

Nominet Registrant Satisfaction Survey

During September 2008 we carried out our seventh registrant satisfaction survey. We contacted a sample of customers that had recently either been in touch with our Registrant Services support team or used one of our online services for registrants and invited them to participate in the online survey. 944 customers responded and completed the online questionnaire, which is an encouraging 29.5% increase on the number of respondents from our survey in September 2007.

The survey asked questions about 33 elements of our service, four of which were new questions about new areas that we wanted to get feedback on. We are delighted that 28 out of 33 requirements scored over 8/10 for customer satisfaction and that 5 of these areas scored either 9/10 or 10/10.

This report gives an overview of the results and highlights the areas that we have identified for improvement. Where comparisons can be made against previous survey results, these have been included.

We are very pleased to report that the responses that our customers gave resulted in an overall customer satisfaction index rating of 86.5%. This is a 3% increase in satisfaction when compared against our last survey that was conducted in March 2008 and exceeds our previous best ever score (August 2006) by 2.2%.

Based on a thorough all-round analysis of the findings, it is recommended that in order to increase satisfaction, we concentrate on these key areas:

- Website – ‘clarity of information’ and ‘ability to answer questions’
- Online service – ‘clarity of instructions’
- Email and Online service – ‘clear points of contact’

The comments from the survey suggest that there are strong links between the above requirements. Making improvements in one area should impact positively on customer satisfaction levels in all related areas and as a result customer satisfaction should increase if we can make improvements in these areas.

Respondents were asked to indicate the importance to them of each of the 33 requirements by giving each area a score out of ten where one signifies ‘of no importance at all’ and ten signifies ‘extremely important’.

From these results, ‘speed of response to email’ and ‘speed of response (Online service)’ remain the most important requirements, both scoring 9.35/10. These are closely followed by ‘clarity of instructions online’, ‘ease of understanding the process (Online service)’, ‘clarity of the online form’ and ‘clarity of the information (Website)’, which all scored at 9.17/10.

When all of our requirements are benchmarked against other organisations’ performance, we score above average for all 33 requirements. This is an outstanding result and we are very proud of the improvements that we have made and continue to make.

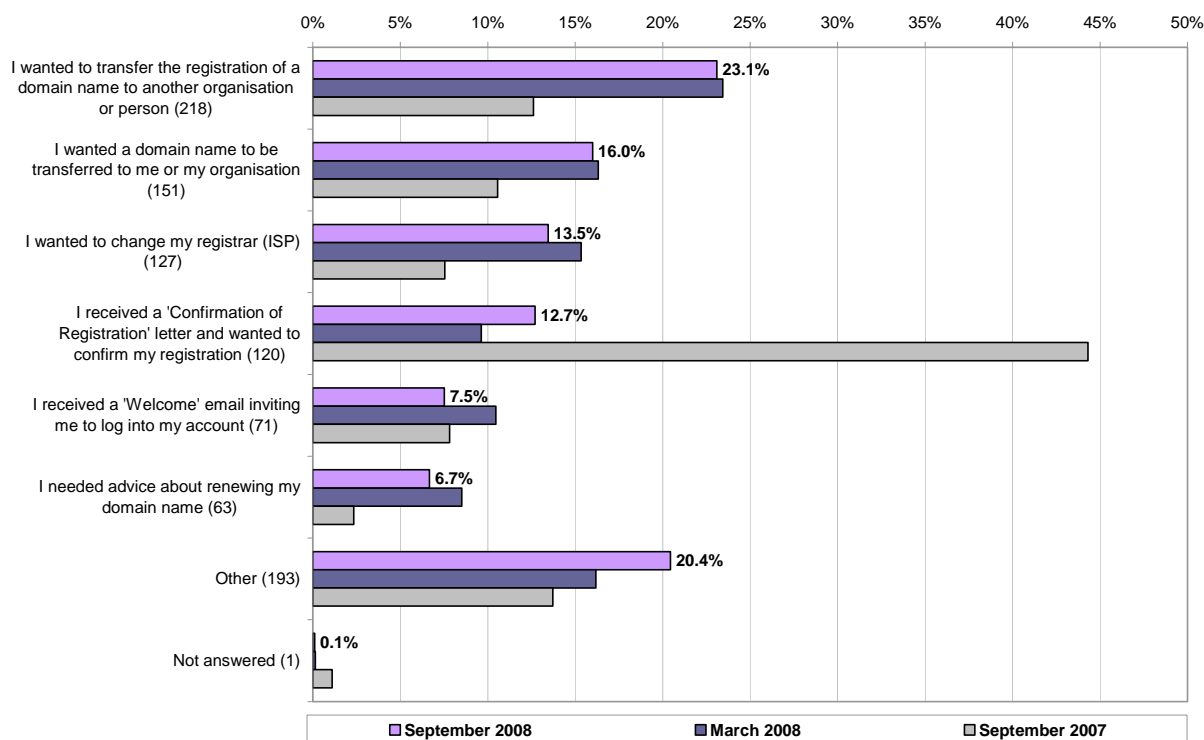
We intend to run further follow-up surveys in 2009 so that we can measure the improvements that we are introducing and their impact on our customers. We have also introduced real-time surveys, which we send on a daily basis to our registrants, asking them for feedback on their experiences so that we can monitor how we are progressing against our objectives for improving our service.

