

## Nominet Registrant Satisfaction Survey

During February 2007 we carried out our fourth 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. 1321 customers responded and completed an online questionnaire, an increase of 360 compared with our last survey.

The survey asked questions about 29 elements of our service that we wanted to measure satisfaction with. Comparing scores with those achieved in August 2006, all but one satisfaction score is above 8.00 indicating 'good' satisfaction.

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 84.2%. This is a very slight decrease of 0.1% when compared against our last survey that was conducted in August 2006. Whilst this is slightly disappointing, it is worthwhile to consider that the previous score (August 2006) was a considerable improvement of 4.2% over our score in November 2005.

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

- Dealing with customers
- Overall ease of use of the system
- Handling of problems and complaints
- Quality of advice given
- Staff helpfulness

The comments from the survey suggest that there is a strong link between the above requirements. Making improvements in one area, will in turn, affect satisfaction in a related area. As a result, customer satisfaction will increase.

Looking at importance, 'quality of advice given' remains the most important requirement with a score of 9.33. This is an increase from 9.17 in November 2005. All 29 requirements have increased in importance since the August 2006 survey. Nine requirements score above 9.00 indicating they are extremely important to customers. The greatest increase in importance is for 'quality of advice given'.

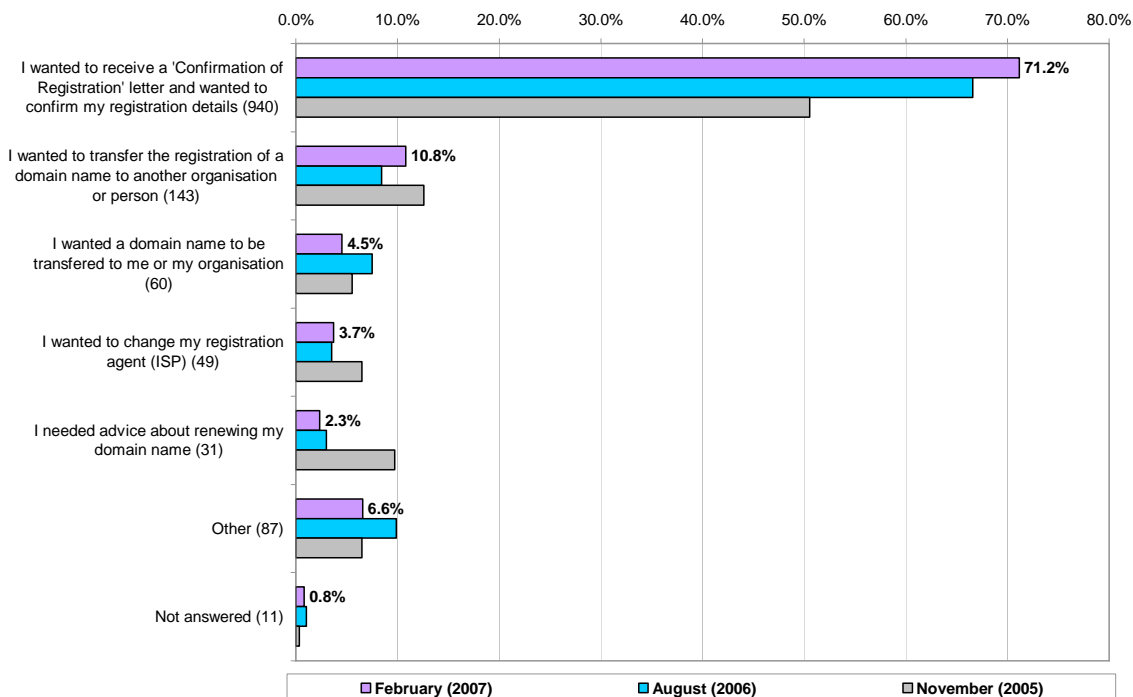
When the requirements are benchmarked against other organisations performance, Nominet scores above average for 17 out of 29 requirements. This is an extremely encouraging performance.

We intend to run a fifth survey later in the year so that we can measure the improvements that we have introduced and their impact on our customers.

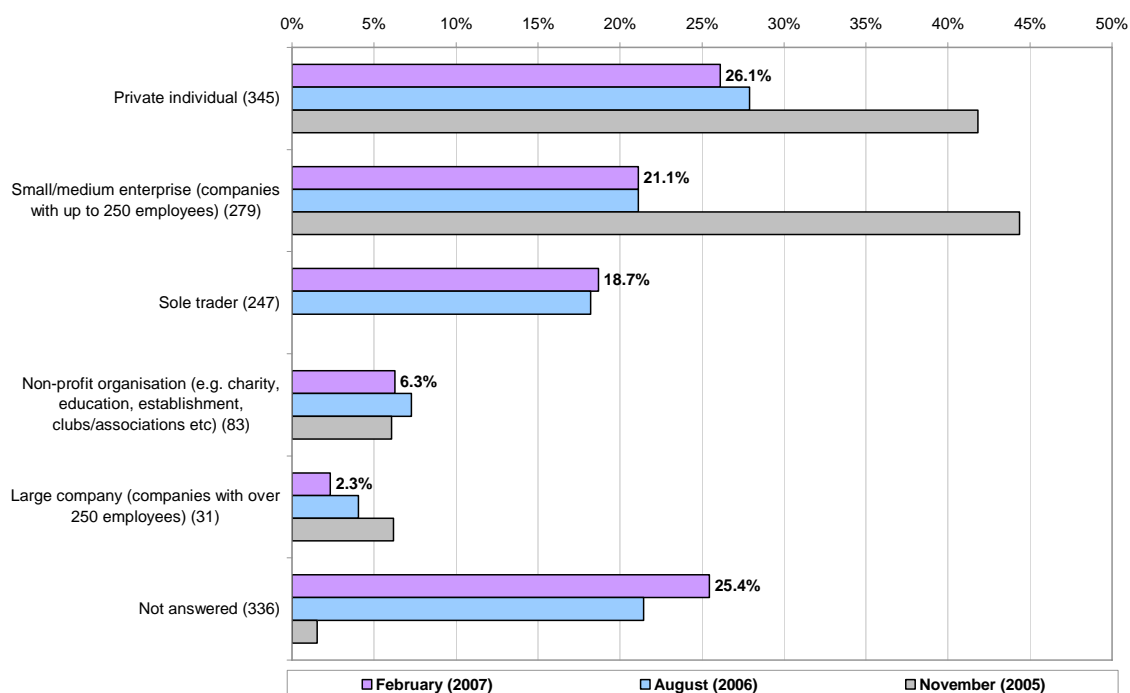
## Who responded?

