

Nominet Registrant Satisfaction Survey

During August 2006 we carried out our third registrant 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. 961 customers responded and completed an online questionnaire, an increase of 55 compared with our last survey.

The survey asked questions about 29 elements of our service that we wanted to measure satisfaction with. This is an increase from our last survey, as we wanted to measure customer satisfaction levels following specific changes that we had made in different service areas. 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 84.3%. This is an increase of 3.1% when compared against our last survey that was conducted in November 2005 and an increase of 4.3% when compared to our first survey in March/April 2005. We are pleased with this achievement.

However, the survey has identified areas of our service, which can be improved further, and these are:

- Ease of contact overall
- Quality of advice given
- The speed of the service
- Overall ease of use of website
- Handling of problems and complaints

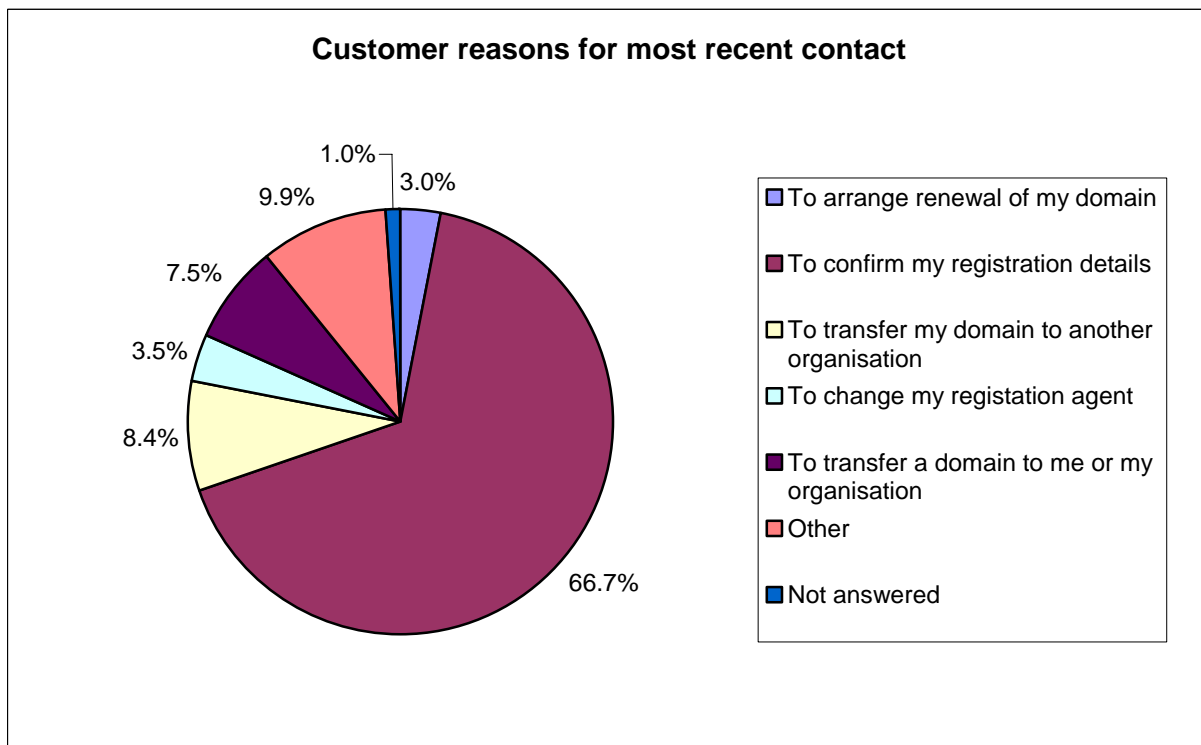
The results have shown that our registrant transfer and change of registration agent services have received the lowest satisfaction scores, however, the scores have increased from our last survey. We have implemented improvements to both service areas through system development and a reduction in the time taken to process the requests, which has resulted in a more efficient and better value for money service. We are now developing the next generation of these services, which will see them use a simpler online system.

We found that different customer groups had different satisfaction levels. Private Individuals (the customer group that contacts us the most frequently) are the most satisfied group of customers, giving us a satisfaction index score of 86.5%, which compared to our last survey is an increase of 3.6%. Large companies with over 250 employees are no longer the least satisfied group of customers but have been replaced with non-profit organisations such as charities and clubs who gave a satisfaction index rating of 82.5%. However, we introduced a new group of customers to our survey this time, which was Sole Trader and this group of customers are only 81.6% satisfied with our service. We are now reviewing how we can make our service better for these latter groups of customers.

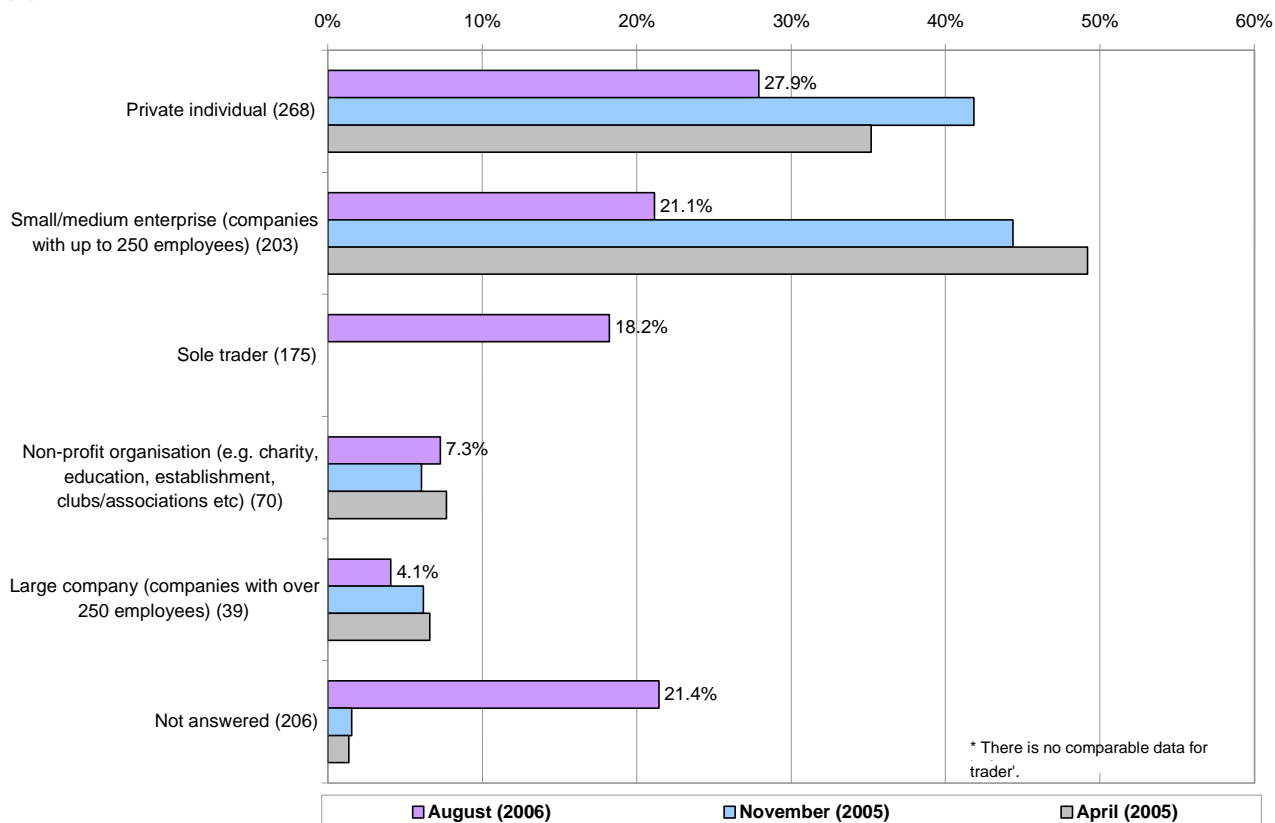
We intend to run a fourth survey in March 2007 so that we can measure the improvements that we have introduced and their impact on our customers.