If you would like to give us feedback on our Registrant Services support team or online service you can find the survey at <http://www.nominet.org.uk/registrants/satisfactionsurvey>

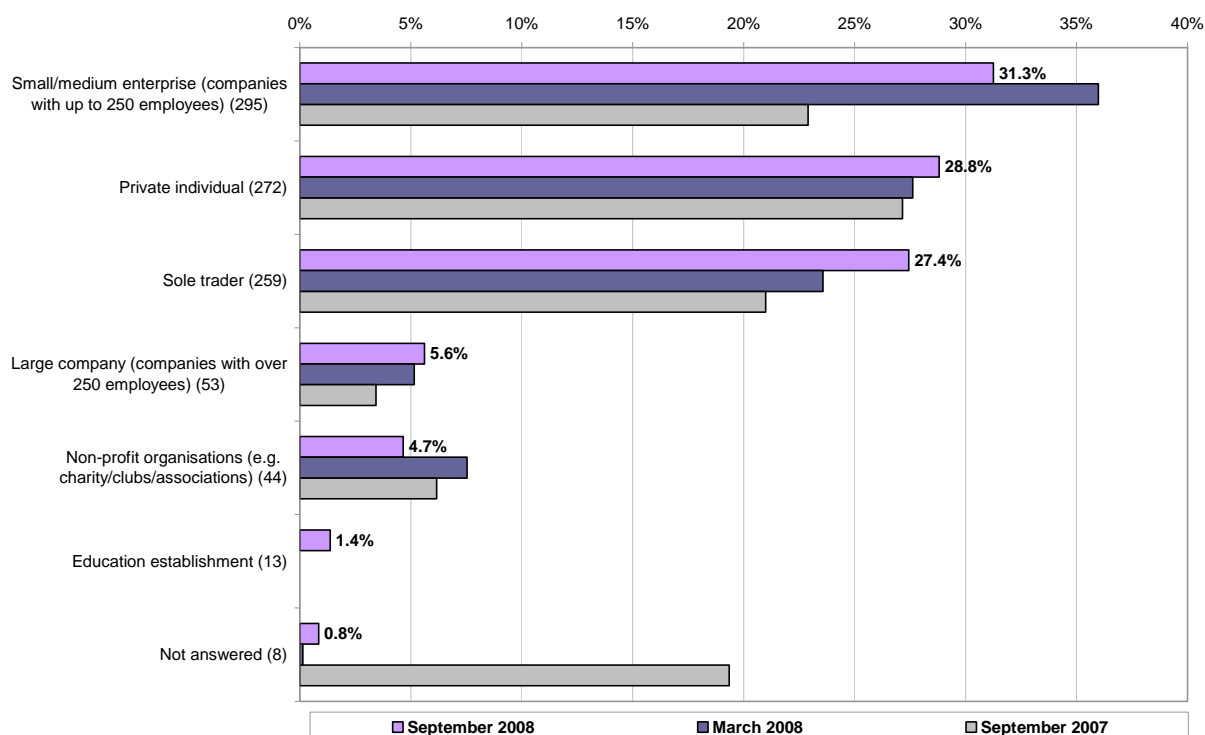
Who responded?

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. We got good representation from our three main customer groups.

Reason for most recent contact with Nominet



Type of customer who contacted us



Importance rating

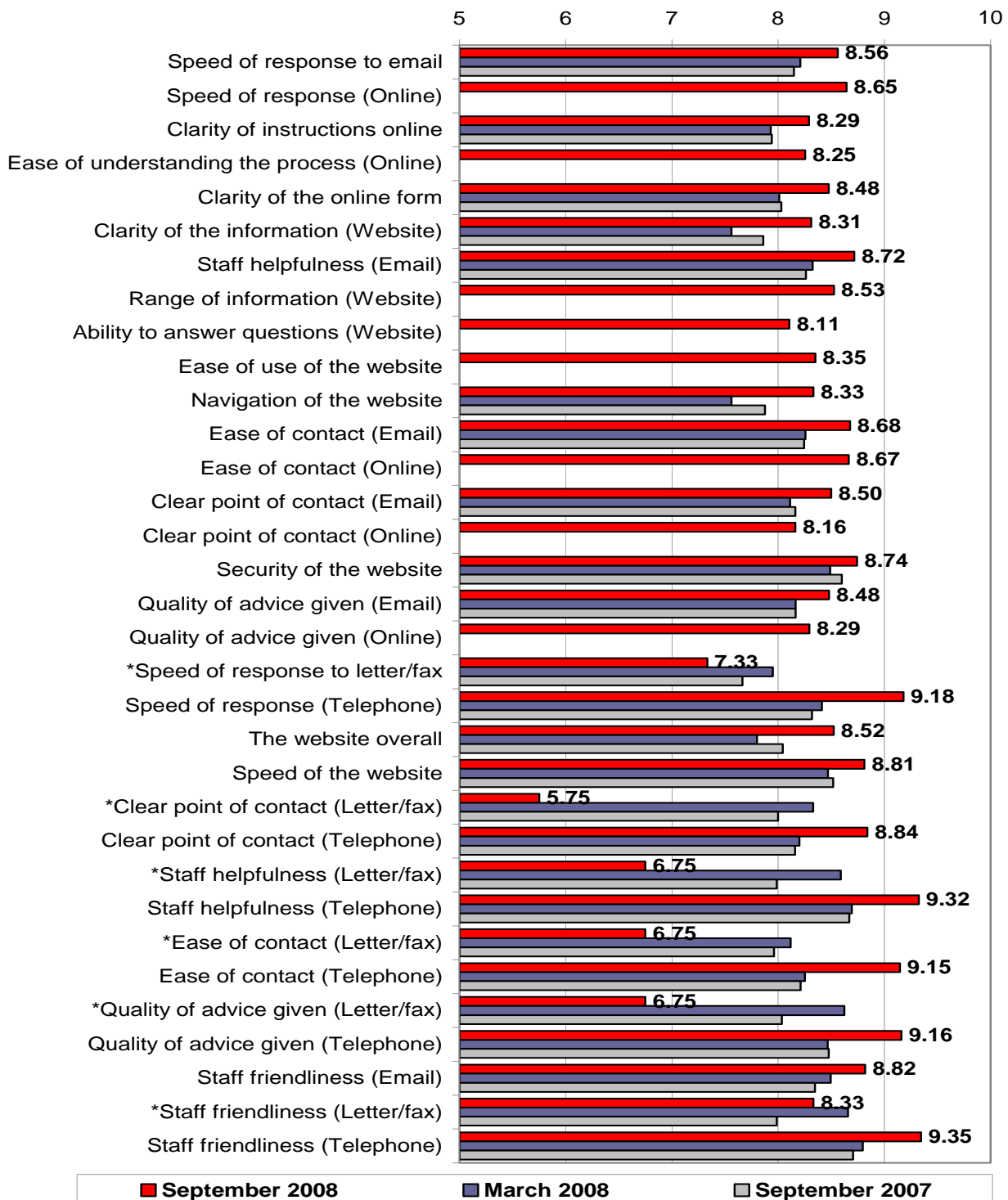
We asked our customers to rate the importance of 33 requirements. Each requirement was given a score out ten where one signifies 'no importance at all' and ten signifies 'extremely important'.