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.

### Reason for most recent contact with Nominet



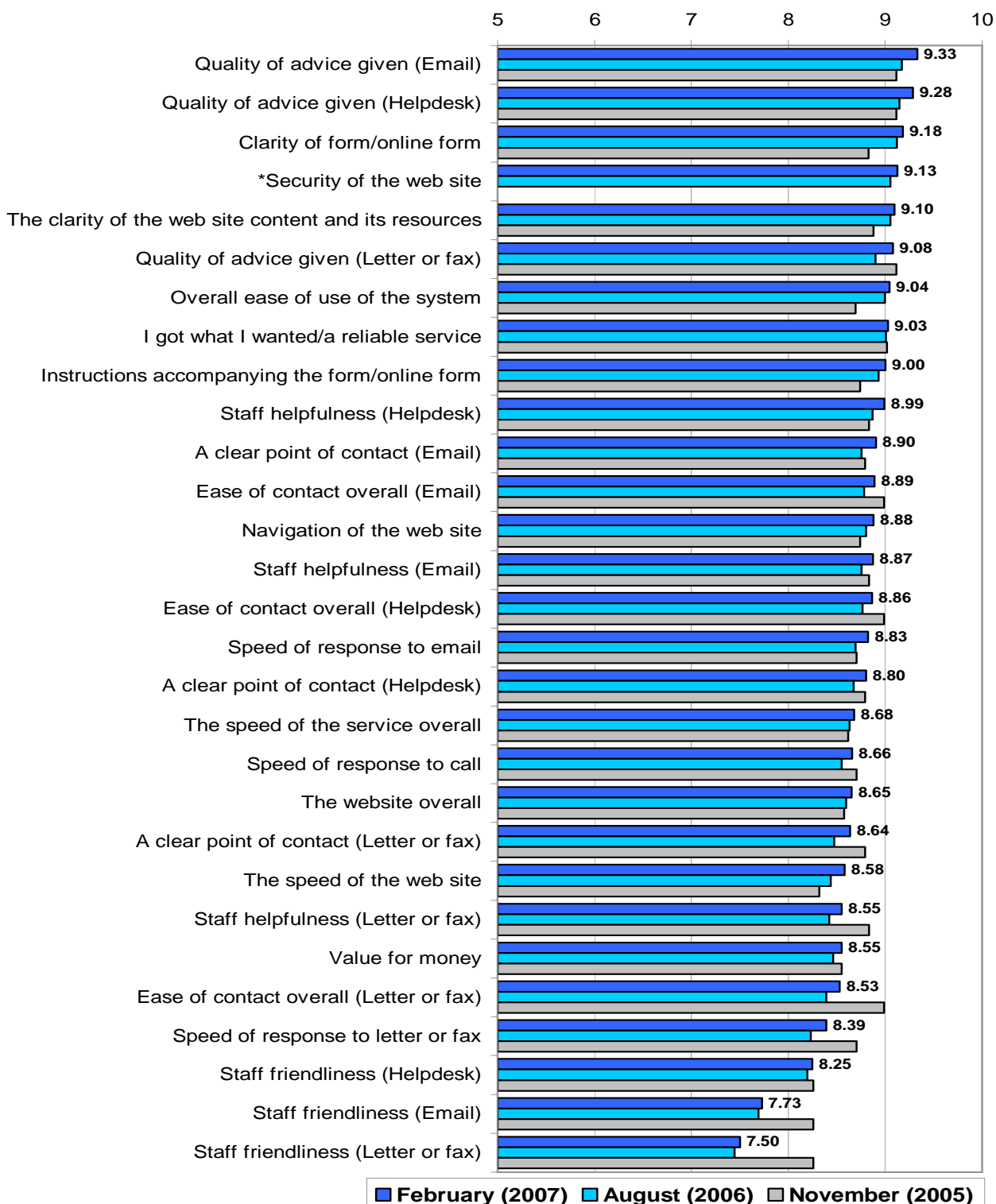
### Type of customer who contacted us



## Importance rating

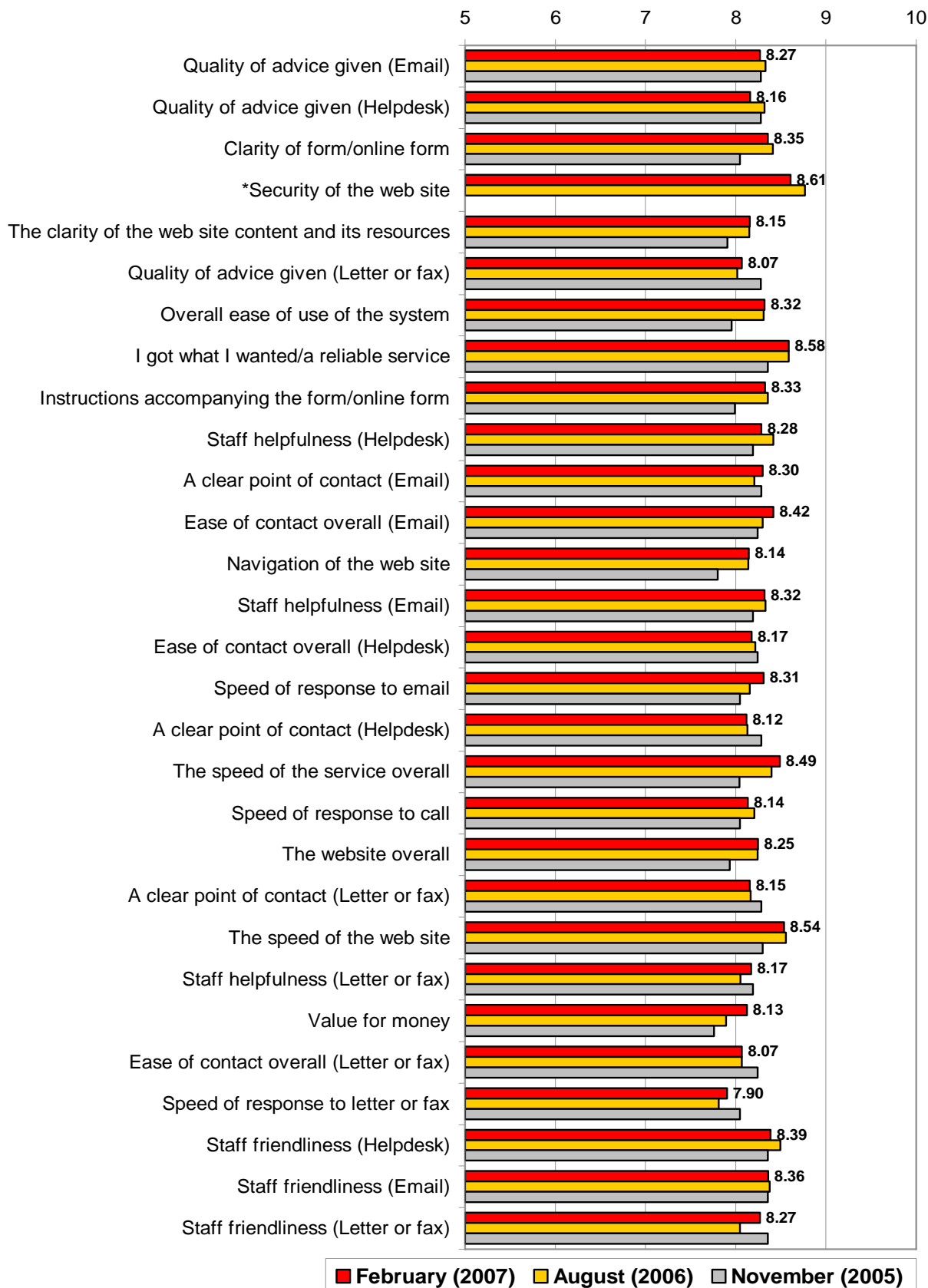
We asked our customers to rate the importance of 29 requirements. In this survey we have increased the number of requirements from 17 to 29 so that we can better understand what is important to our customers. Each requirement was given a score out ten where one signifies 'no importance at all' and ten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