Who responded?

We asked customers to identify the reason for their most recent contact with us and to confirm how they contacted us. We also asked them to tell us what type of customer they are, for example a large company or a private individual.



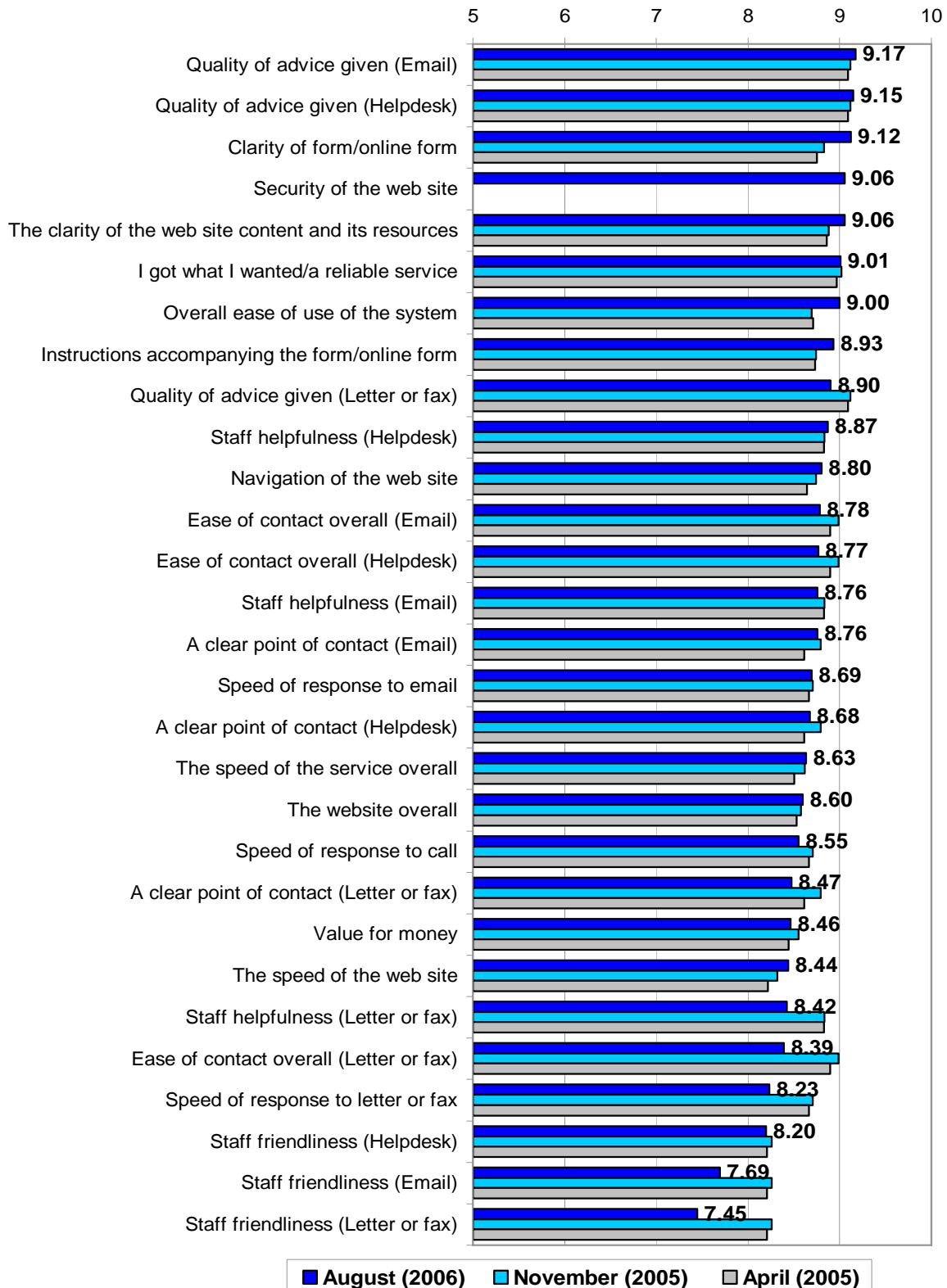
Type of customer who contacted us



Importance rating

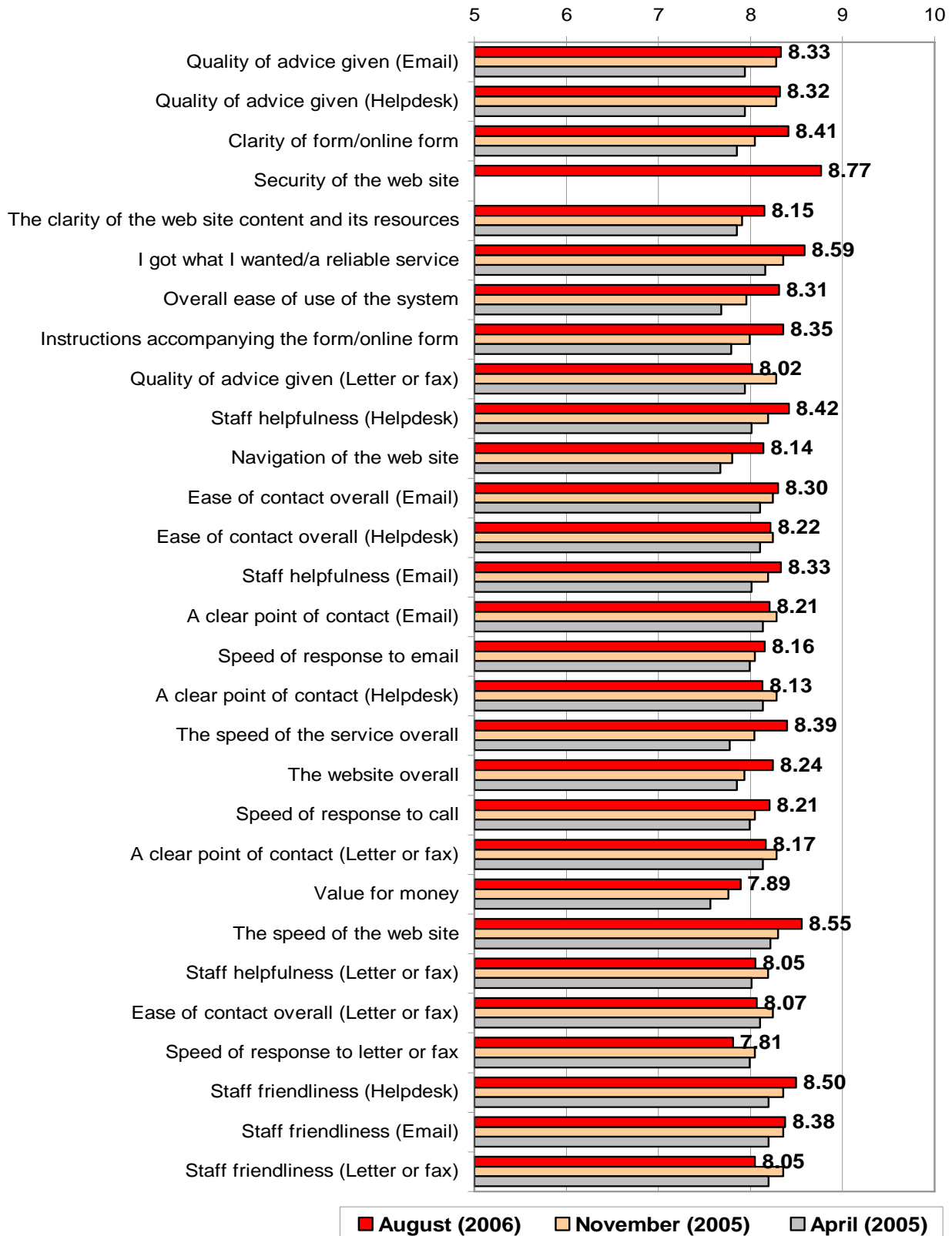
We asked our customers to rate the importance of 29 requirements. In this survey we have increased the number of requirements from 17 to 29 so that can better understand what is important to our customers. Each requirement was given a score out ten where one signifies 'no importance at all' and ten signifies 'extremely important'.

