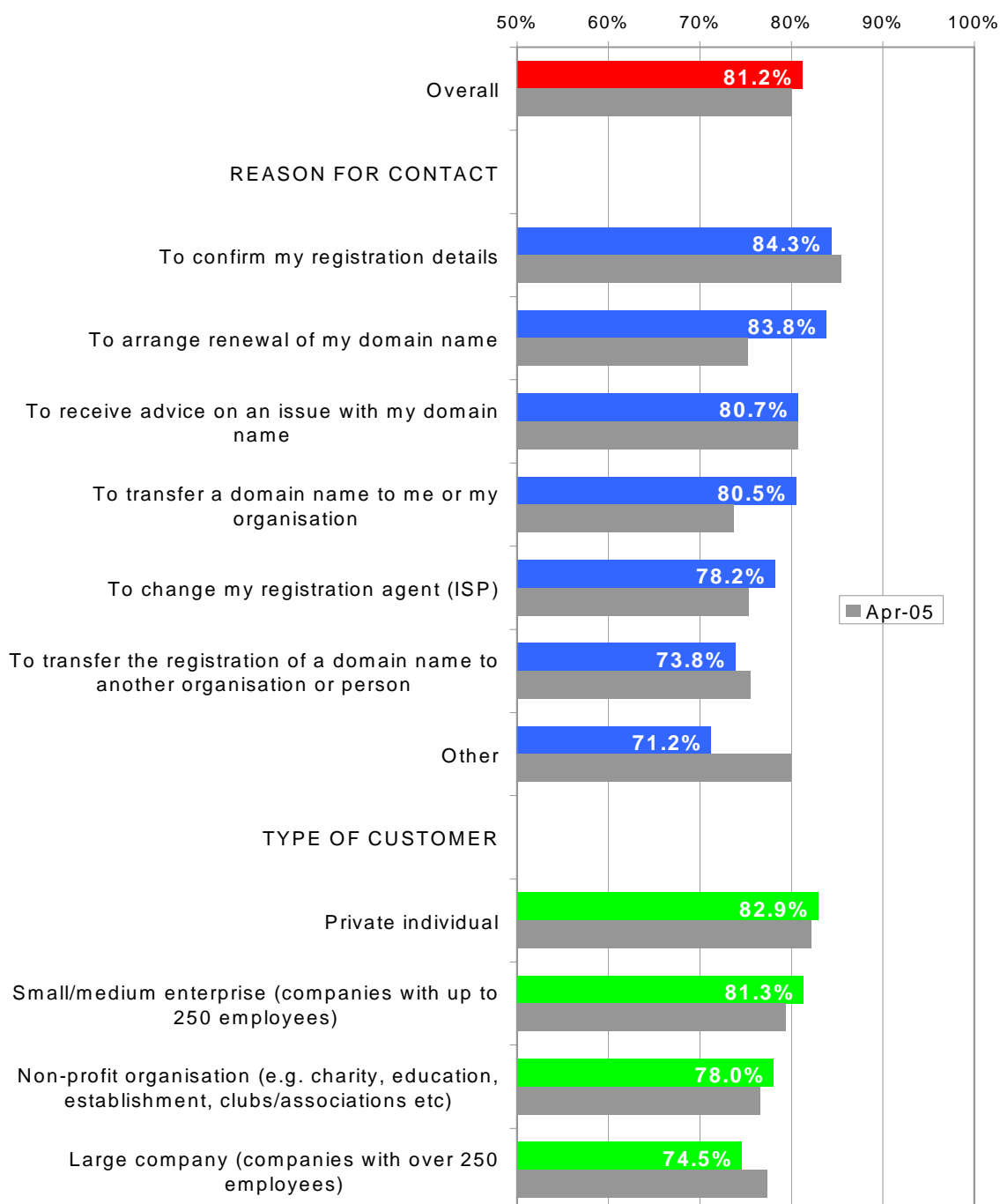
The principal reasons for dissatisfaction are value for money and speed of response to call/email/fax. The chart below shows that dissatisfaction levels have fallen in every area since our last survey in April.