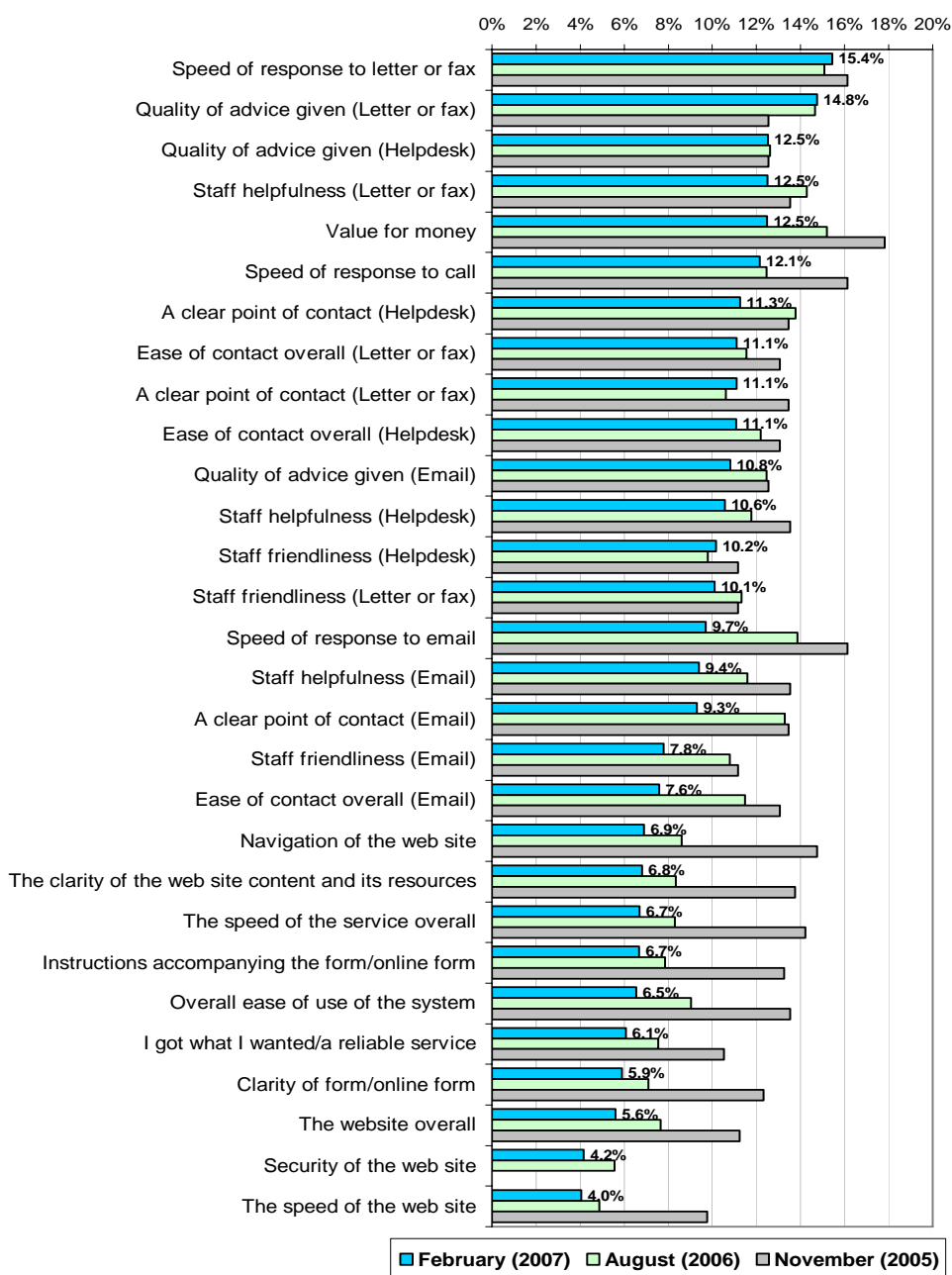


These results when compared with our last survey show that ‘value for money’ followed by ‘staff friendliness (Letter or fax)’ have had the greatest increase in satisfaction, with increases of 0.24 and 0.22 respectively. These scores highlight that the work being done towards improving these areas is 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 7.90. Also ‘Quality of advice given (letter or fax)’ and ‘ease of contact overall (letter or fax)’ are other requirements, which both received a low satisfaction score of 8.07. All of these areas will be our focus over the coming months.

## Reasons for dissatisfaction

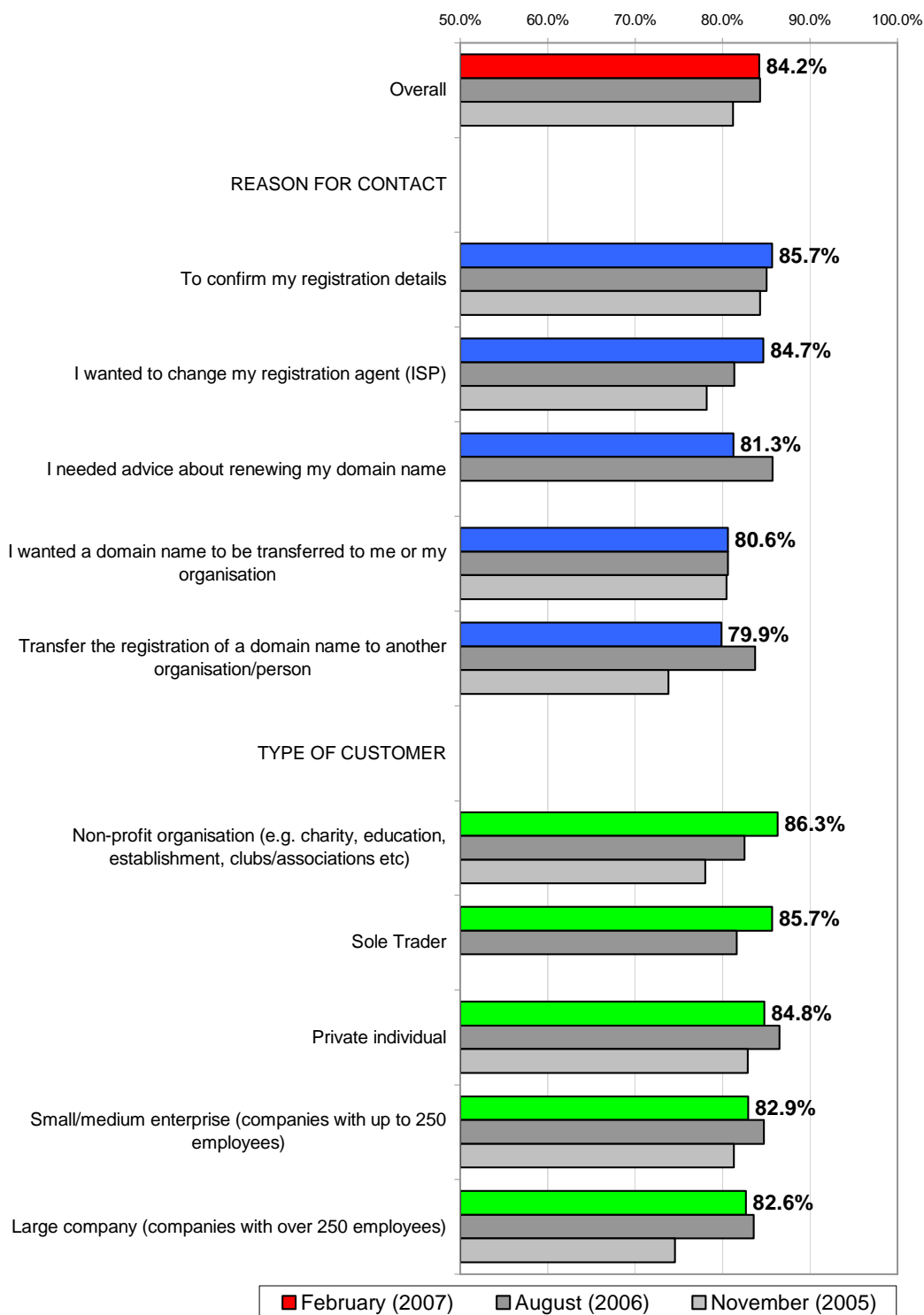
In any instance where a satisfaction score of less than 6 was given, the customer was asked to explain the reason for their low score. We will use this feedback to help us to improve and develop our services to ensure that our customers’ needs are met. From the results below the principle reason for 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 84.2%.

