

## Nominet Registrant Satisfaction Survey

During September 2007 we carried out our fifth 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. 729 customers responded and completed an online questionnaire.

The survey included additional new questions, including, why customers choose to register a domain name, if customers had renewed their domain name and why not if they did not renew. Also additional questions were asked about the recently introduced Registrant functions within our Online Service and how satisfied customers are with this feature.

The survey asked questions about 29 elements of our service that we wanted to measure satisfaction with. Comparing scores with those achieved in February 2007, all but eight satisfaction scores were 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 83.5%. This is a slight decrease of 0.7% when compared against our last survey that was conducted in February 2007. Whilst this is disappointing, it is worthwhile to consider that we still remain in the top quartile on the Satisfaction Index™ League Table.

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

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

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 (email)' remains the most important requirement joined by 'quality of advice given (helpdesk)' both scoring 9.29. This is closely followed by 'clarity of form/online form' and 'the clarity of the web site content and its resources', which have both increased by 0.09 since February 2007.

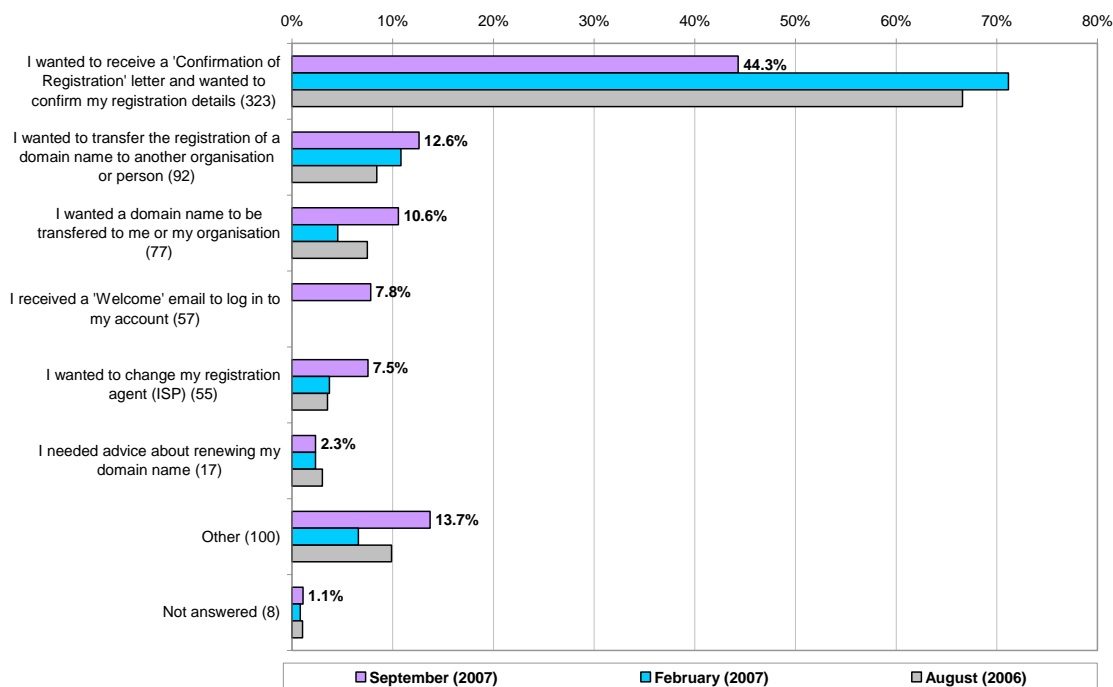
When the requirements are benchmarked against other organisations performance, Nominet scores above average for 16 out of 29 requirements. This is an extremely encouraging performance.

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

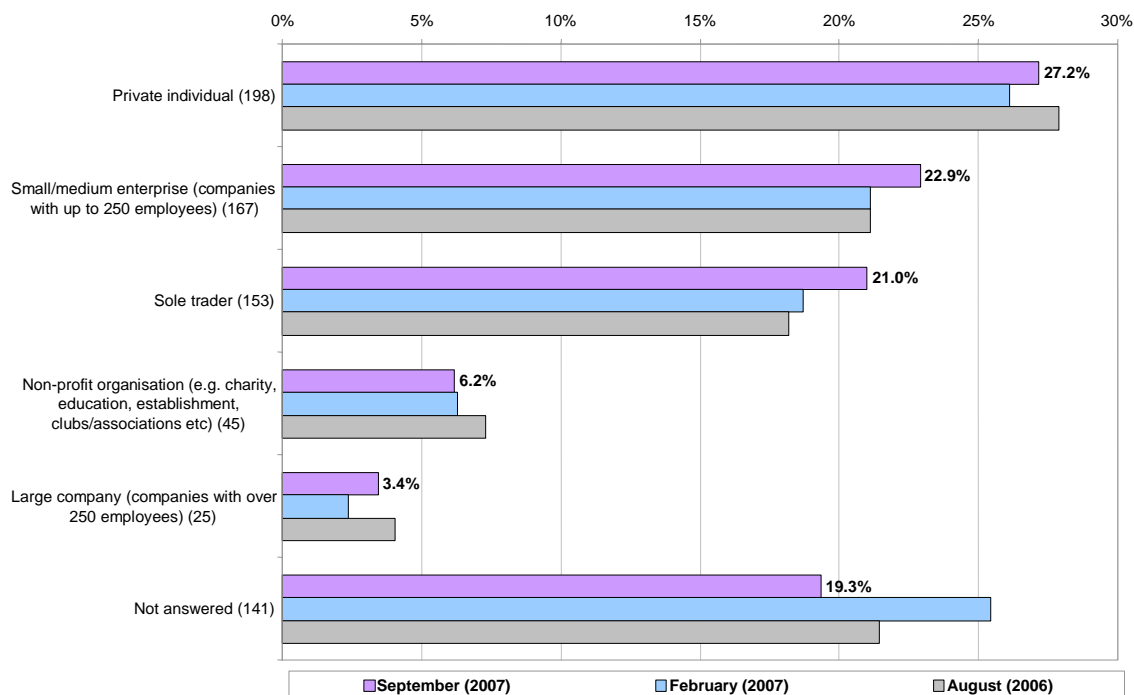
## Who responded?