**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 the second half of 2005 is 81.2%.

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:



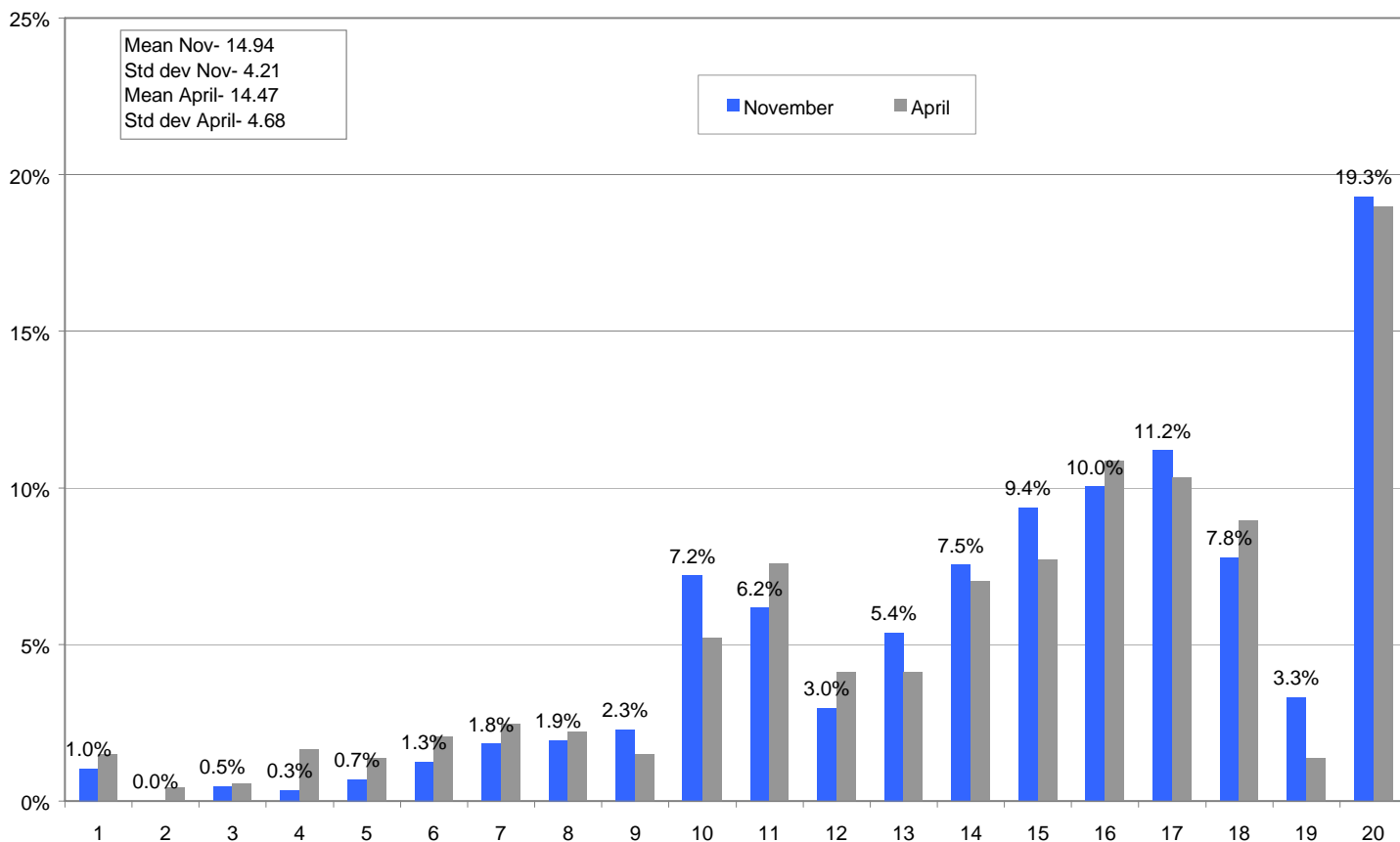
This chart highlights that our one fully online service (Registrants Online) is still the service that our customers are most satisfied with. Encouragingly our customers are next most satisfied with our renewals service which is a great reward for the work that has gone into making our positive renewal system easier for registrants to understand and use.