The speed, clarity and quality of advice we provide are the most important requirement to our customers. But as you can see our customers rate all aspects of our service as important or very important with scores ranging from 7.56/10 – 9.35/10.



Satisfaction rating

We asked our customers to score the same 33 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'.

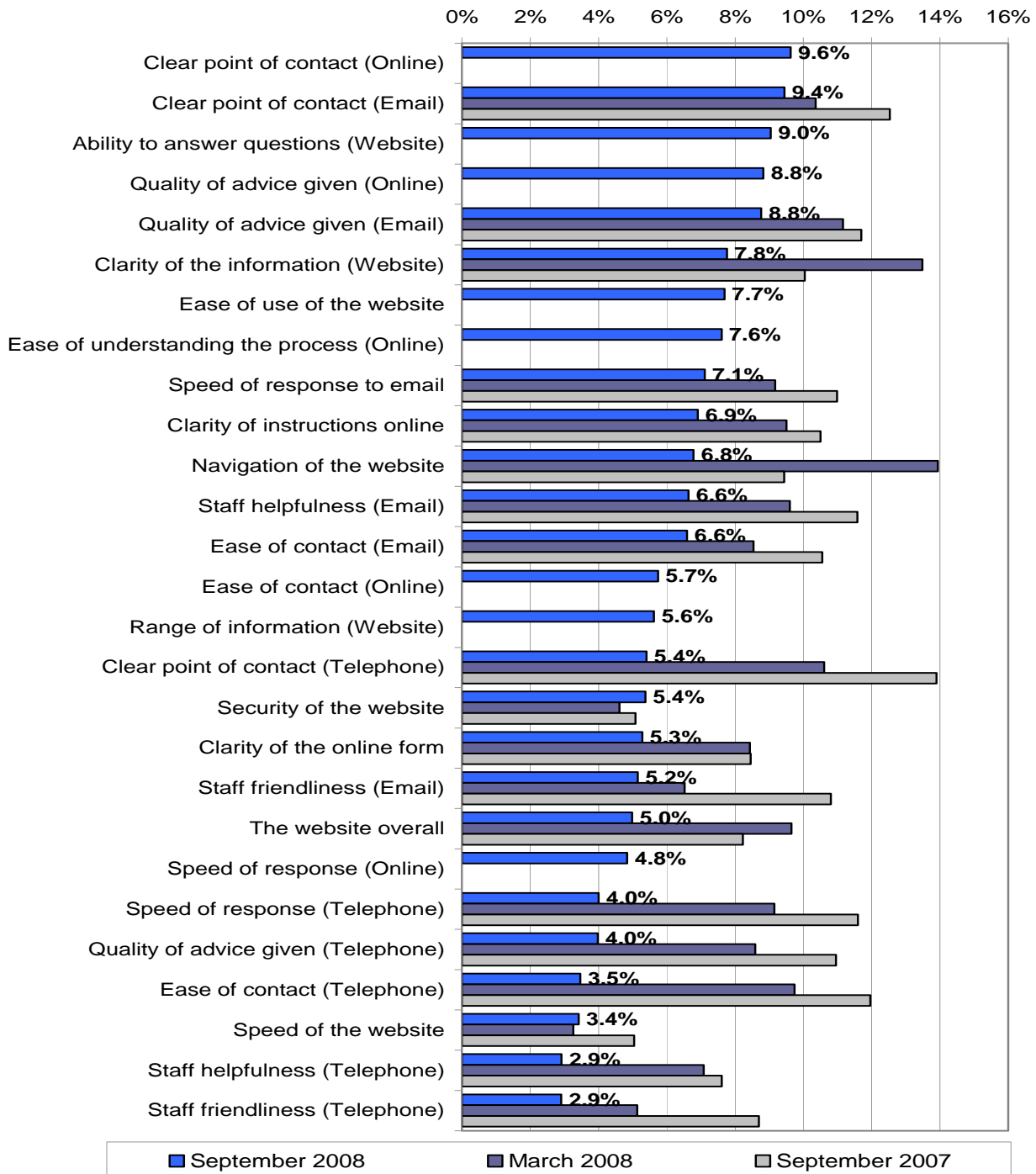


**Note: Requirements relating to letter/fax are based on 5 responses and so should be treated with caution.*

From these results we can see that 'Ability to answer questions (Website)' is a requirement that our customers are least satisfied with, receiving an overall satisfaction score of 8.11/10. Although we have lower scores, these requirements only received ratings from 5 responses. Other areas that have received lower satisfaction score are 'Clear point of contact (Online service)', 'Quality of advice given (Online service)' and 'Clarity of instructions online'. All of these areas will be our focus over the coming months.

Reasons for dissatisfaction