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



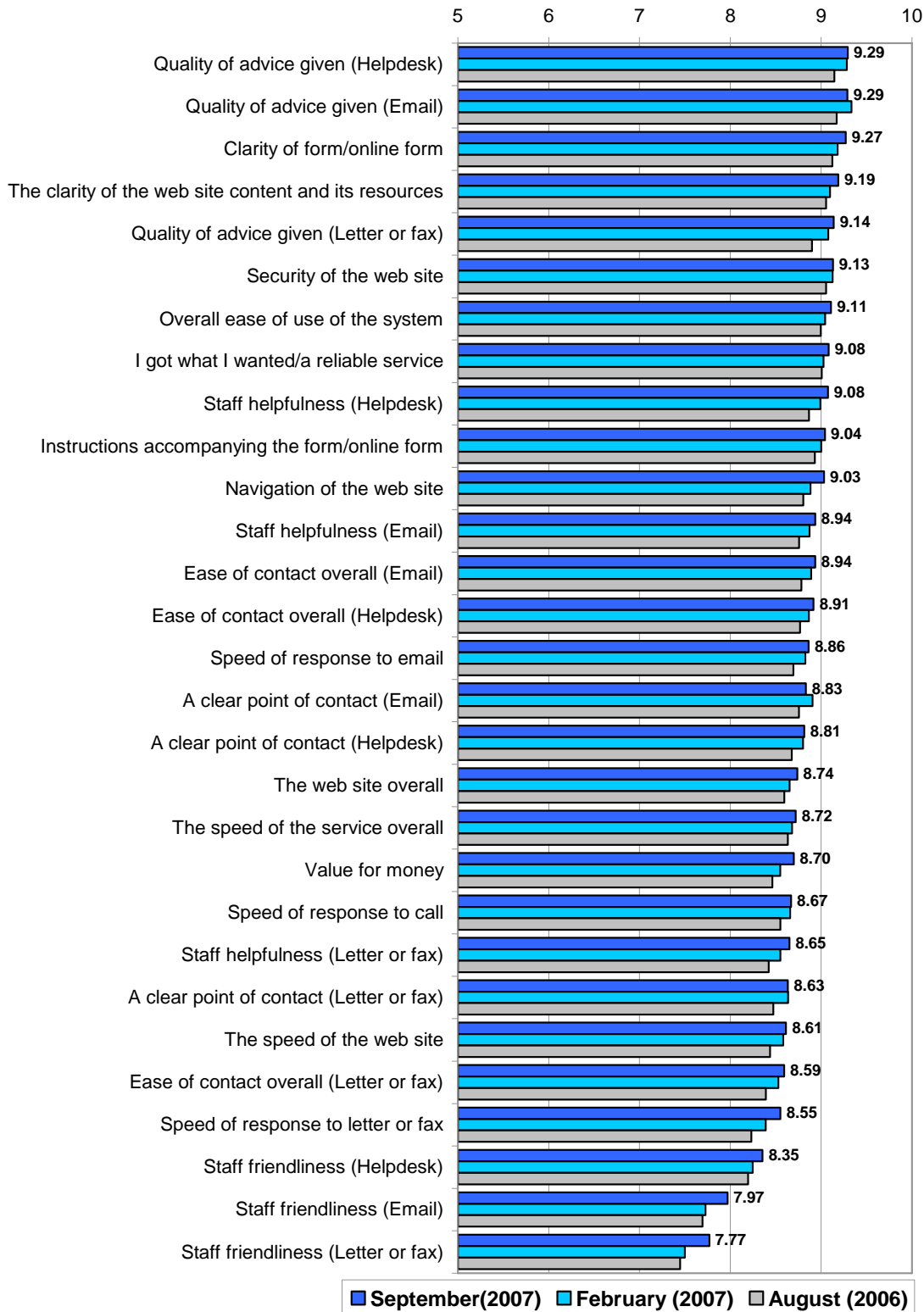
### Type of customer who contacted us



## Importance rating

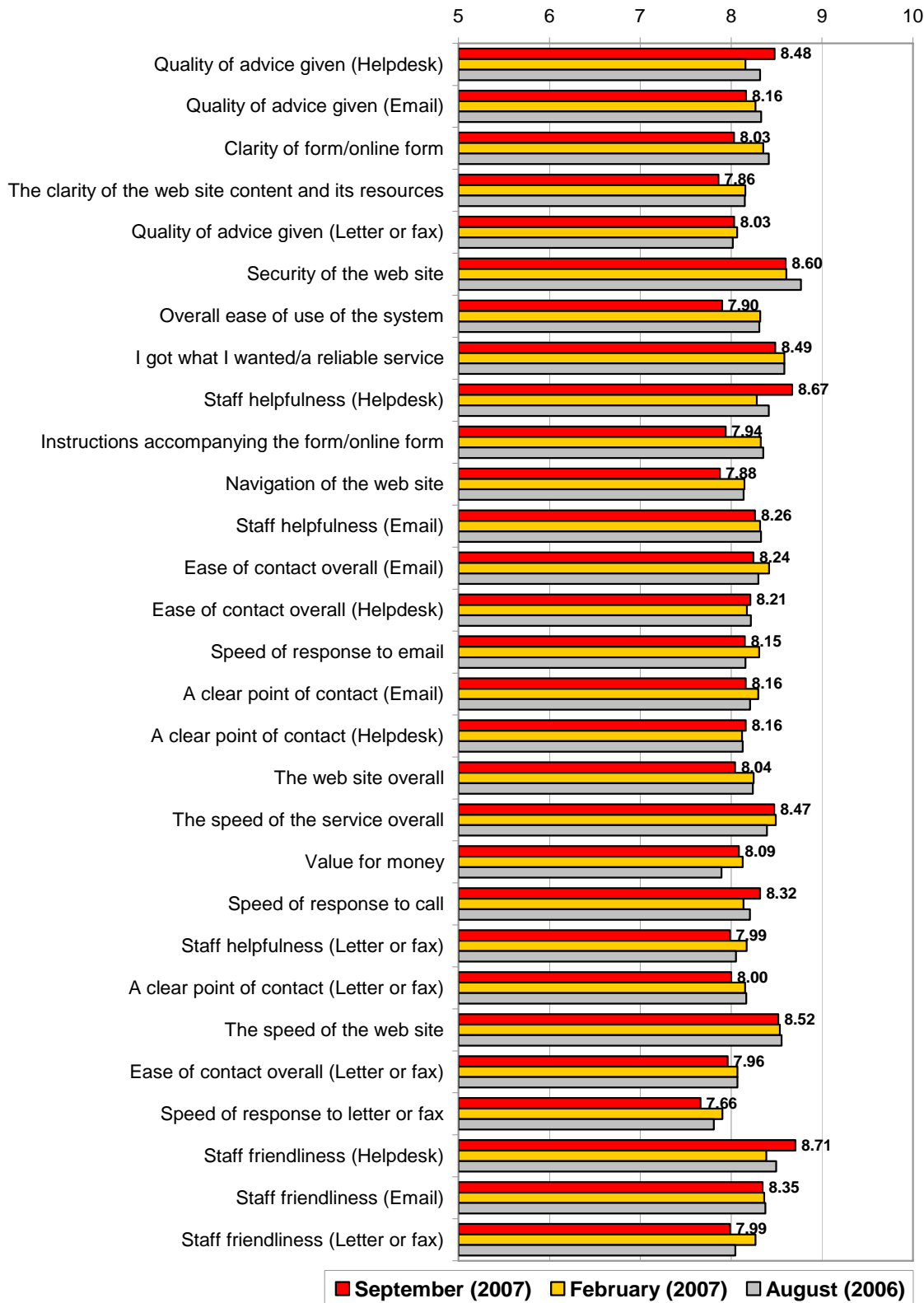
We asked our customers to rate the importance of 29 requirements. Each requirement was given a score out ten where one signifies 'no importance at all' and ten signifies 'extremely important'.