## Business issues

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

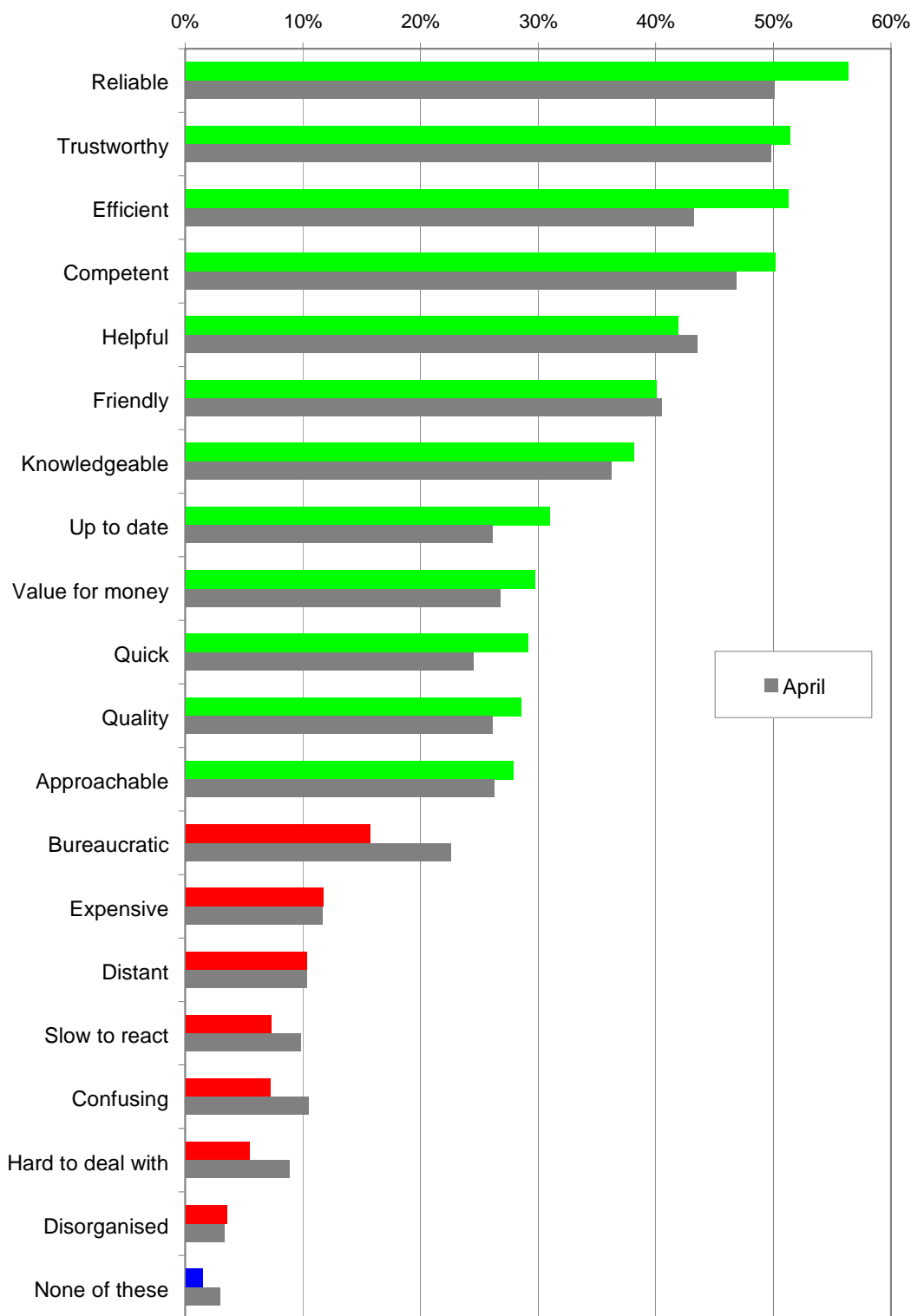
### Speed versus security

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 results are very similar to those recorded in our April survey. Security is still more of a concern to registrants than speed.



## Words/phrases to describe Nominet

We provided respondents with a list of words and phrases and asked them to select as many as they felt applied to Nominet. This helps us to understand how our customers perceive us. The positive words are shown below in green and the negative words are shown in red. Overall registrant perceptions of Nominet are positive.