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:



## Business issues

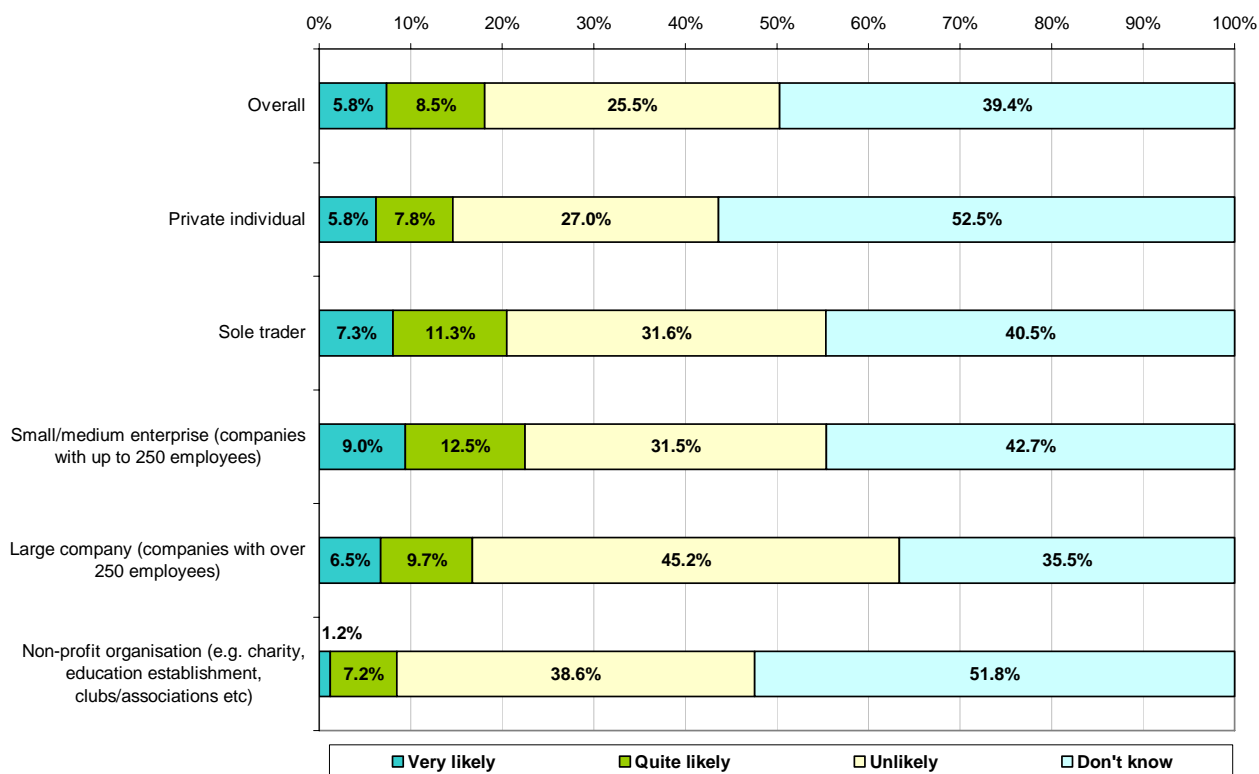
In the survey we asked a number of questions particularly relevant to the business at this time.

### Interest in possibility of new domain names

The survey included the following question:

“Nominet are preparing to introduce new domain names which allow the use of accented or special characters in some browsers e.g. café.co.uk or قاطر.co.uk. Would you be interested in using such a domain name?”

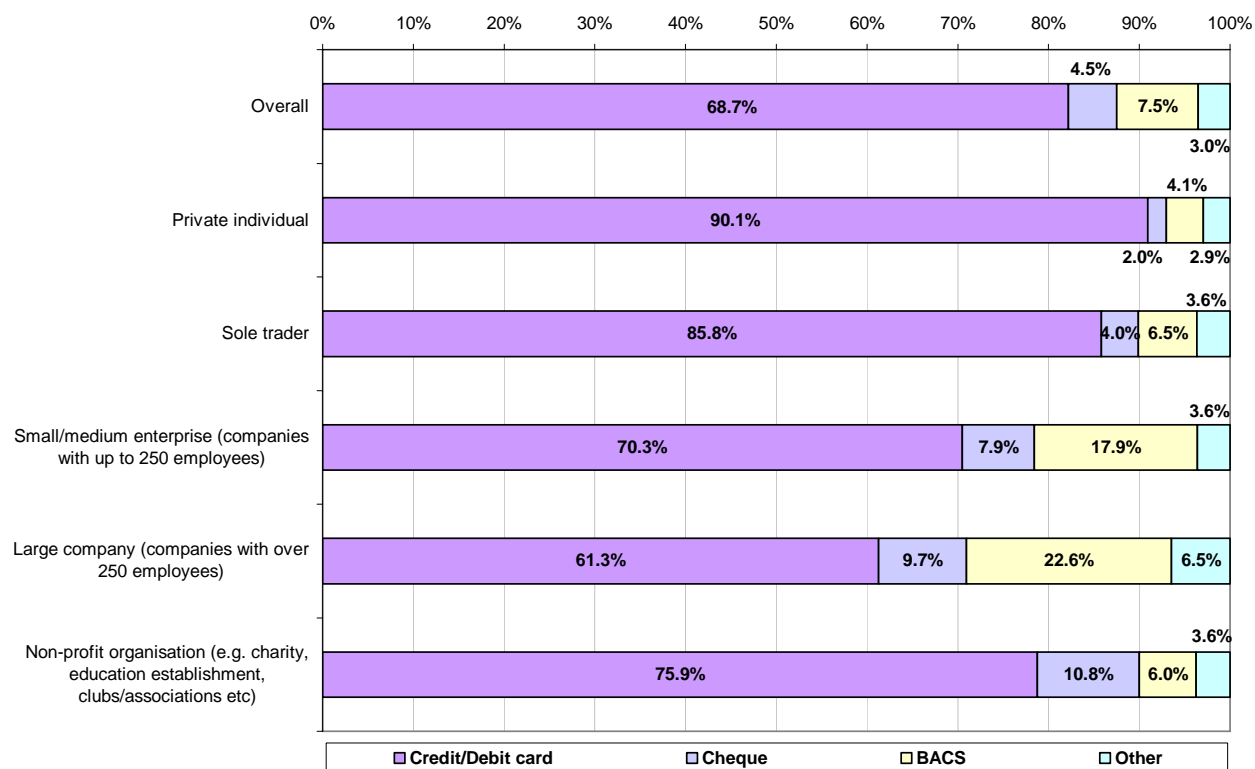
A total of 79.2% (1046) of Nominet’s customers answered this question. The chart below represents the spread of scores split by type of customer. The chart also shows the results overall.