We asked our respondents to explain the reason for their scores, particularly if the scores were low. We are grateful for this feedback as we can use it 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 'Clear point of contact (Online service)'.



Note: Requirements relating to letter/fax have been omitted due to low base sizes

Satisfaction index

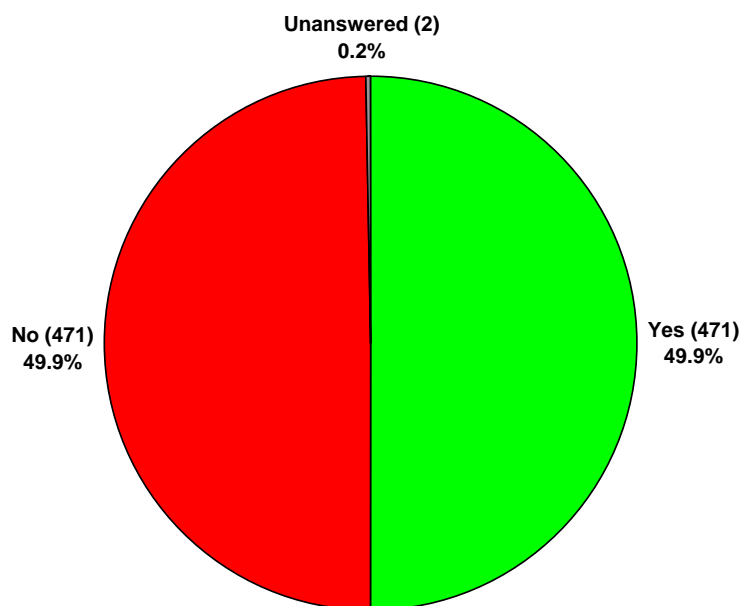
The satisfaction index is calculated using the importance ratings assigned by our customers to the different aspects of our service to weight satisfaction ratings. The resulting index is therefore a weighted average expressed as a percentage, a score of 100% representing total satisfaction with every aspect of our service. Our registrant satisfaction index rating currently stands at 85.9%.



Online Services

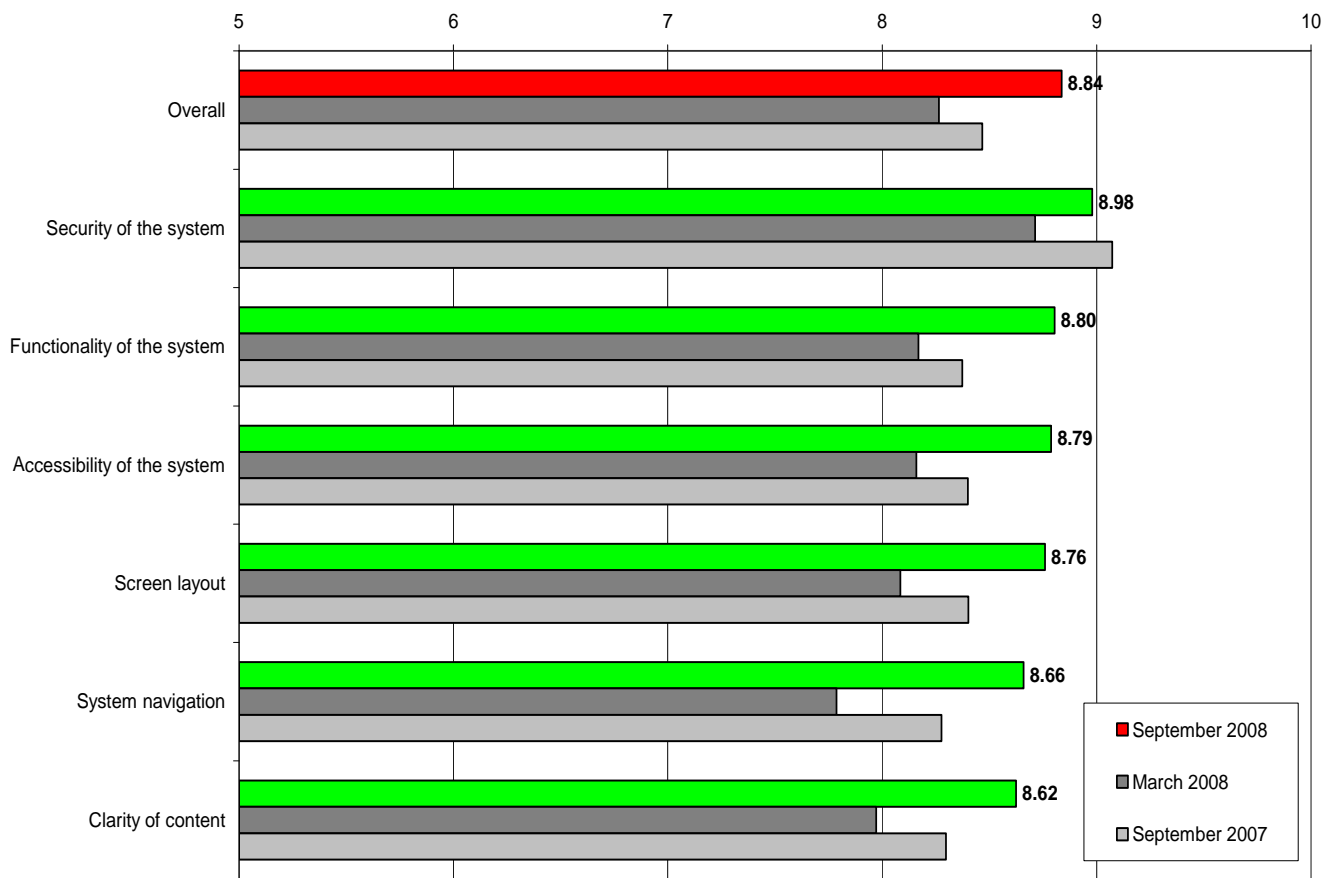
As part of the development of our Online service we have introduced the facility to transfer the registrant of a domain name online. This facility has replaced the paper-based transfer service that we used to offer. We were interested to find out what impact this had on our registrants.

