

Nominet Registrant Satisfaction Survey

During September 2009 we carried out our eighth registrant satisfaction survey. We contacted a selection of customers that had either recently 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. 945 customers responded and completed the online questionnaire.

The survey asked questions about 37 elements of our service. We are delighted that all scores are over 8/10 for customer satisfaction and all requirements related to the telephone service score are over 9/10.

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 our customers gave resulted in an overall customer satisfaction index rating of 86%. This is a 0.1% increase in satisfaction when compared against our last survey, conducted in September 2008.

Based on thorough analysis of the findings, it is recommended we concentrate on the following key areas in order to increase satisfaction,;

- Website – ‘ease of use of the website’
- Online service – ‘ease of understanding the process’ and ‘clarity of instructions online’
- Email – ‘speed of response to email’

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.

Respondents were asked to indicate the importance to them of each of the 37 requirements by giving each area a score out of ten where 1 signifies ‘of no importance at all’ and 10 signifies ‘extremely important’.

From these results, ‘speed of response to email’ and ‘speed of response (Online)’ 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)’, ‘clarity of the online form’ and ‘clarity of the information (Website)’, which all scored at 9.17/10.

When our requirements are benchmarked against the performance of other organisations, we scored above average for all 30 comparable requirements, and we are very proud of the improvements that we have made and will continue to make.

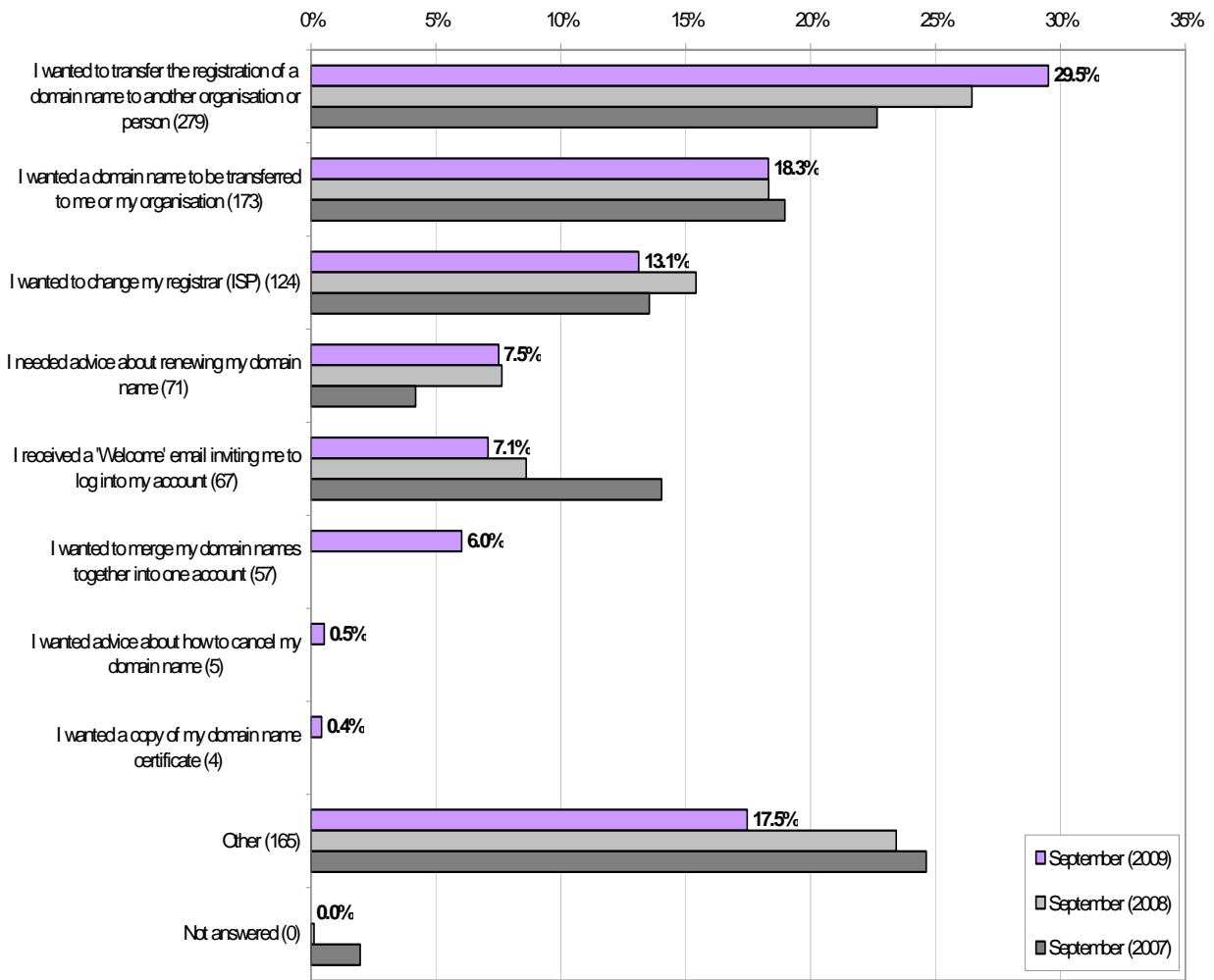
We intend to run further follow-up surveys in 2010 so that we can measure the improvements that we are introducing and their impact on our customers. We have also introduced real-time surveys and an online services survey, which we send on a daily basis to our registrants, asking them for feedback on 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>