The quality of advice we provide is the most important requirement to our customers. But as you can see our customers rate all aspects of our service as very important.



Satisfaction rating

We asked our customers to score the same 29 requirements for their level of satisfaction with our performance. Each requirement was given a score out of ten where one signifies 'completely dissatisfied' and ten signifies 'completely satisfied'.

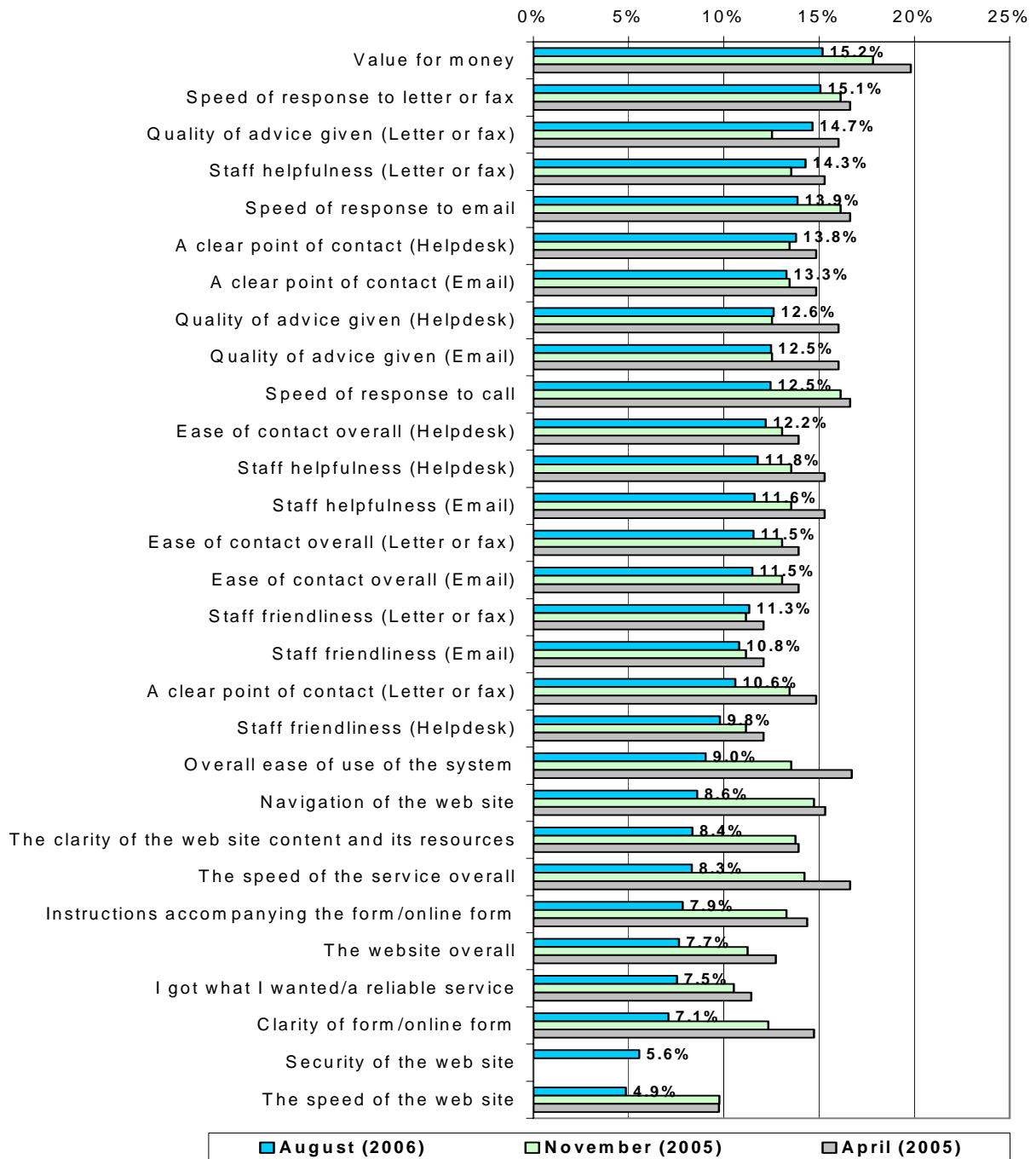


These results when compared with our last survey show that ‘clarity of form/online form’ followed by ‘instructions accompanying the form/online form’ have had the greatest increase in satisfaction, with increases of 0.37 and 0.36 respectively. In addition, ‘the speed of the service overall’ and ‘overall ease of use of the system’ have each increased in satisfaction by 0.35. These scores highlight that the work being done towards improving these areas is being effective.

From these results we can see that ‘speed of response to letter or fax’ is a requirement, which our customers are least satisfied with, receiving an overall satisfaction score of 7.81. Also ‘value for money’ is another requirement, which received a low satisfaction score of 7.89. Both of these areas will be our focus over the coming months.