Respondents were asked whether they knew that we had a new online transfer service. We found that half of our customers were aware of the new Online service. The chart below illustrates the results of this question.



Customers that stated they had heard of the new online transfer service were then asked whether or not they had used it. 58.4 % of these customers had used the new registrant transfer service.

Customers that stated they had used the new online transfer service were then asked how satisfied or dissatisfied, on a scale of 1 to 10 where 1 means 'completely dissatisfied' and 10 means 'completely satisfied', they were with particular features of it. The chart below shows the results, compared to the scores received for our transfer process in March 2008 and September 2007.

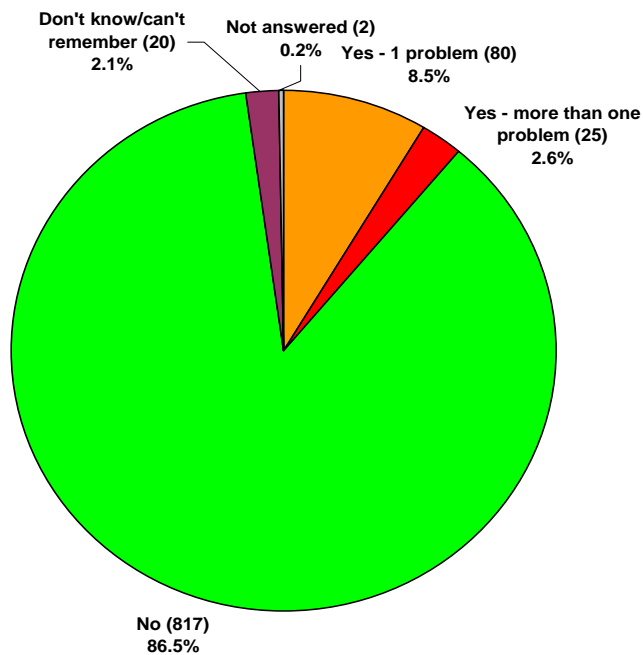


As you can see, the overwhelming opinion was that the changes we have made have had a positive effect on our registrants. We will continue to develop our Online service further and seek feedback to any changes that we make or new services that are launched.