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'.

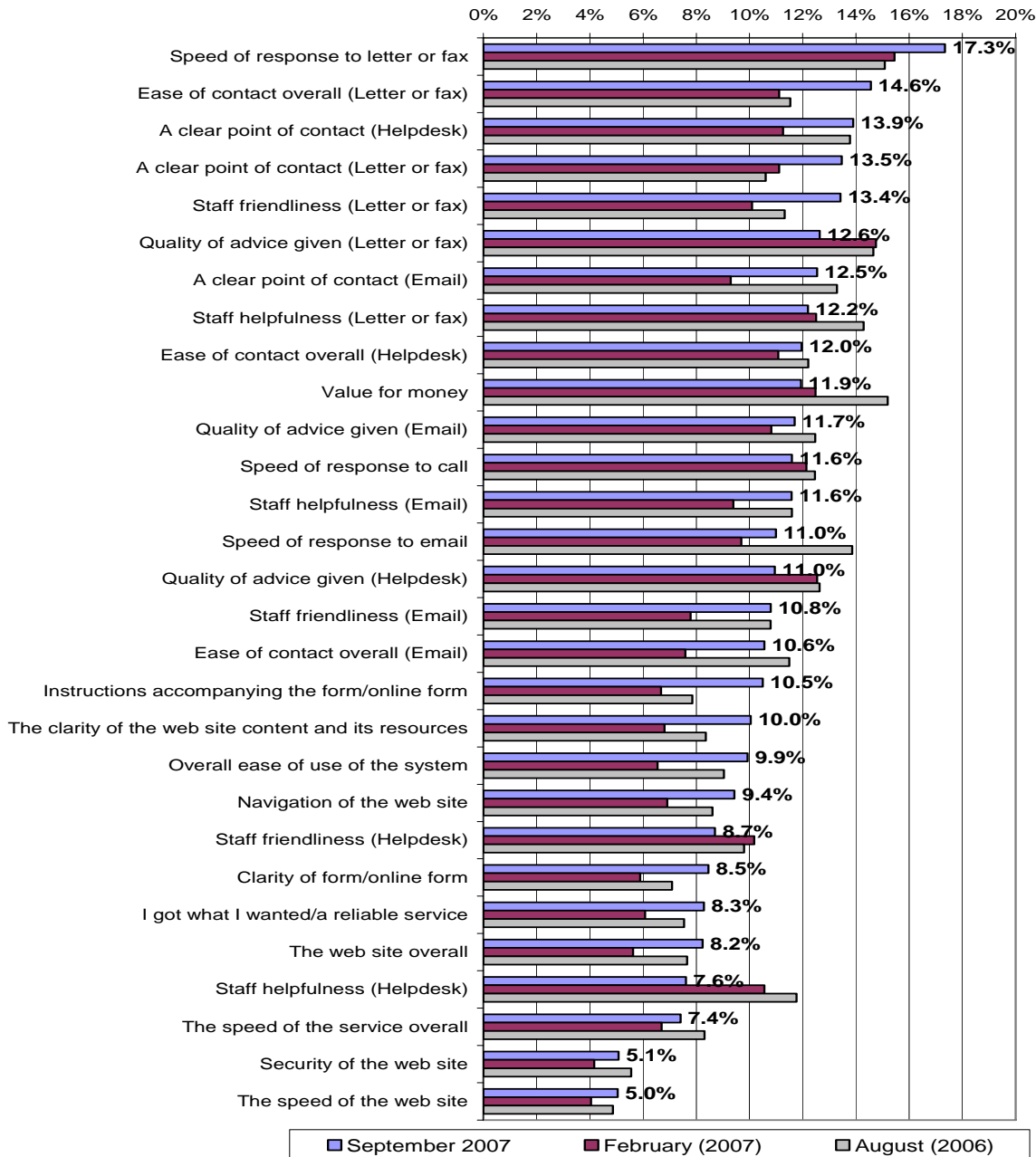


These results when compared with our last survey show that ‘staff helpfulness (Helpdesk)’ followed by ‘staff friendliness (Helpdesk)’ have had the greatest increase in satisfaction, with increases of 0.39 and 0.35 respectively. These scores highlight that the work being done towards improving these areas 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 7.66. Other areas that have received a low satisfaction score are ‘The clarity of the web site content and its resources and ‘Overall ease of use of the system’. All of these areas will be our focus over the coming months.