Reasons for dissatisfaction

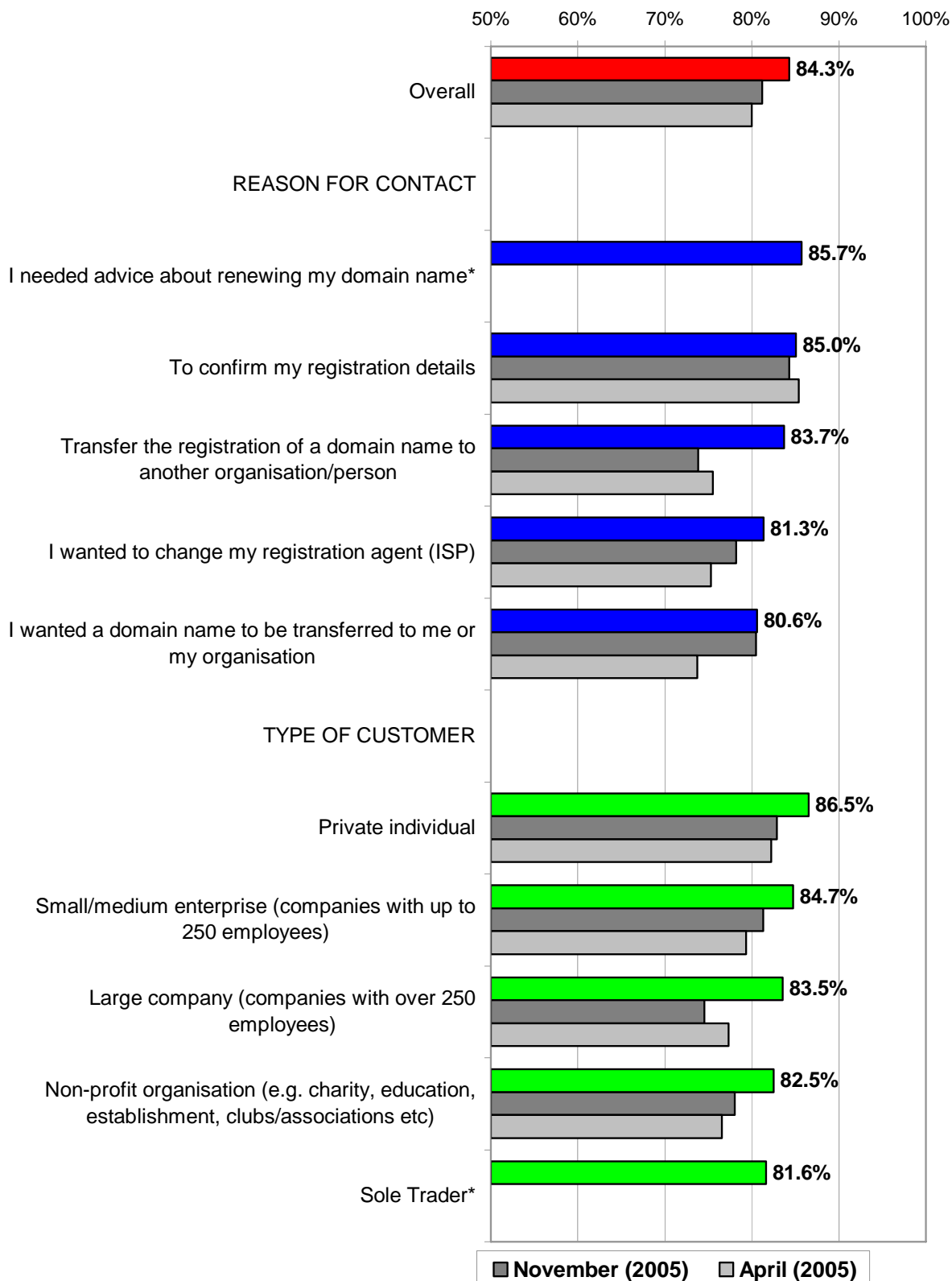
In any instance where a satisfaction score of less than 6 was given, the customer was asked to explain the reason for their low score. We will use this feedback to help us to improve and develop our services to ensure that our customers’ needs are met. From the results below the principle reason for dissatisfaction is ‘value for money’.



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 is 84.3%.

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:

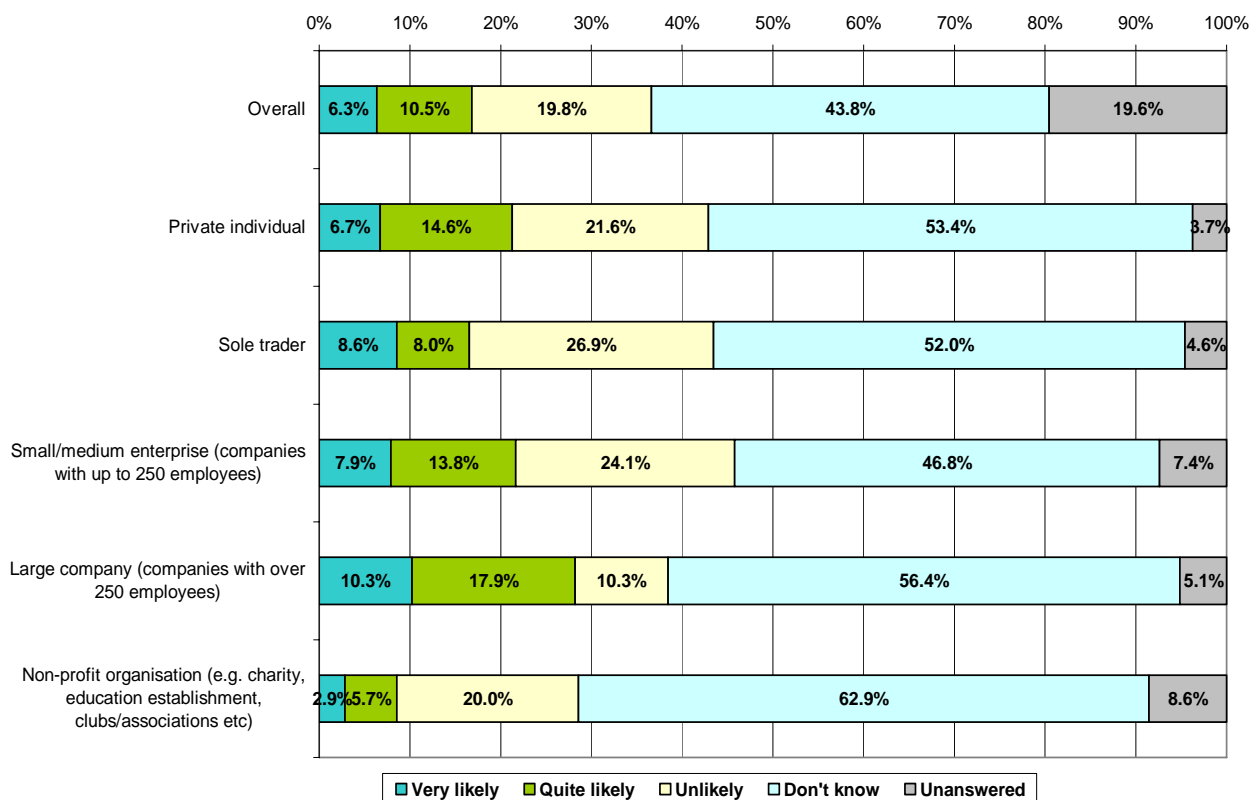


Business issues

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

Interest in possibility of new domain names

We are currently investigating the possibility of introducing new domain names that allow the use of accented or special characters in some browsers. For example, café.co.uk. So we included a question in the survey asking for our customers' level of interest in this matter.