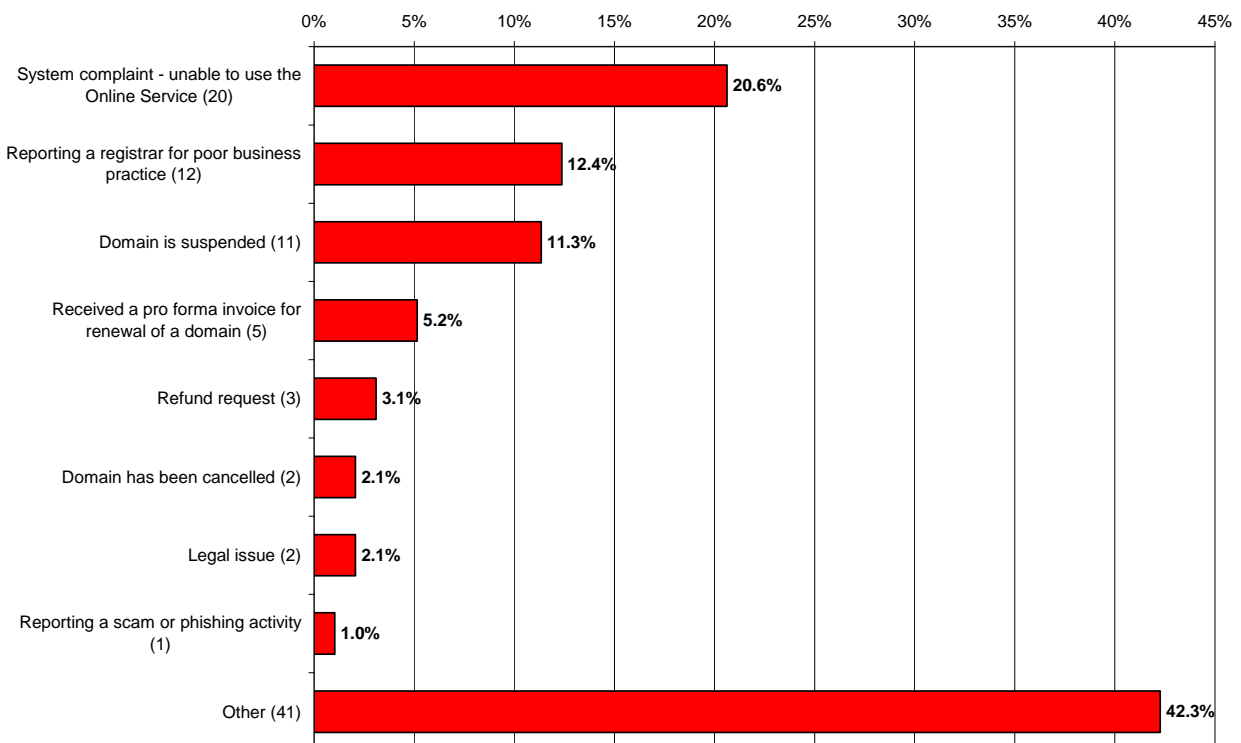
Complaints handling

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.

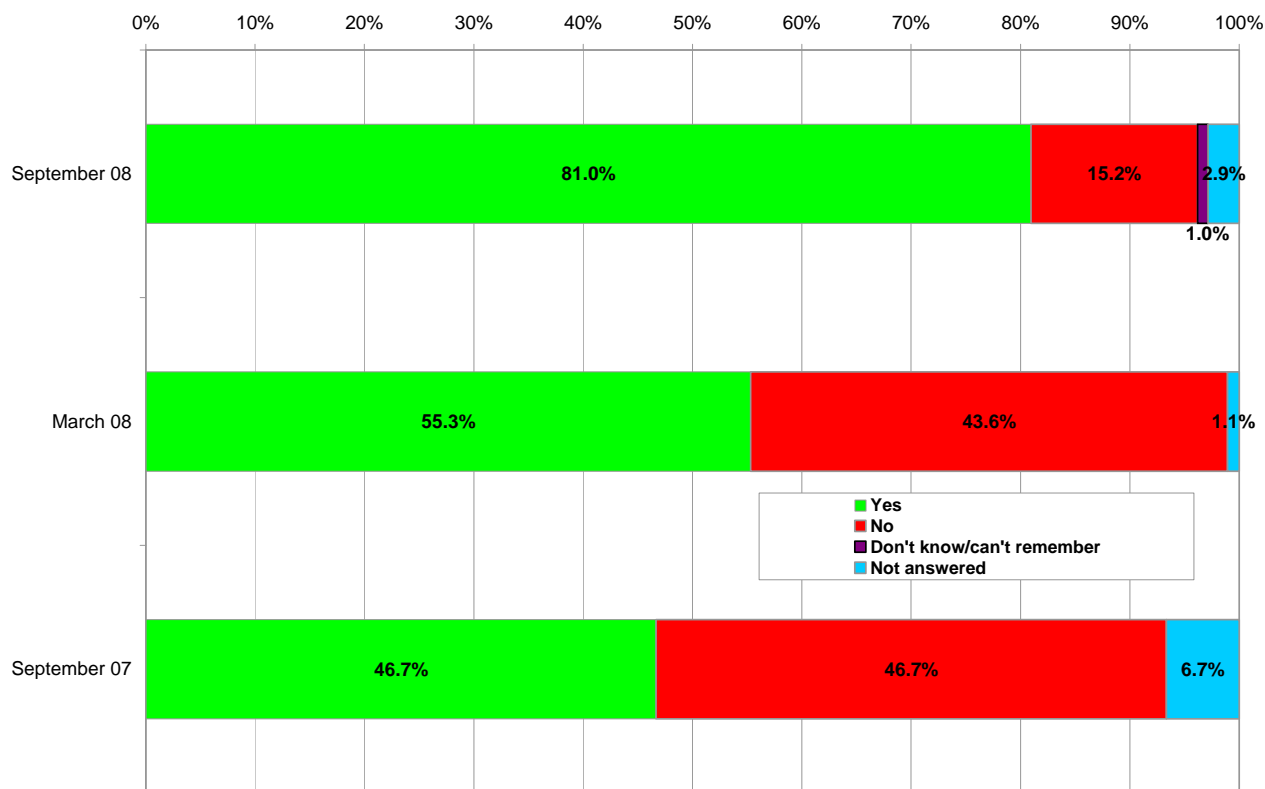
Following feedback from our previous surveys, we have worked hard to improve our performance in this area and are extremely pleased with the results of this survey. The chart below shows the percentage of respondents that had reported a problem or issue to us.