### Reasons for dissatisfaction

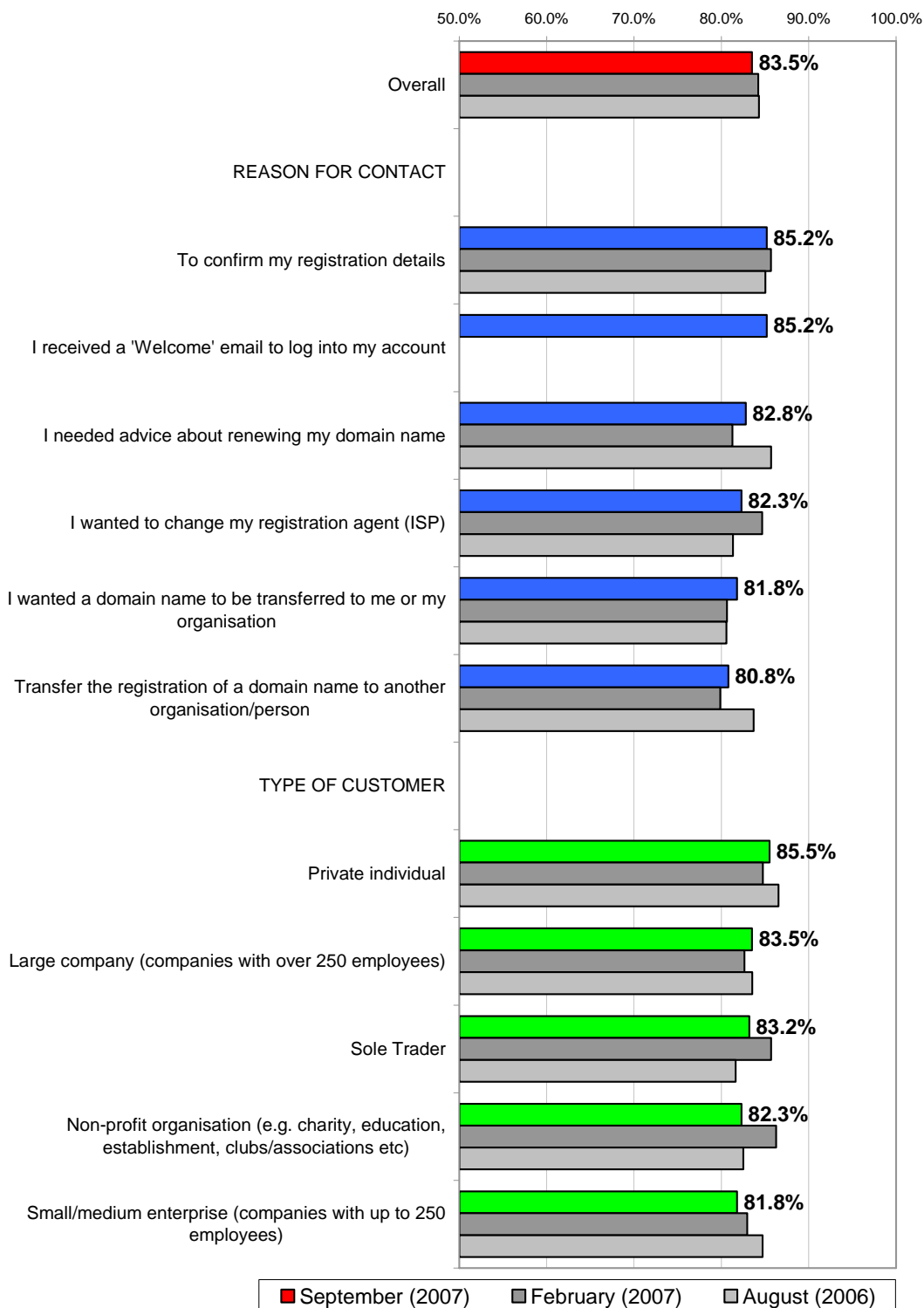
In any instance where a satisfaction score of less than 6 was given, the customer was asked to explain the reason for their low score. We will use this feedback to help us to improve and develop our services to ensure that our customers’ needs are met. From the results below the principle reason for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



## Satisfaction index

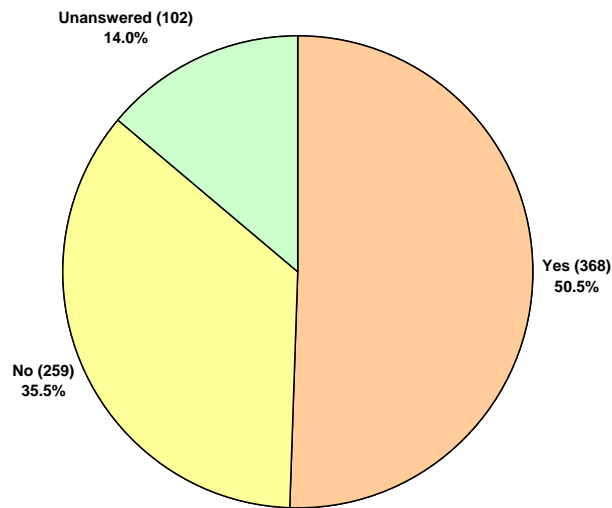
The satisfaction index is calculated using the importance ratings assigned to aspects of our service to weight satisfaction ratings. The resulting index is therefore a weighted average expressed as a percentage, a score of 100% representing total satisfaction with every aspect of our service. Our registrant satisfaction index rating is 83.5%.