## 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?



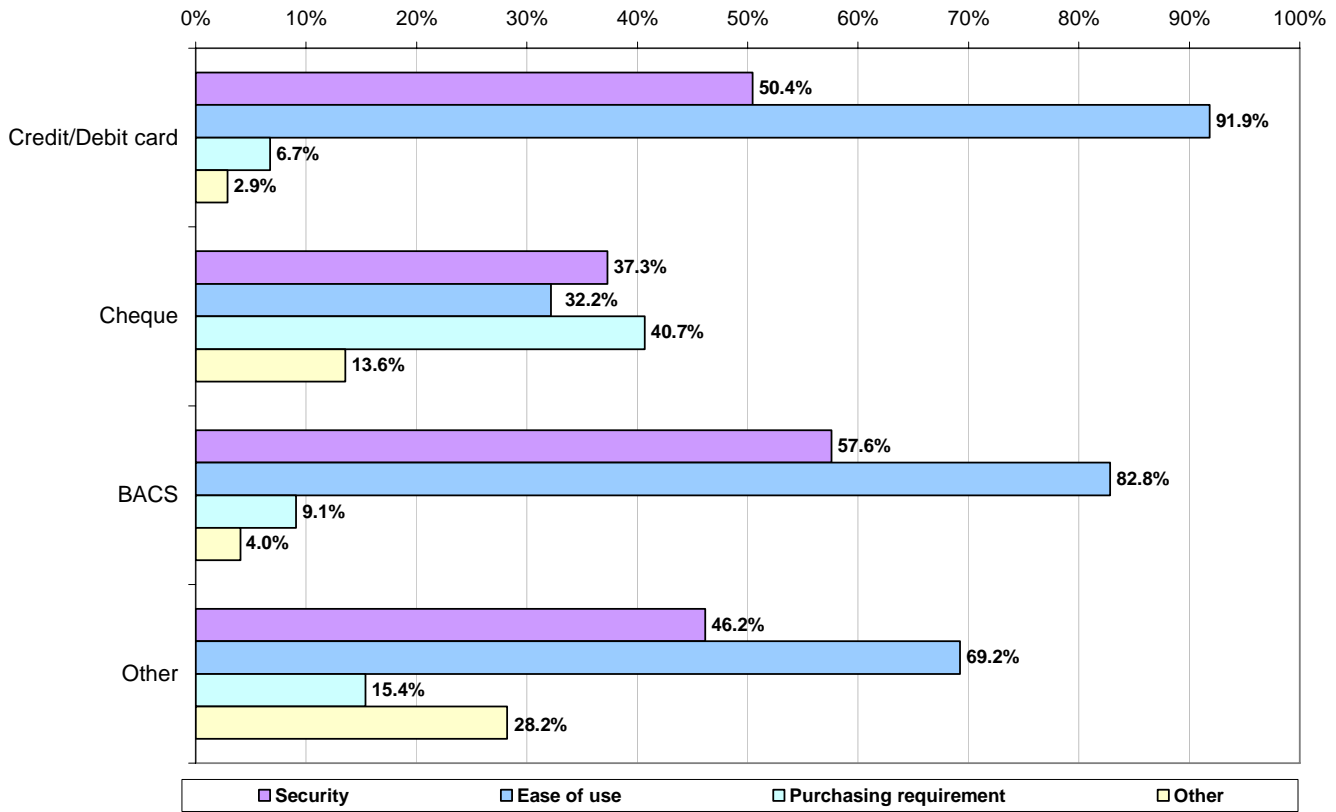
From this chart it is clear that the majority of customers prefer paying by credit/debit card, especially private individuals. Large companies, despite a large proportion preferring credit/debit cards, make substantial use of the other payment methods

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?