The 105 customers who had experienced a problem or issue were asked to specify the nature of it. The next chart shows an overview of the answers given.

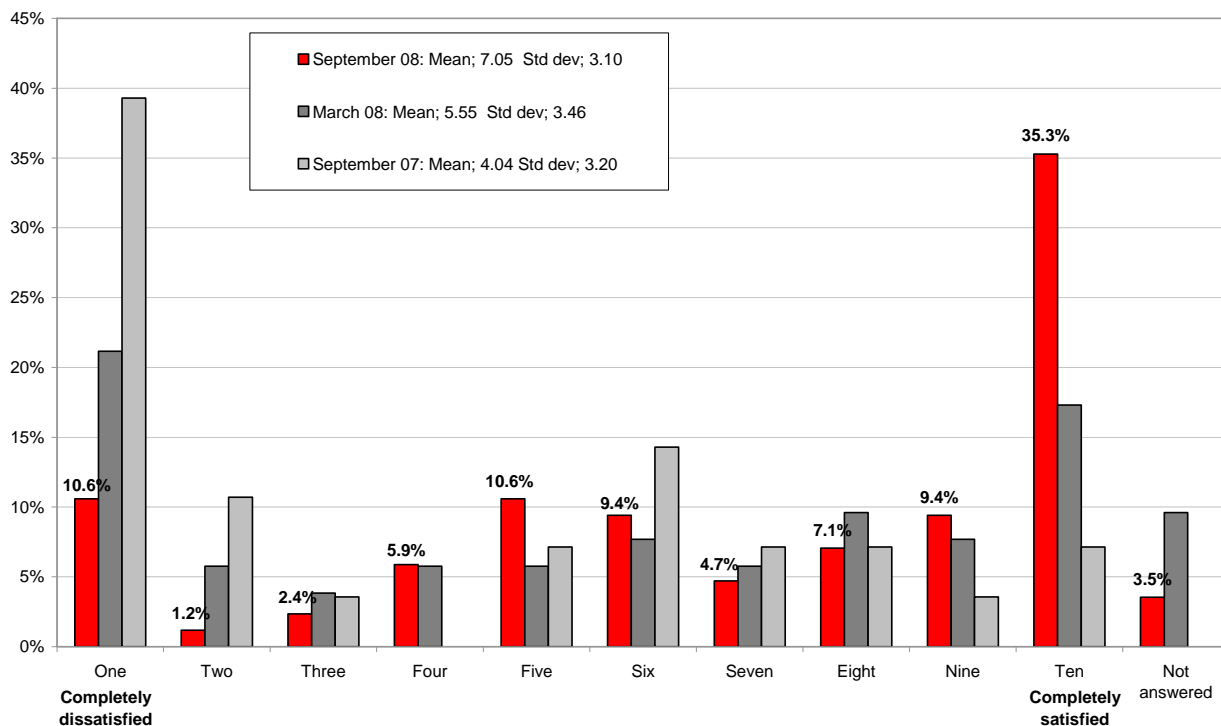


The same group of 105 customers were then asked if they had contacted anyone at Nominet about the problem.