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:

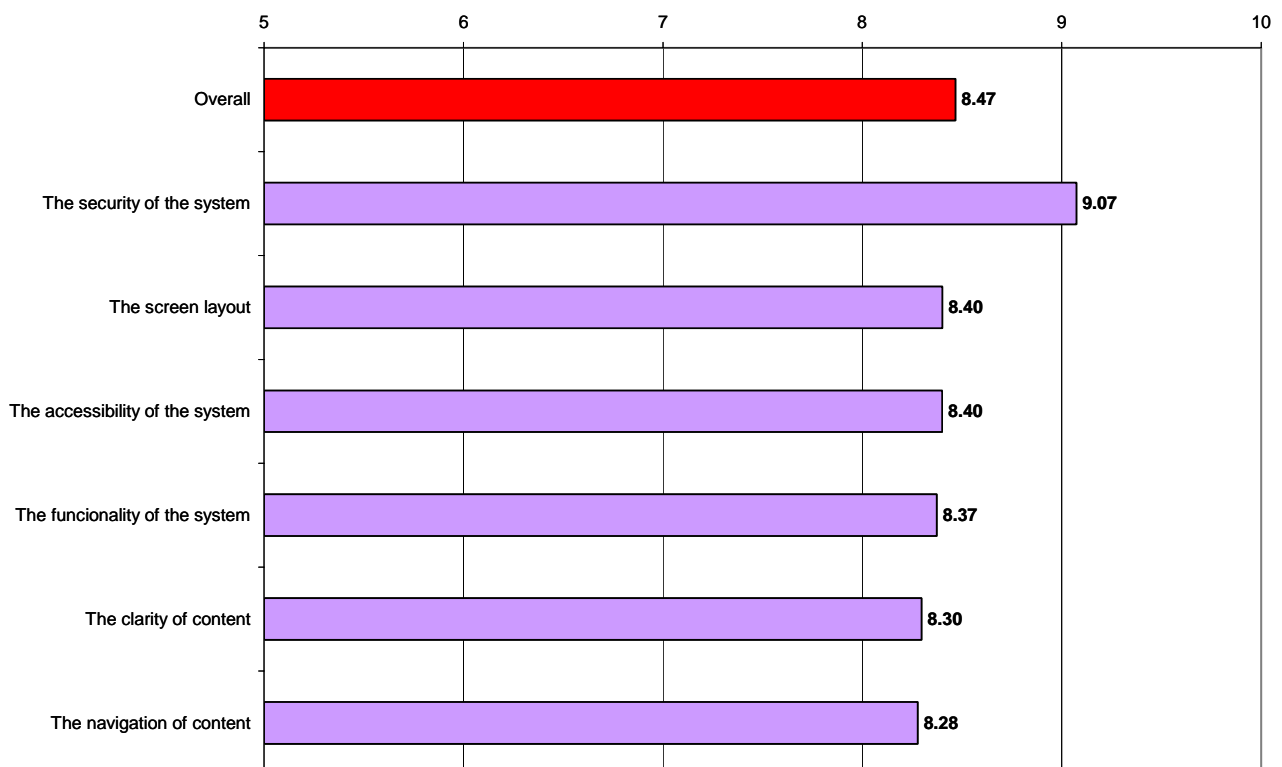


## Online Services

In the survey we asked additional questions about the recently introduced Online Service and how satisfied and how satisfied customers are with this feature.

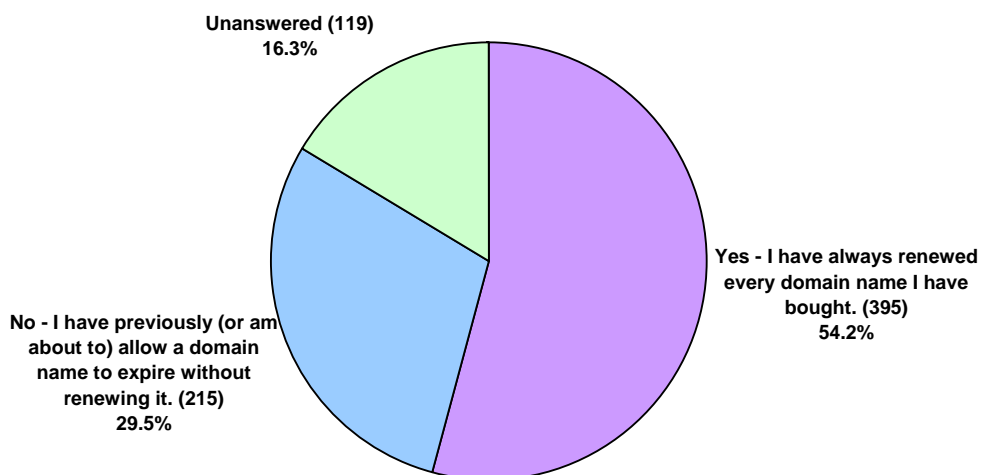


Customers that stated they had used the Online Service were then asked how satisfied or dissatisfied, on a scale of 1 to 10 where 10 means completely satisfied, they were with particular features of the Online Service.