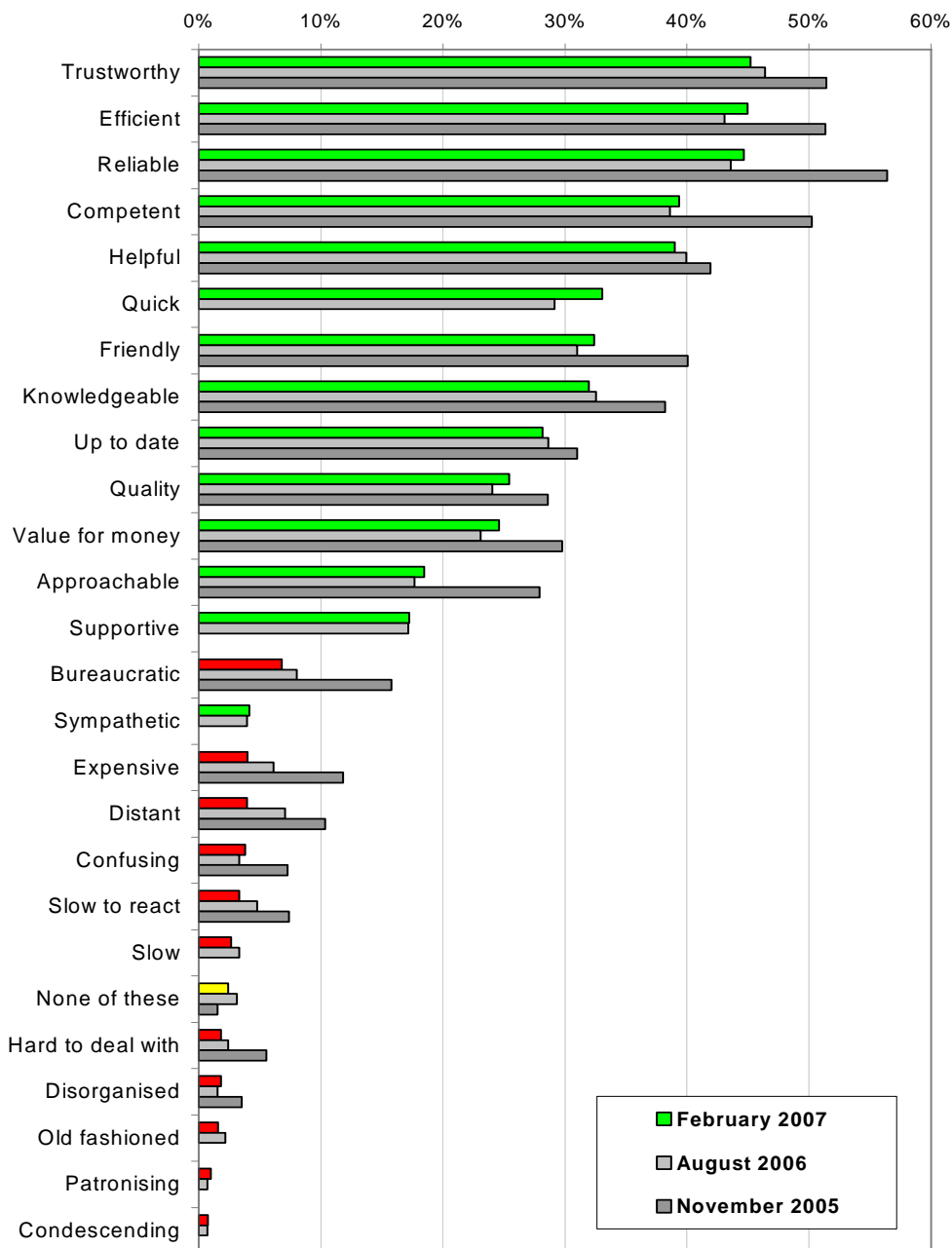
We also wanted to determine why our customers preferred a particular method of payment and asked them to give a reason for their choice.