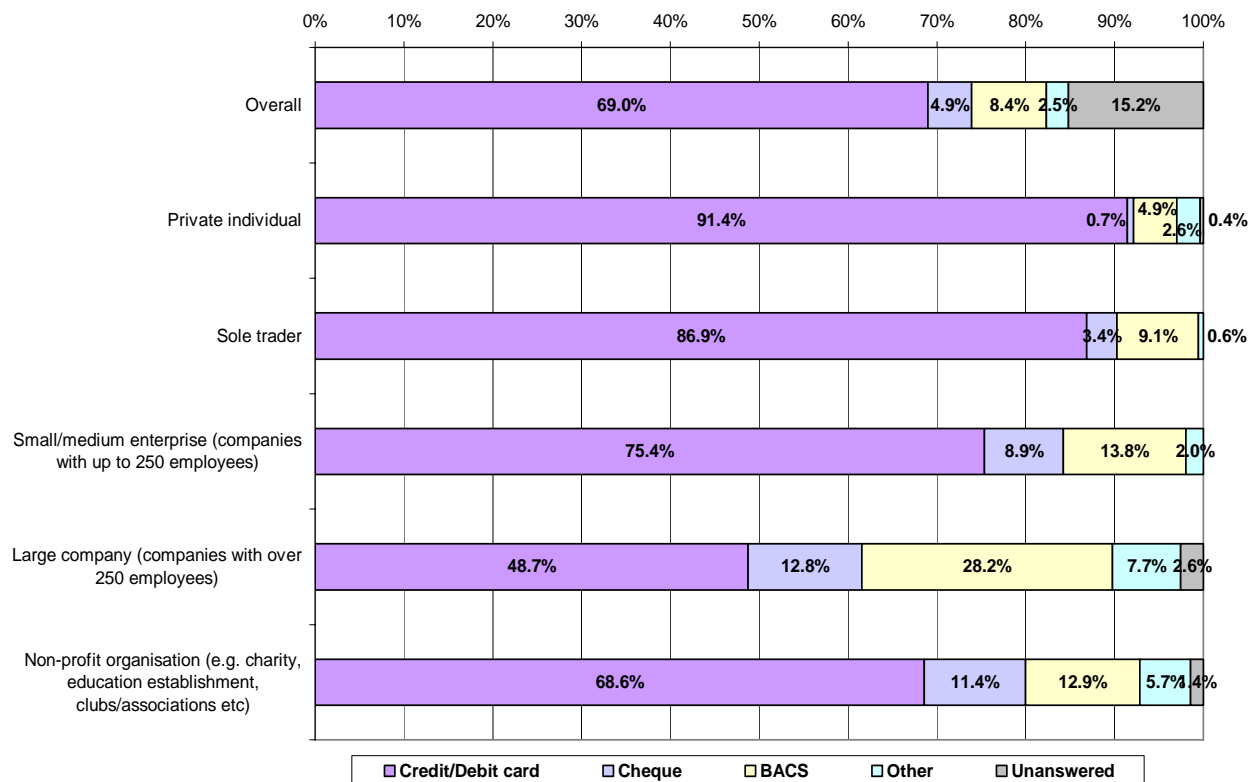


A total of 80.4% of our customers answered this question and it is clear that there is in fact not much variation in interest between the different types of customer. The chart also highlights that the majority of customers either don't know or feel that they are unlikely to be interested in such domain names.

Payment Methods

We are also investigating our customers preferred methods of payment for future system development. The chart below shows the overall result for customers’ preferred method of payment as well as the payment preferences by customer type.

Which is your preferred payment method?



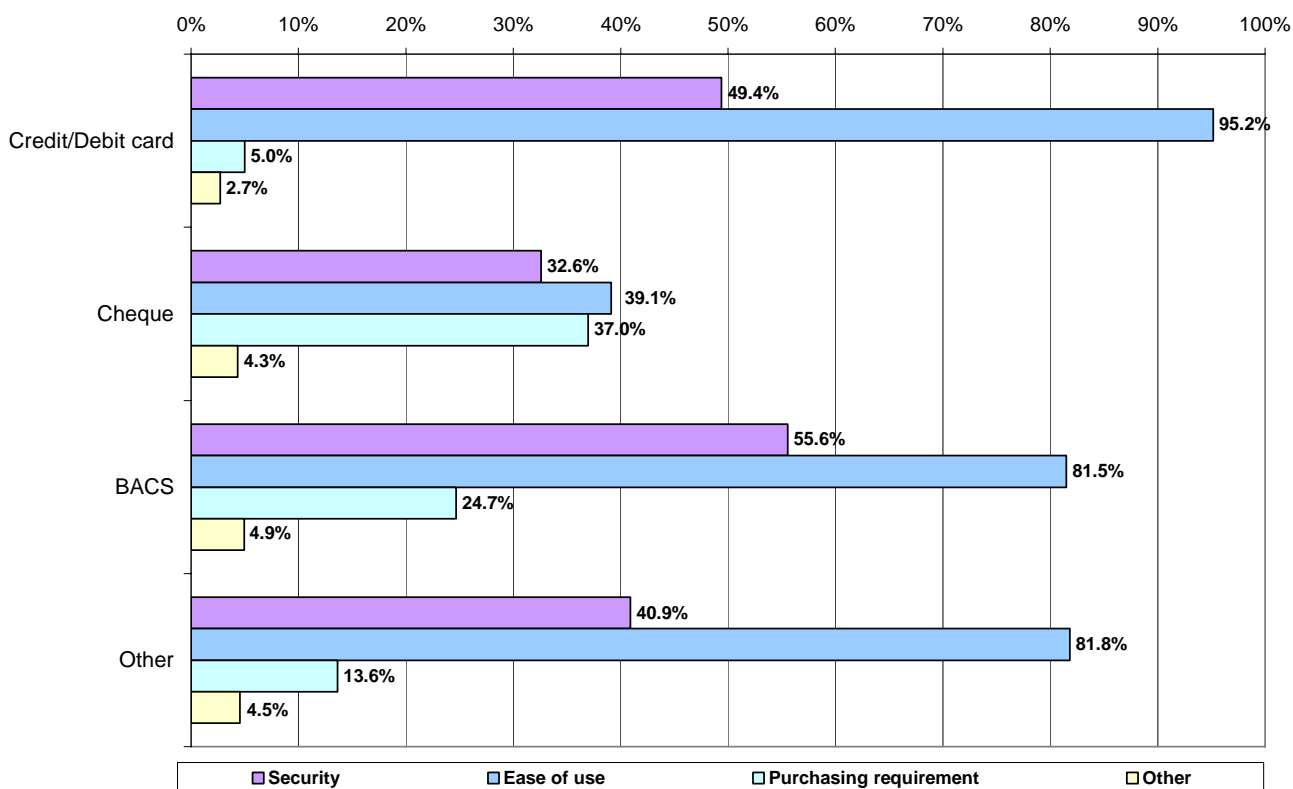
From this chart it is clear that the majority of customers prefer paying by credit/debit card, especially private individuals. Large companies, despite a large proportion preferring credit/debit cards, make substantial use of the other payment methods

Customers who selected ‘other’ as their payment preference were then asked to state their preferred ‘other’ method. The list below shows their responses:

- PayPal
- Invoice
- Cash
- Direct Debit
- Purchase Order
- On account

Why do you prefer that method?