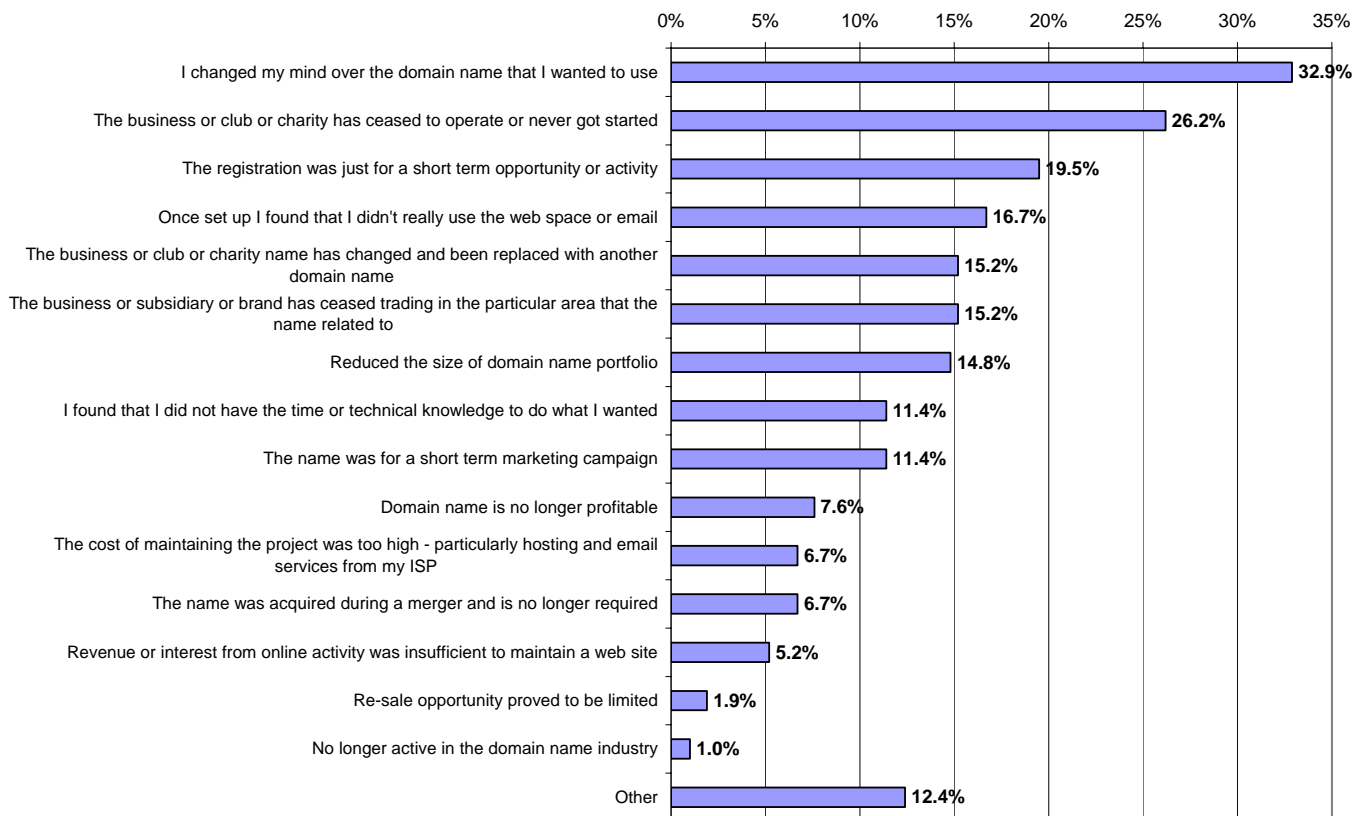


## Renewal of domain names

Customers were asked if they had renewed their domain name and why not if they did not renew.

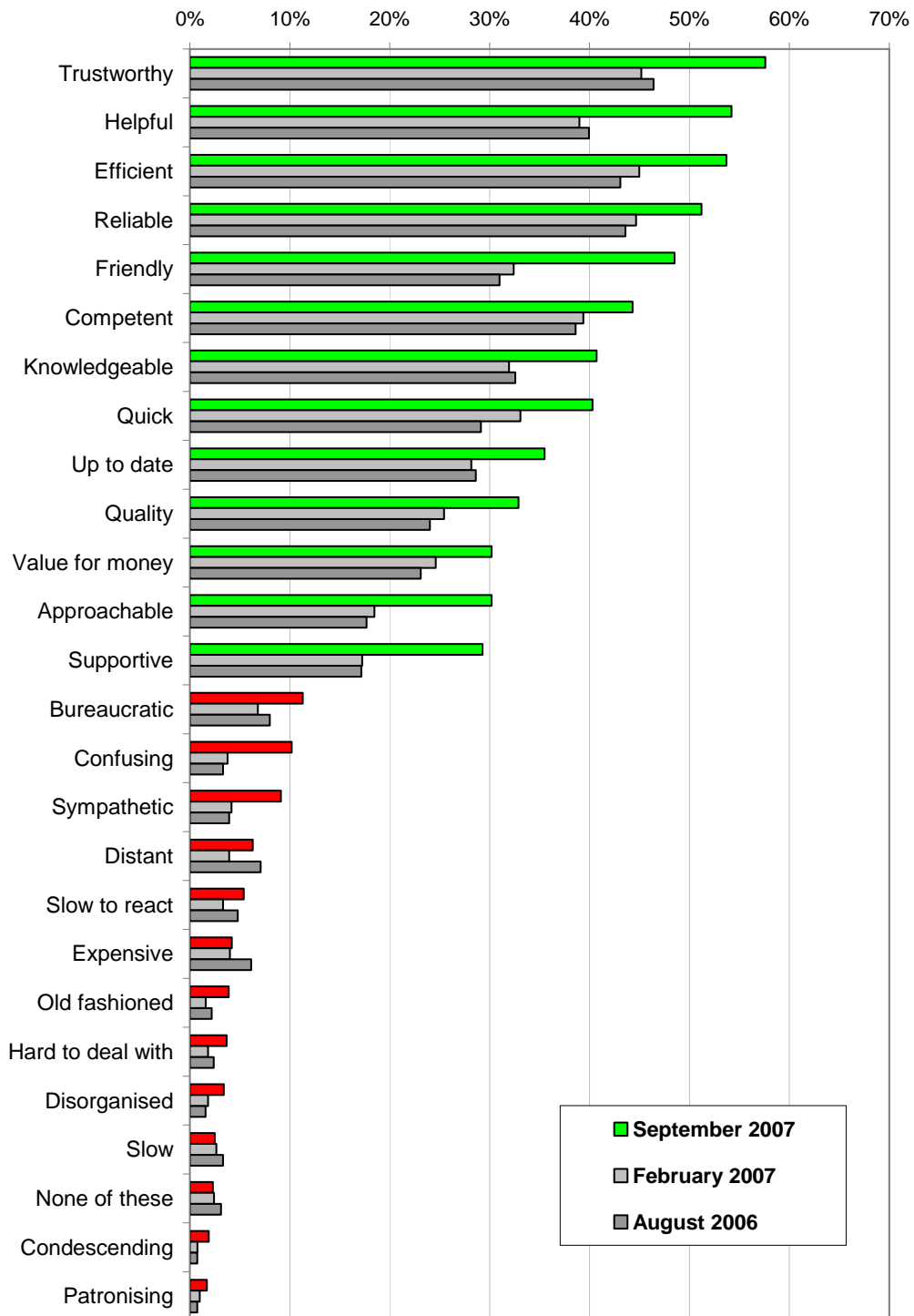


The customers that answered 'no' were then asked to state why they did not renew the domain name. Examples of 'Other' reasons were 'Not due for renewal yet' and 'A domain name was acquired for a client who did not wish to continue having a website'.