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

## 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?

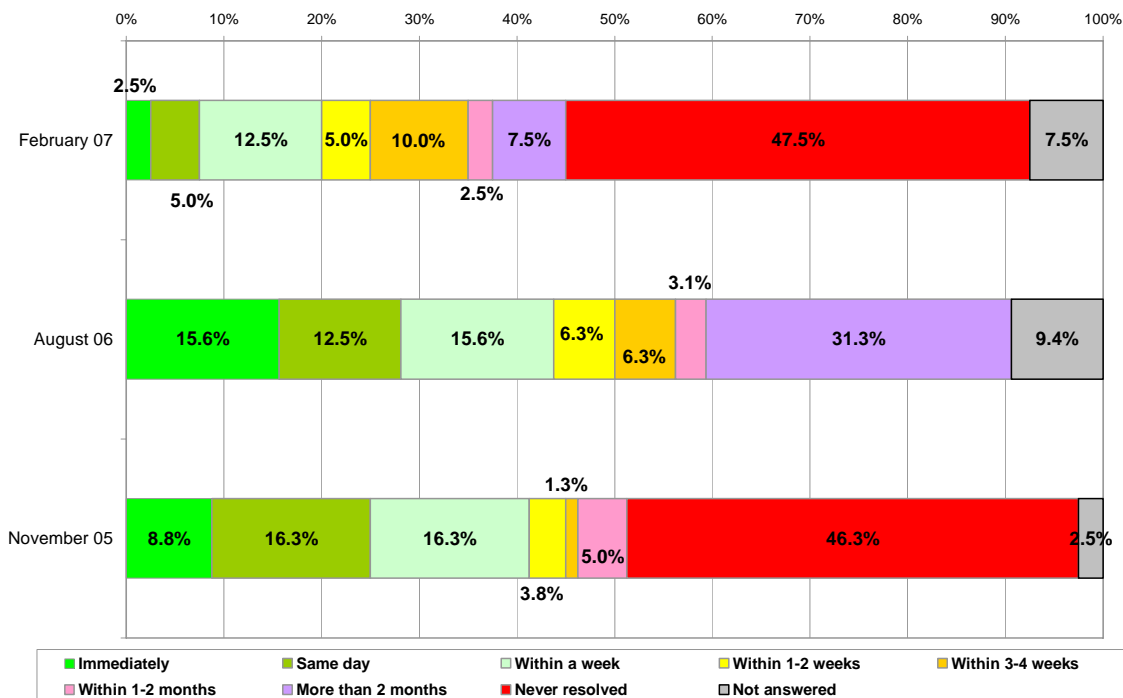


### Did you raise the issue or make a complaint?

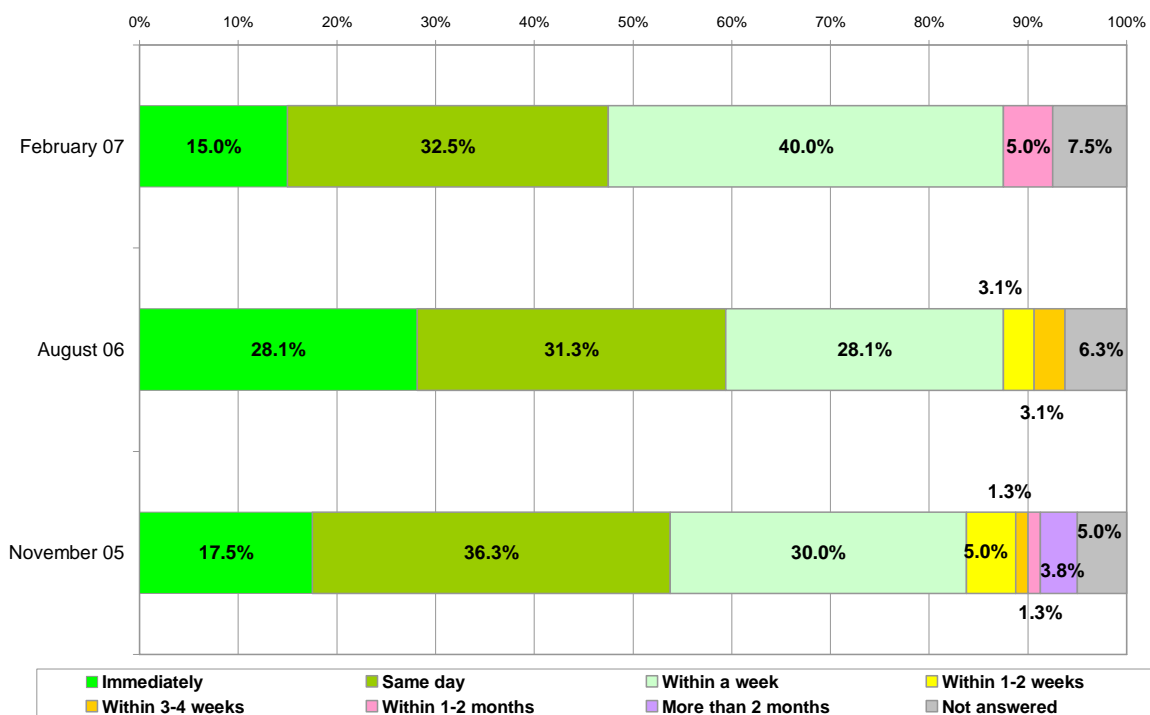


Those customers who did contact us were asked how long they thought it should have taken to resolve the problem.