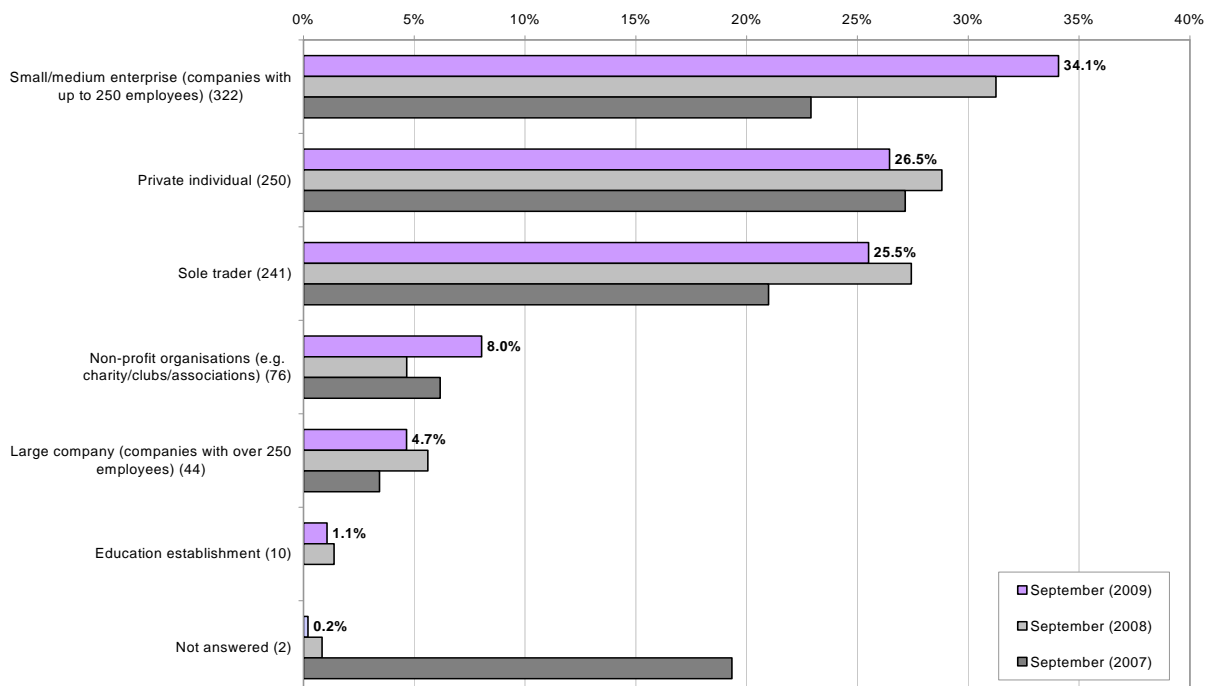
Who responded?