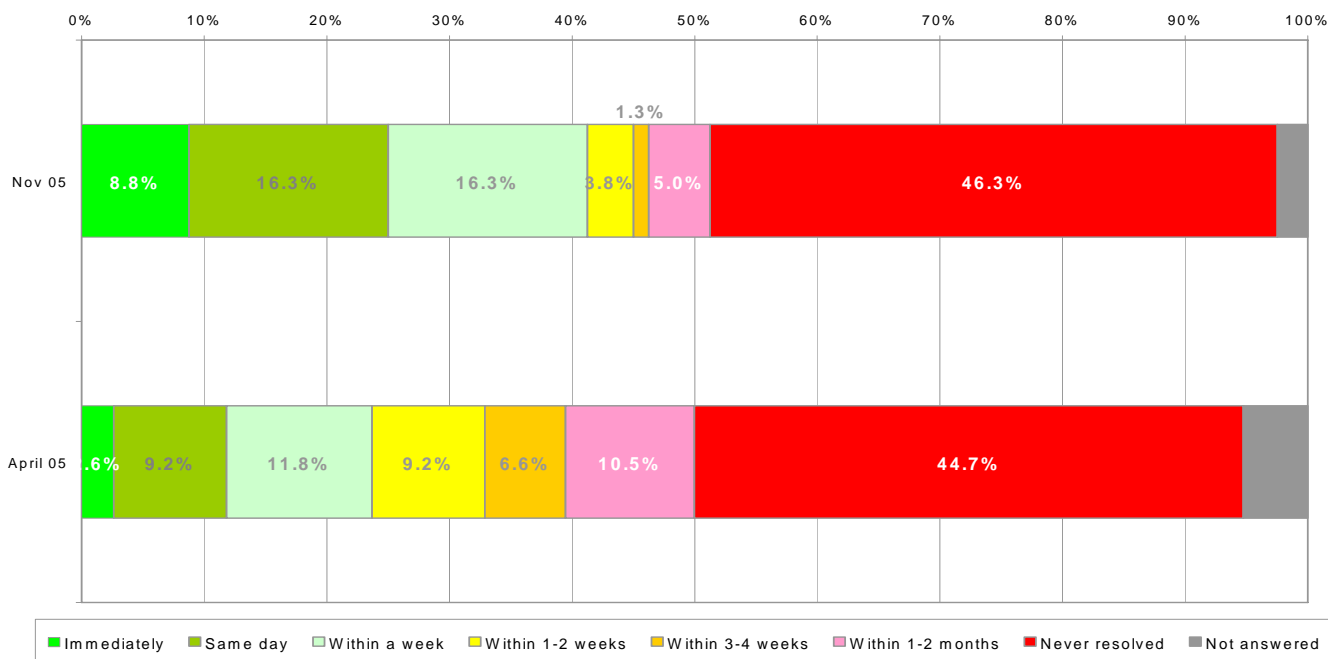


## Problem Handling

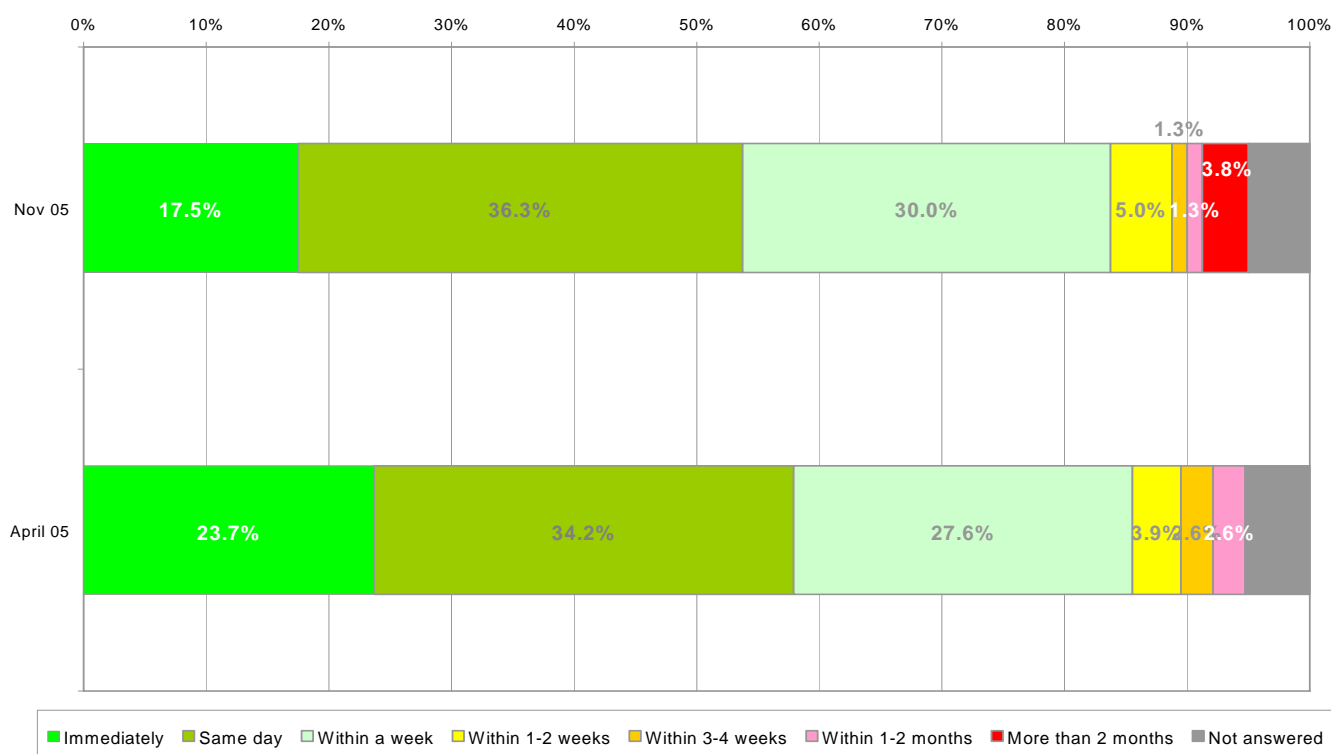
Of the 133 customers who reported experiencing a problem only 80 had raised their issue with Nominet. 29 of these complaints were handled by the department supervisor, manager, director or chief executive with a further 49 being directed to someone else within the company.

Those customers who did contact us were asked how long they thought it should have taken to resolve the problem.