We also wanted to determine why our customers preferred a particular method of payment and asked them to give a reason for their choice.

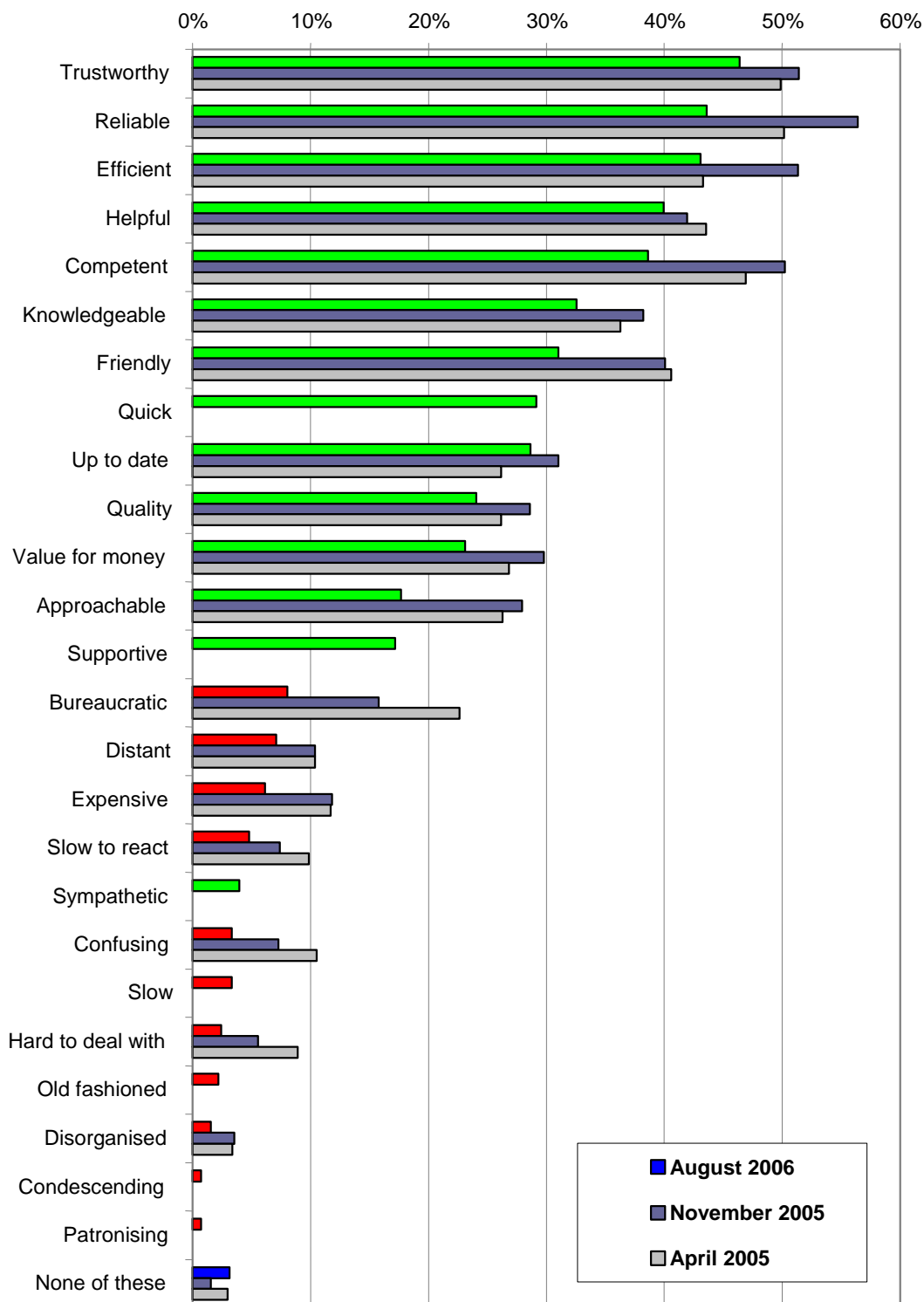


From this chart it is clear that generally customers select a payment method mostly due to ease of use, followed by security.

Those who stated that there were other reasons as to why they used that particular payment method were asked to elaborate. Those who use BACS stated they used that method mainly due to the lack of bank charges. One customer used cheques as they make it easier to keep a track of payments, another preferred cheques solely due to them not having credit/debit cards. A total of 7 customers out of the respondents preferred credit/debit cards as they felt it is a much quicker form of payment.

Words / phrases to describe Nominet

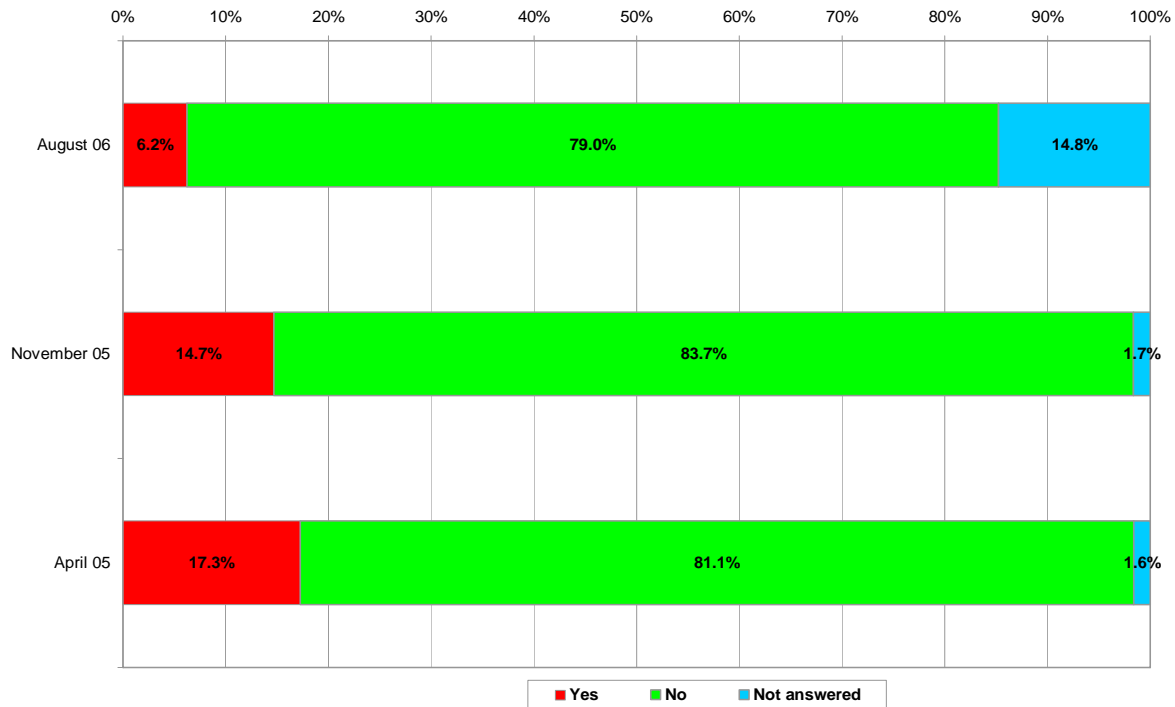
We provided our customers with a list of words and phrases and asked them to select as many as they felt applied to us. This helps us to understand how our customers perceive us. The positive words are shown in green and the negative words are shown in red. Overall our customer perceptions of Nominet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