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

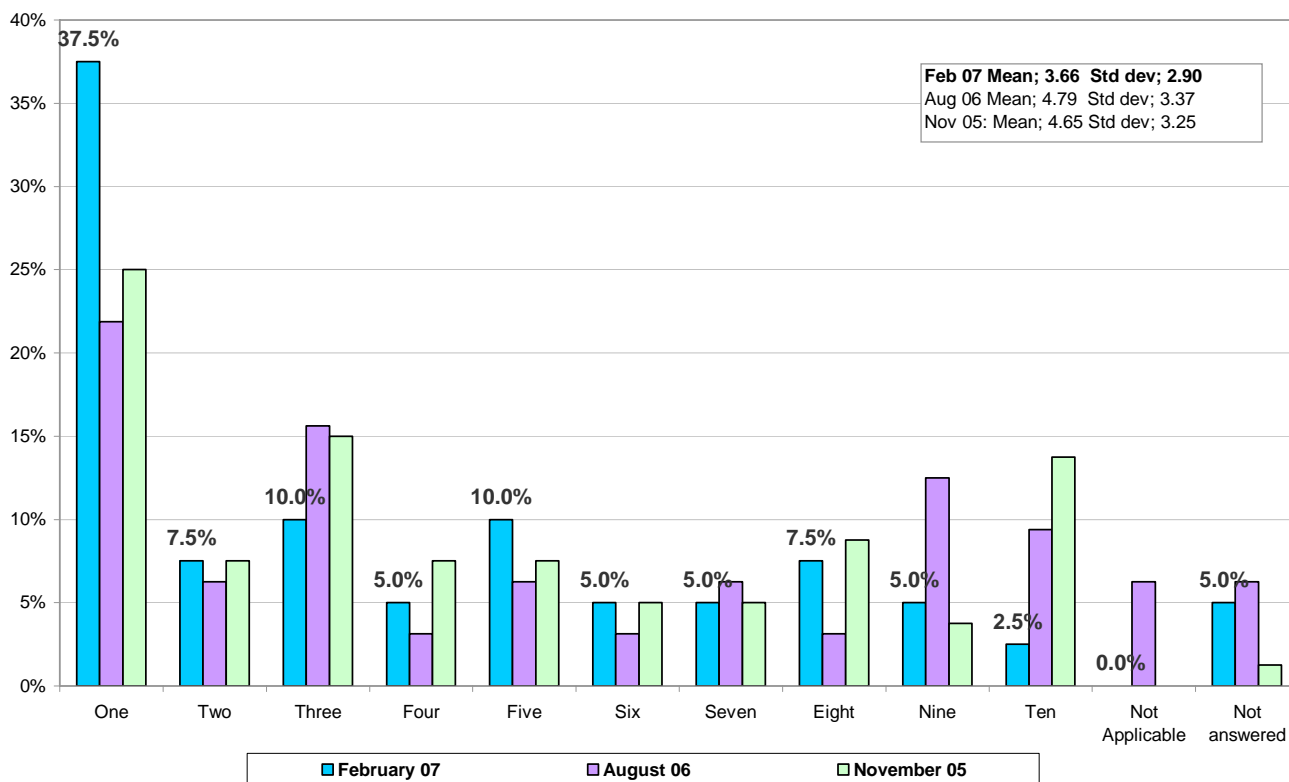


### How long do you think it should have taken to resolve the issue?



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 and importance 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.