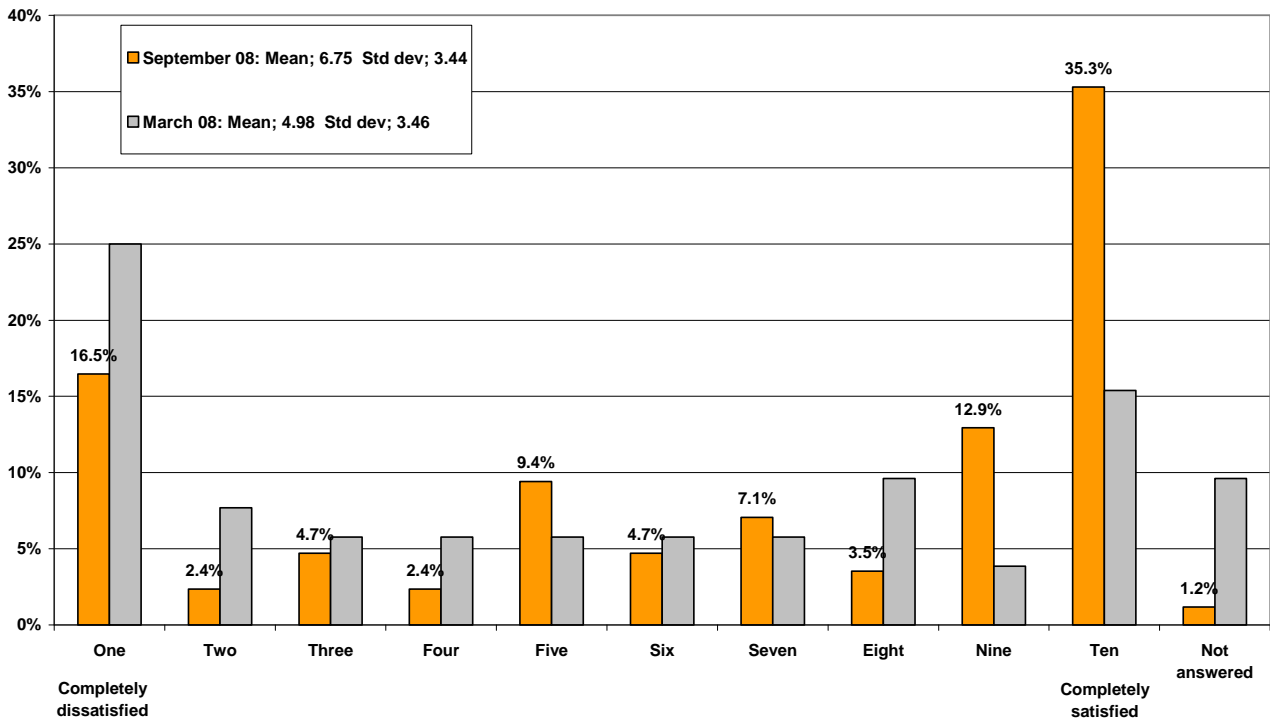


Customers were asked to give a score between 1 and 10 to show how satisfied or dissatisfied they were with the way the issue was handled and the outcome of the complaint.

Handling of issue



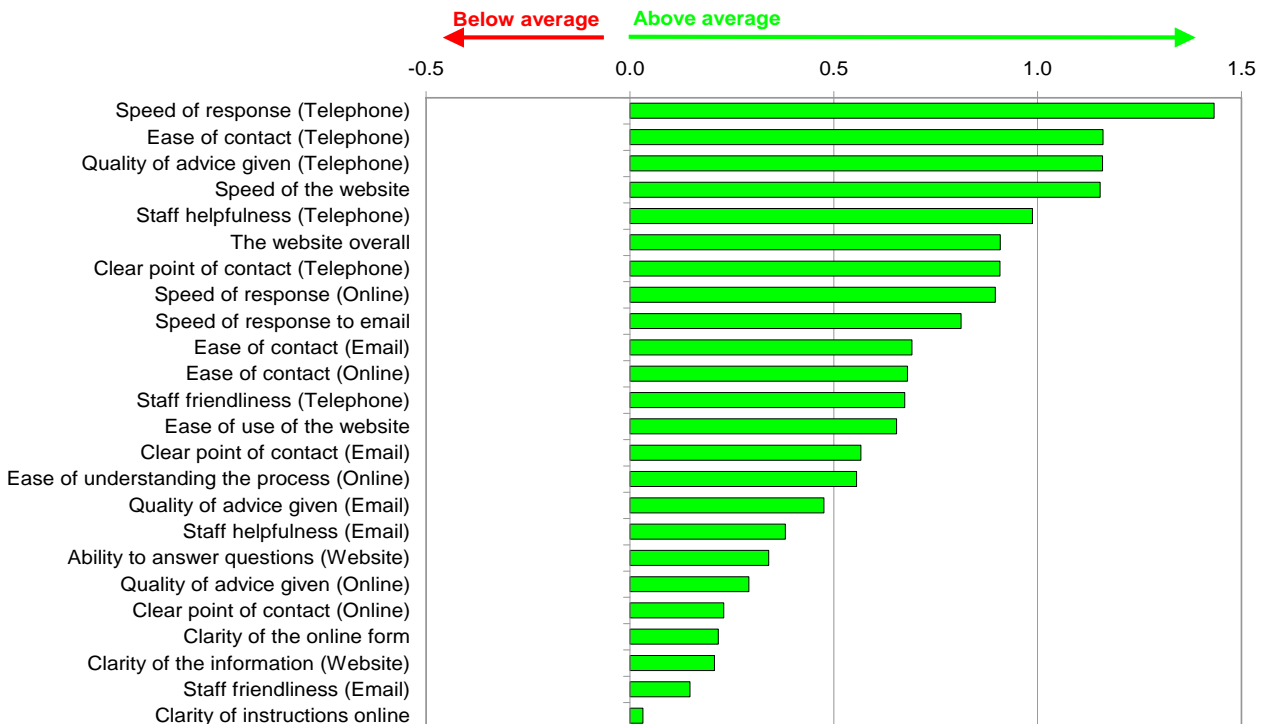
Outcome of complaint



These are good results for us and we are really pleased with the progress that we have made. We have a dedicated, well-trained 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.

Comparison with other organisations

While we are very proud of the achievements in this survey, we requested that our scores be benchmarked against other companies. Not only has this given us extremely useful data, it has confirmed to us that we perform very well when compared with other companies. It is very encouraging to see that we score above average on all of the 24 requirements that could be benchmarked.



Customer comments

“Everything was great actually.”

“Everything was dead easy - I was concerned it would not be straightforward, but I just followed the instructions and everything happened exactly as I hoped.”

“The person I spoke to had all the information to hand and gave me excellent advice and sorted the problem out.”

“It is a vast improvement online to the postal route in changing owner and it works very well, well done.”

“I was very satisfied with the service I received - and always have been. Staff have been calm and patient - especially if I didn't understand something.”

“After speaking to Nominet customer service about change of address, and gaining a new registration Certificate. I was emailed my new login details within 5 minutes and could download the certificate myself. Your customer service department is swift, professional and deliver what they say they can do. Without a doubt the best customer service experience in the UK.”

“I would like to compliment you on a efficient and well run service you offer end users. I have never had a problem with registration. It has been a quick and trouble free service. I only wish other companies are as efficient as you.”

“Nominet have always been quick and helpful with their responses. It makes a change to receive good customer service from such a service provider. Well done!”

“Very easy to use the website, and straight forward to transfer domains without any real experience. keep up the good work.”