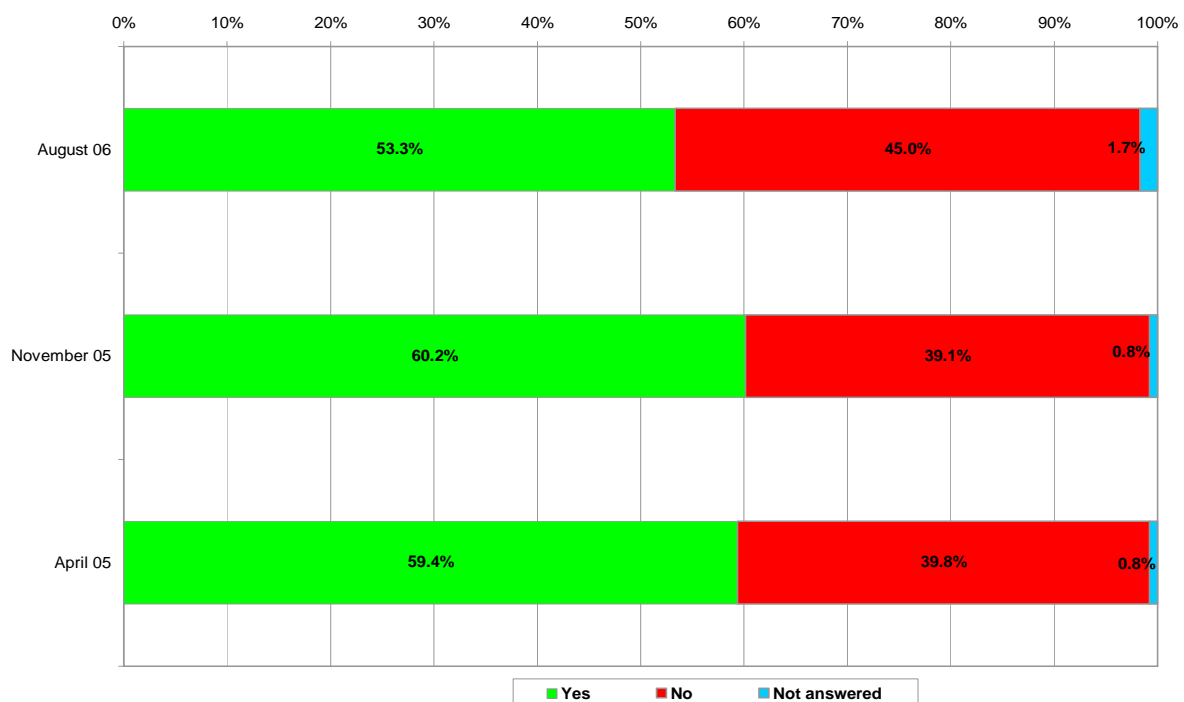
Problem handling

The way in which a business responds to problems or complaints experienced by its customers can often have a major effect on customer satisfaction and through word of mouth (either positive or negative) this effect can spread far wider than the customer who initially experienced the problem. We asked our customers to tell us about any problem or issue that they had raised with us and how they thought we handled their enquiry.

Have you ever had a problem or an issue with Nominet?

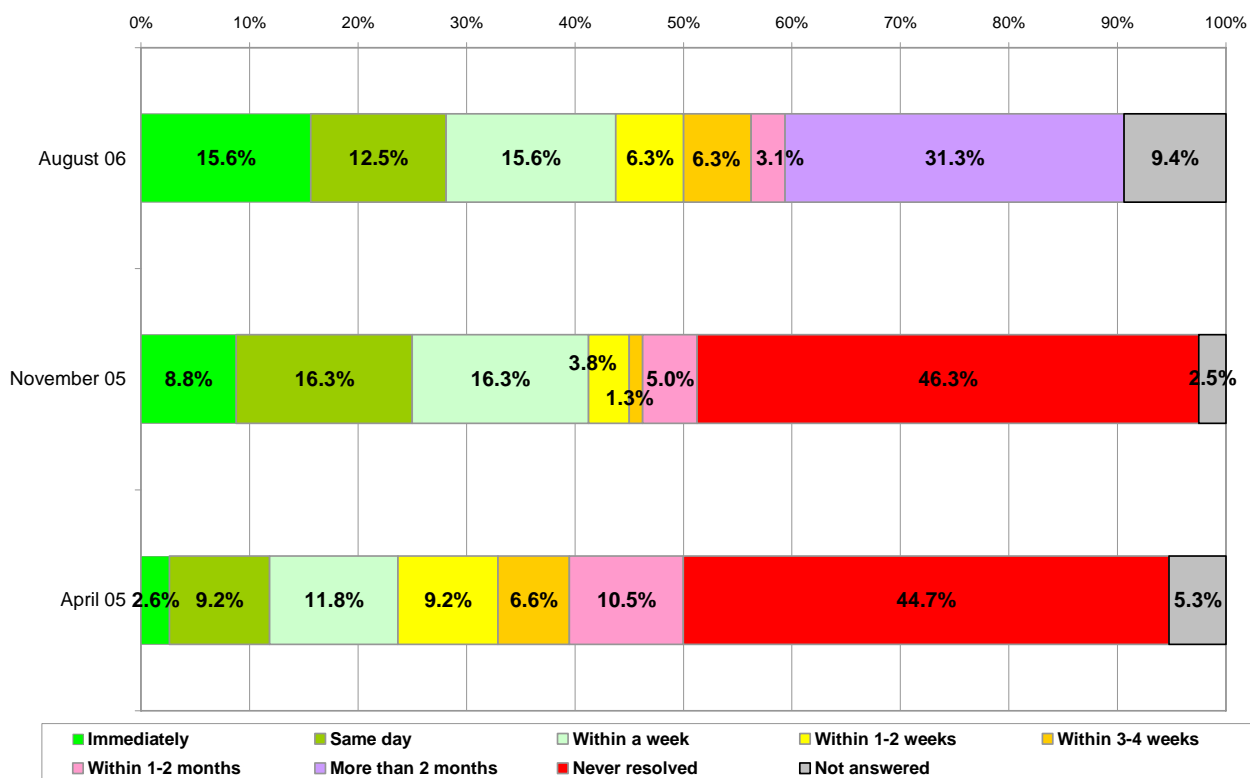


Did you raise the issue or make a complaint?