## 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.



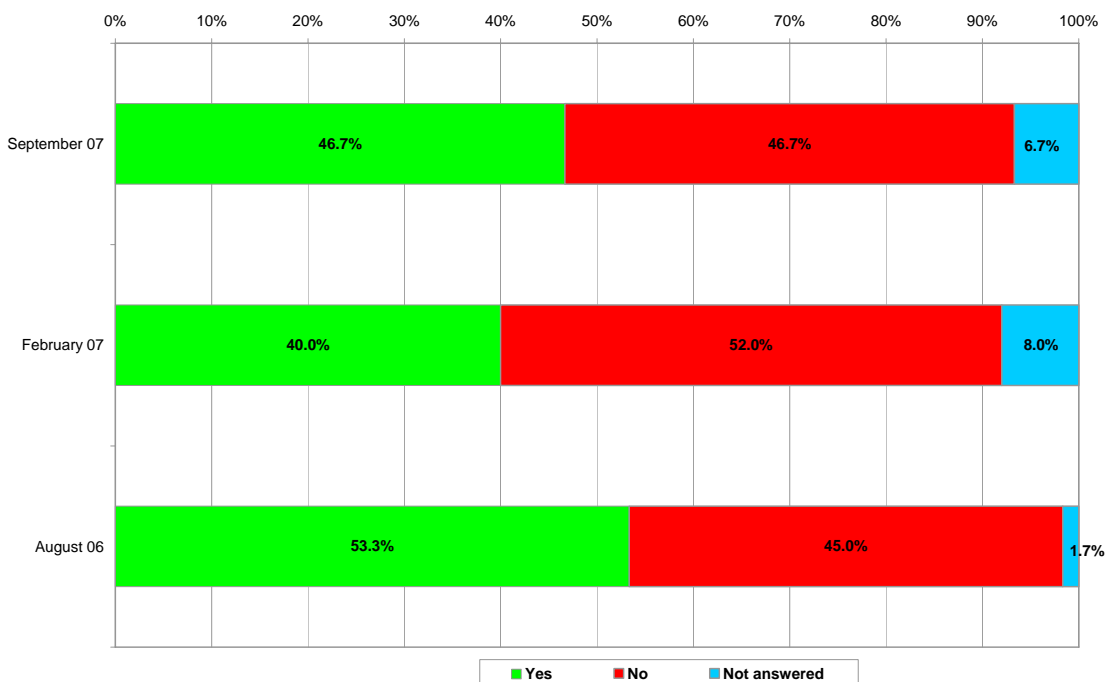
## Problem handling

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?