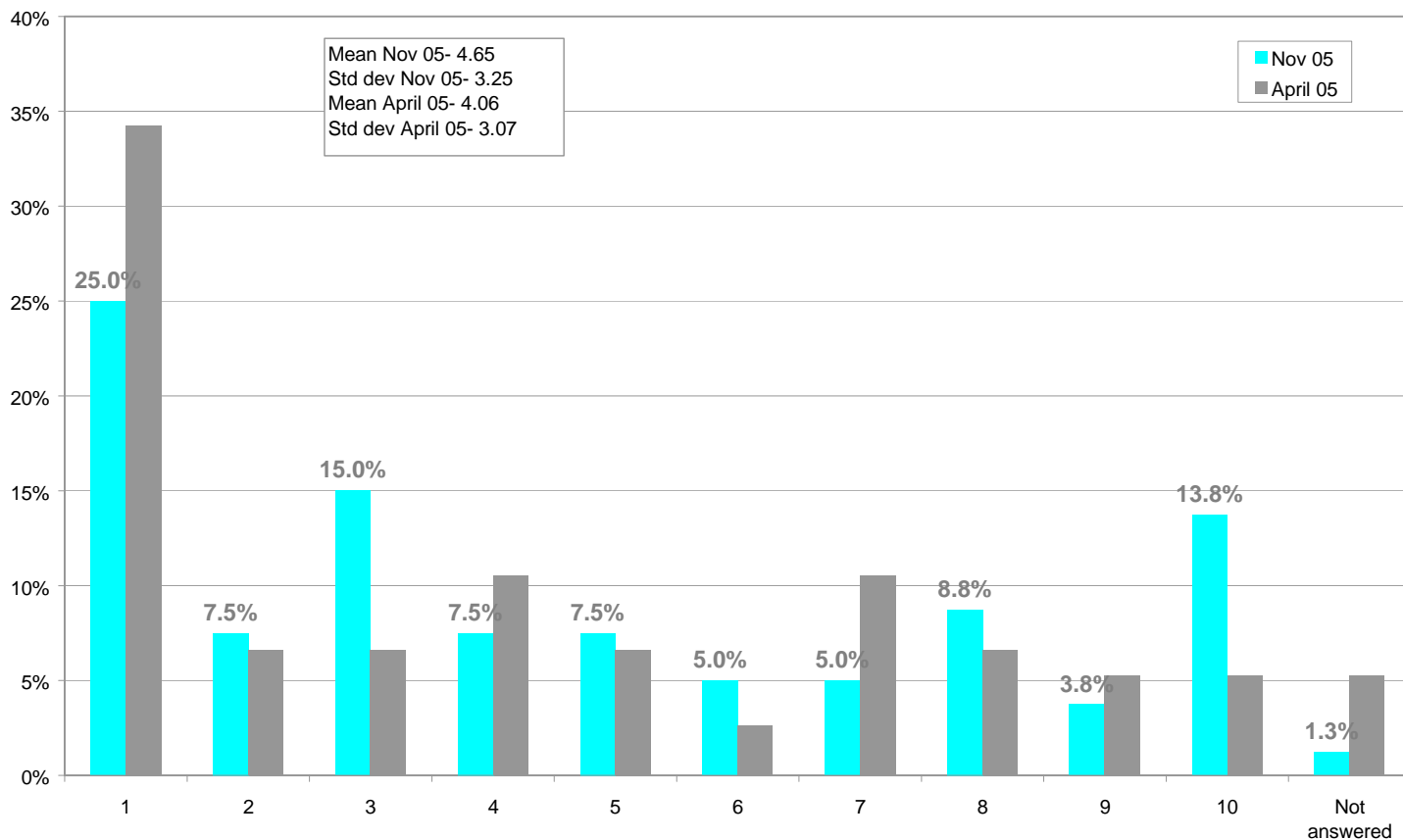
### How long did it take to resolve the issue?



### How long do you think it should have taken to resolve the issue?



These customers were then asked to give a score of between 1 and 10 to show how satisfied or dissatisfied they were with the way the issue was handled.



Our focus on improving our complaint handling process combined with the service improvements that we have made combine to show that more of our customers are now experiencing a better level of service from us. This is shown in the overall improvement in our customer satisfaction score from 80% to 81.2%.