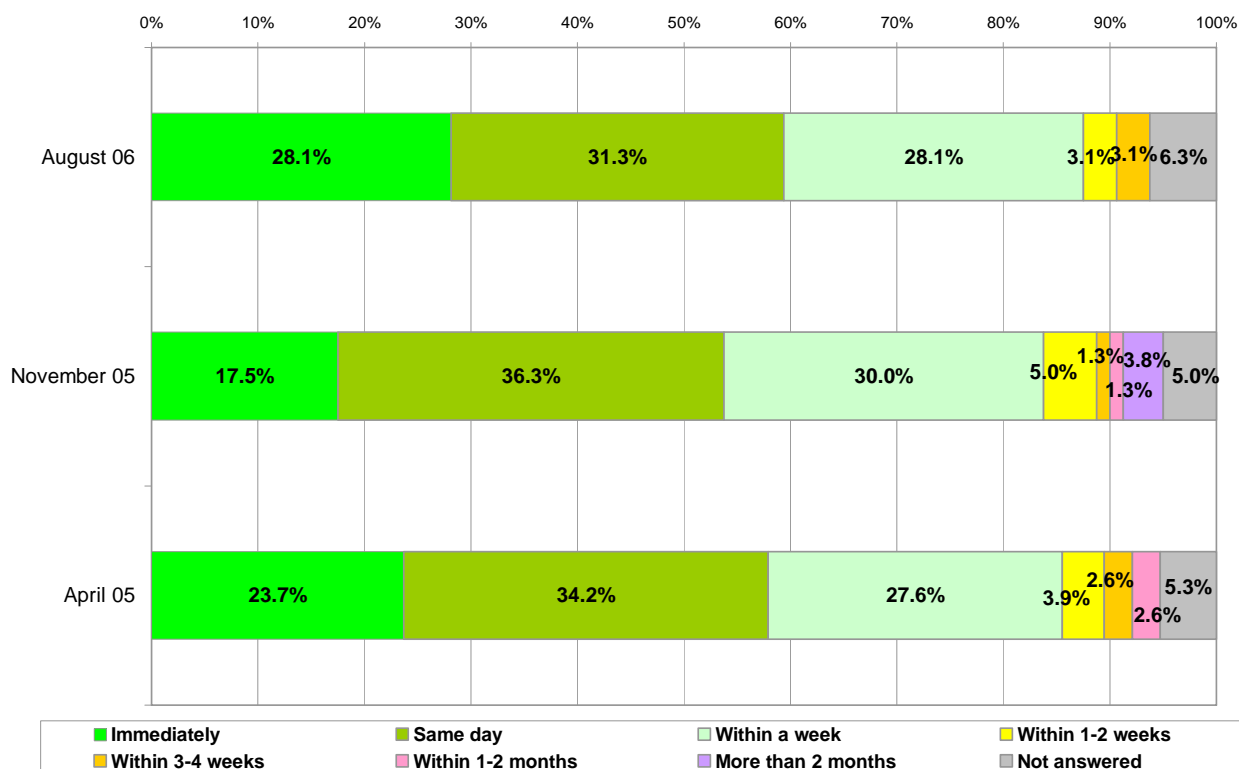


Those customers who did contact us were asked how long they thought it should have taken to resolve the problem.

How long did it take to resolve the issue?

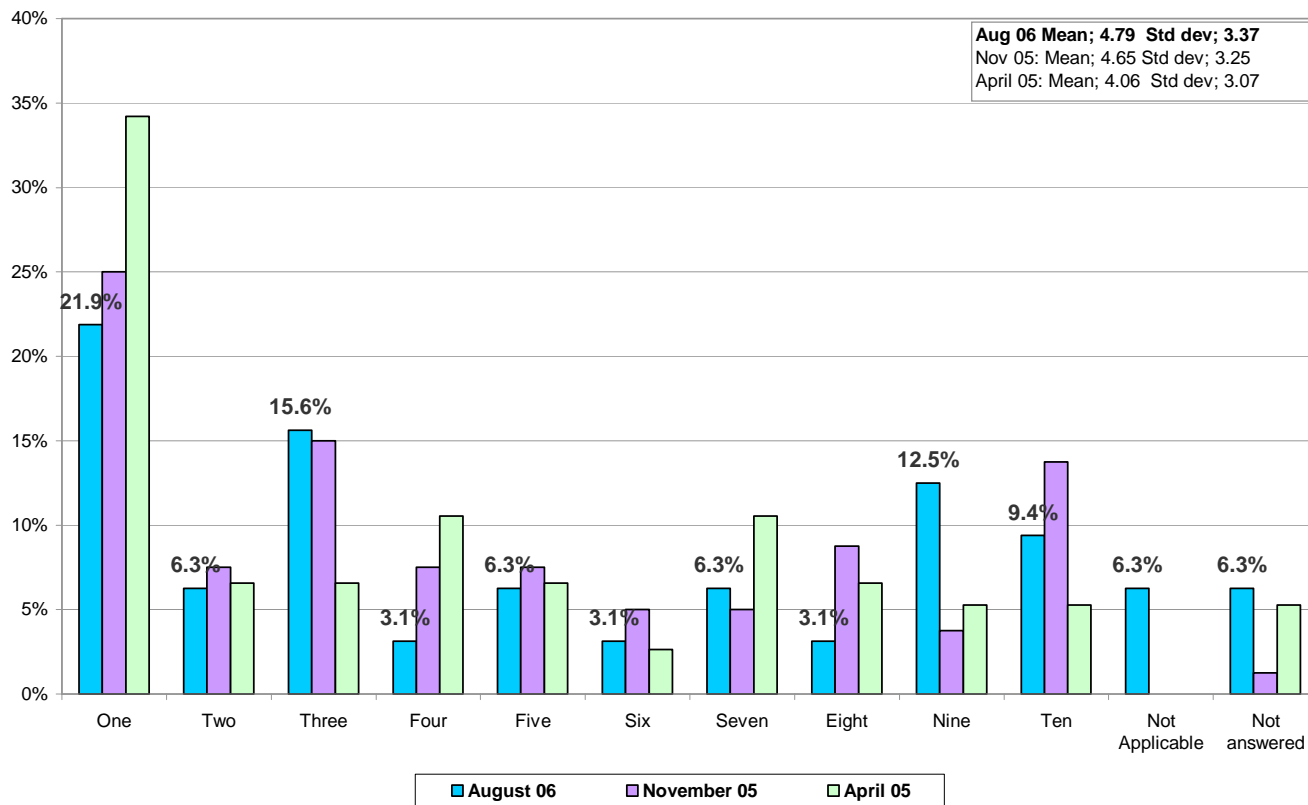


How long do you think it should have taken to resolve the issue?



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

How satisfied or dissatisfied were you with the way the issue or complaint was handled?



While this chart shows that customers are generally dissatisfied with the way their problem was dealt with, there has been a decrease in low satisfaction scores and an increase in positive satisfaction scores of 9 out of 10. We will be focusing on our complaint handling process over the next few months to ensure that the process meets the needs of our customers.

Overall the improvements and changes that we have made to our processes over the last six months have resulted in our customers having higher satisfaction levels with our service. We continue to have a high performing team of advisors supporting our customers and will be using the feedback gained from this survey to continue our programme of service and system improvements.