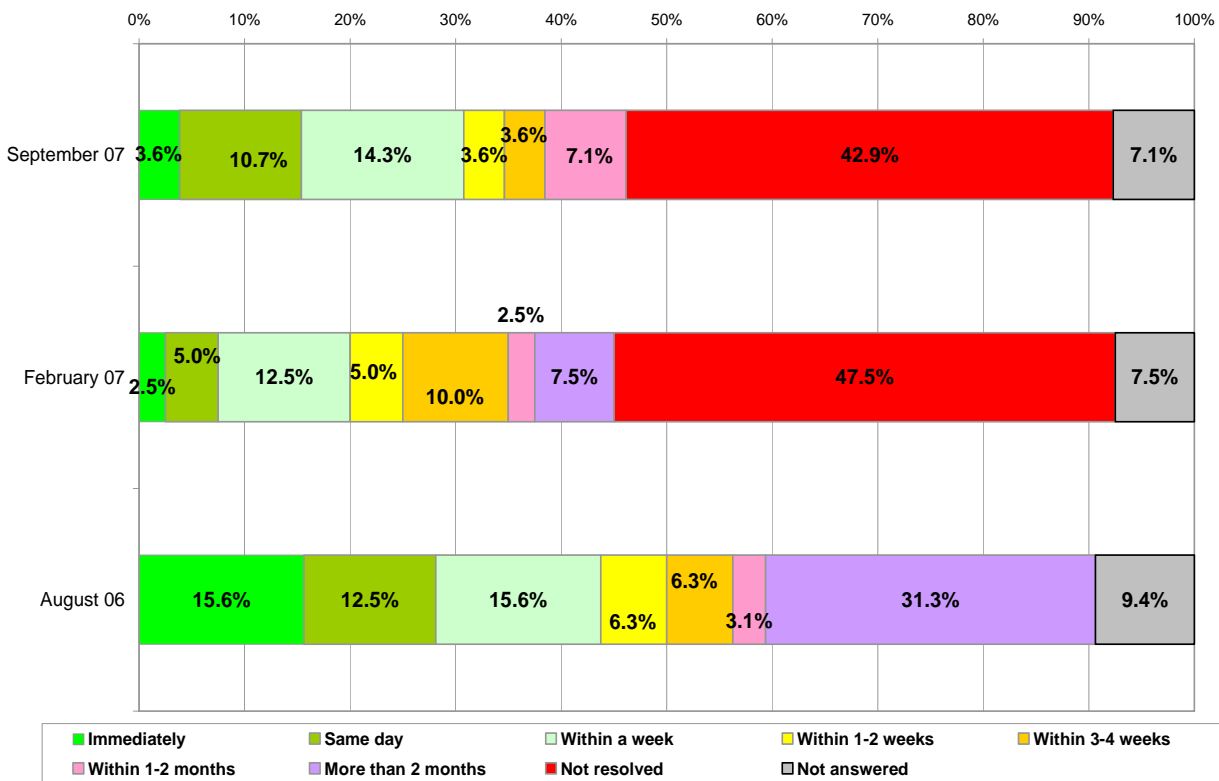


### Did you raise the issue or make a complaint?

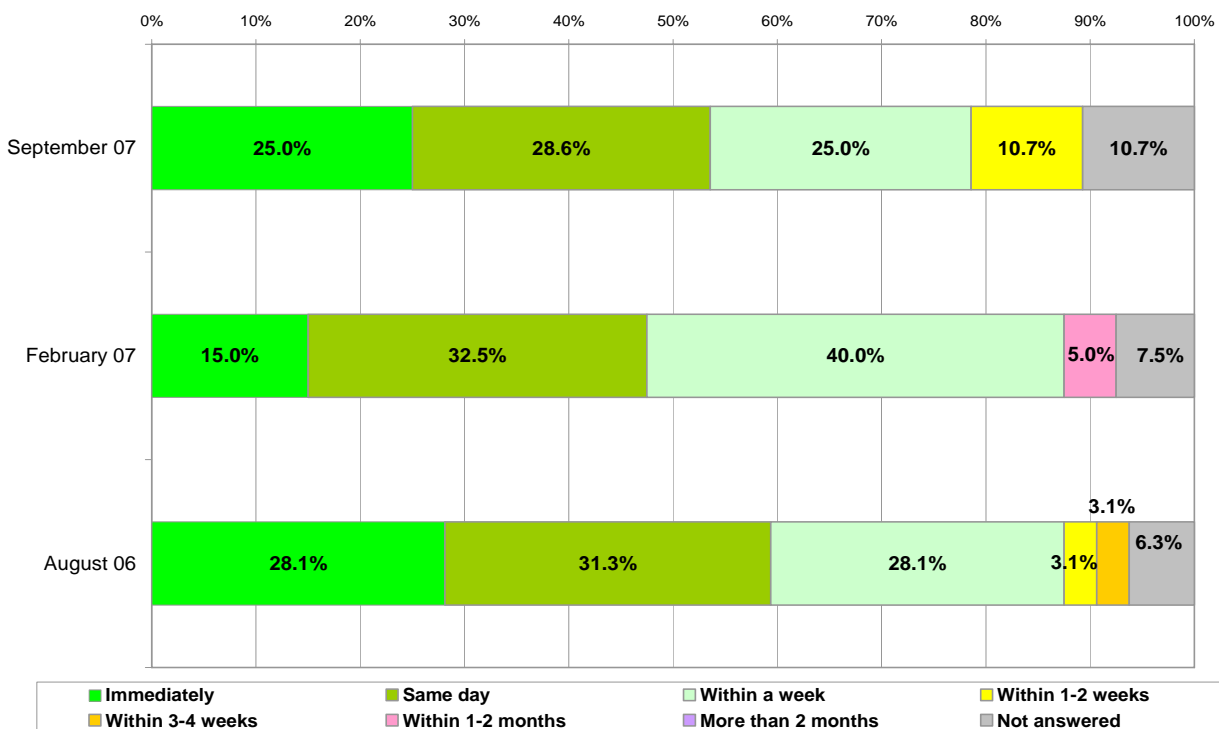


Those customers who did contact us were asked how long they thought it should have taken to resolve the problem.

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

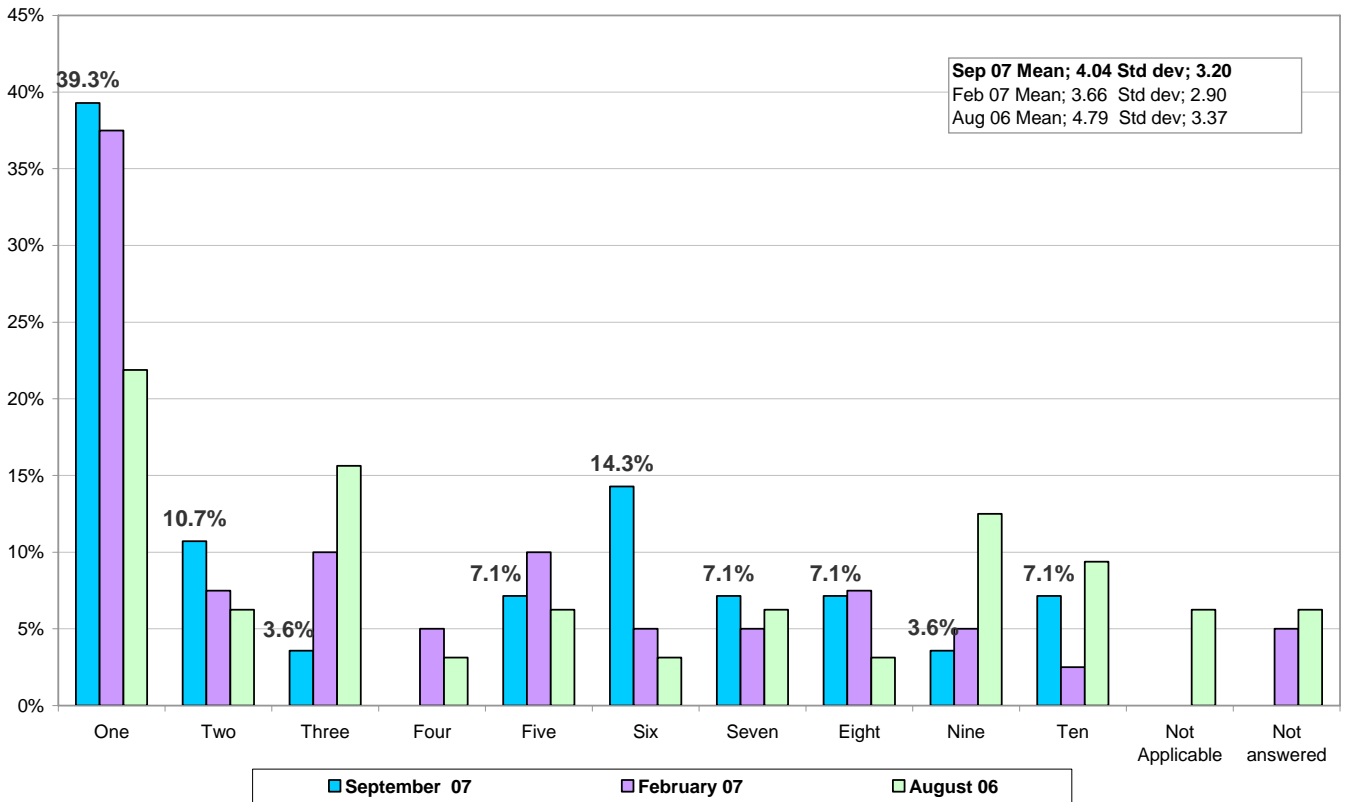


### How long do you think it should have taken to resolve the issue?



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.

Although our satisfaction level has decreased by 0.7% from 84.2% in February 2007 to 83.5% it is encouraging to note that our overall satisfaction has increased by 3.5% since April 2005. 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.