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. We had good representation from our three main customer groups, small/medium enterprises, private individuals and sole-traders.

Reason for most recent contact with Nominet



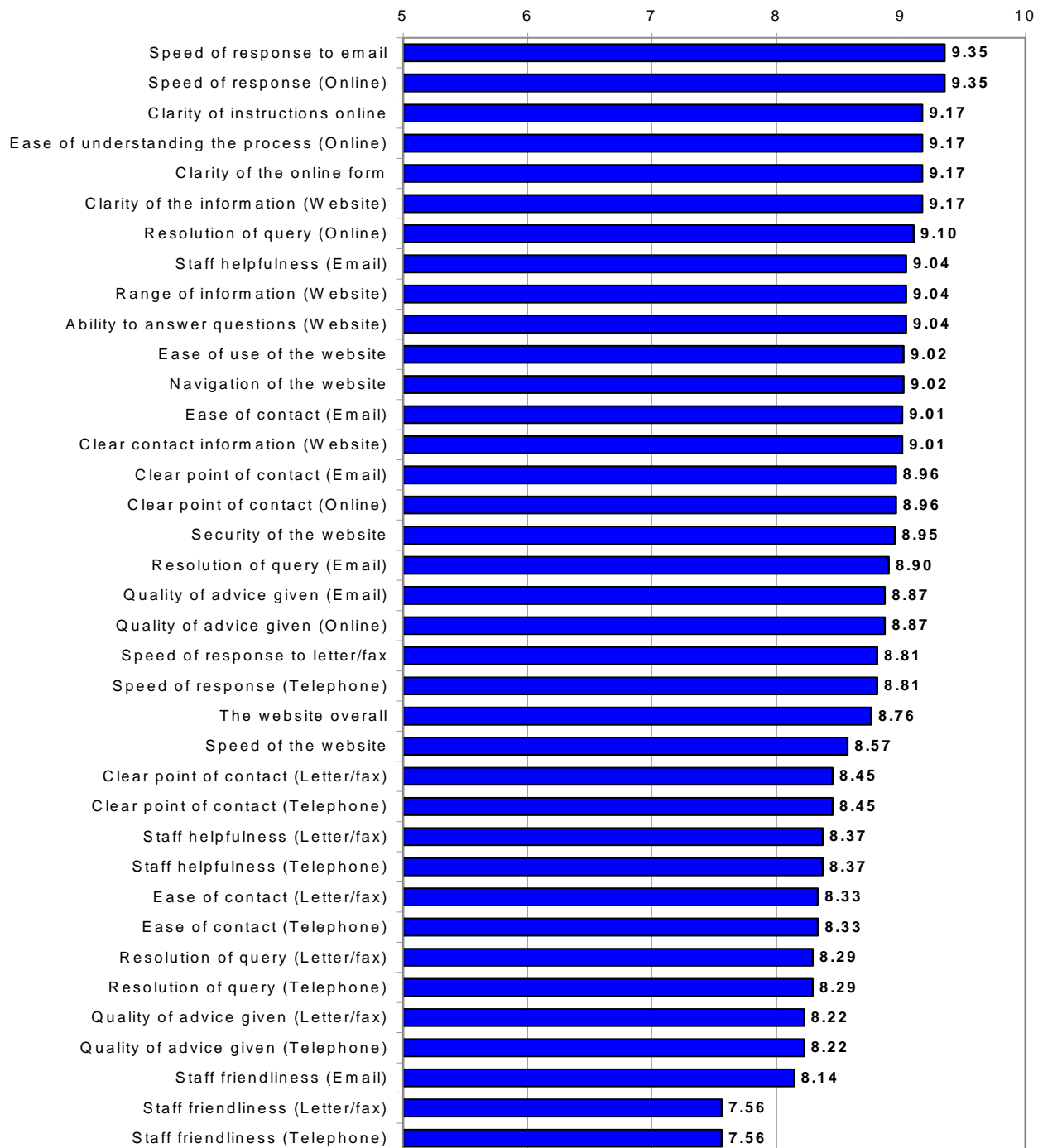
Type of customer who contacted us



Importance rating

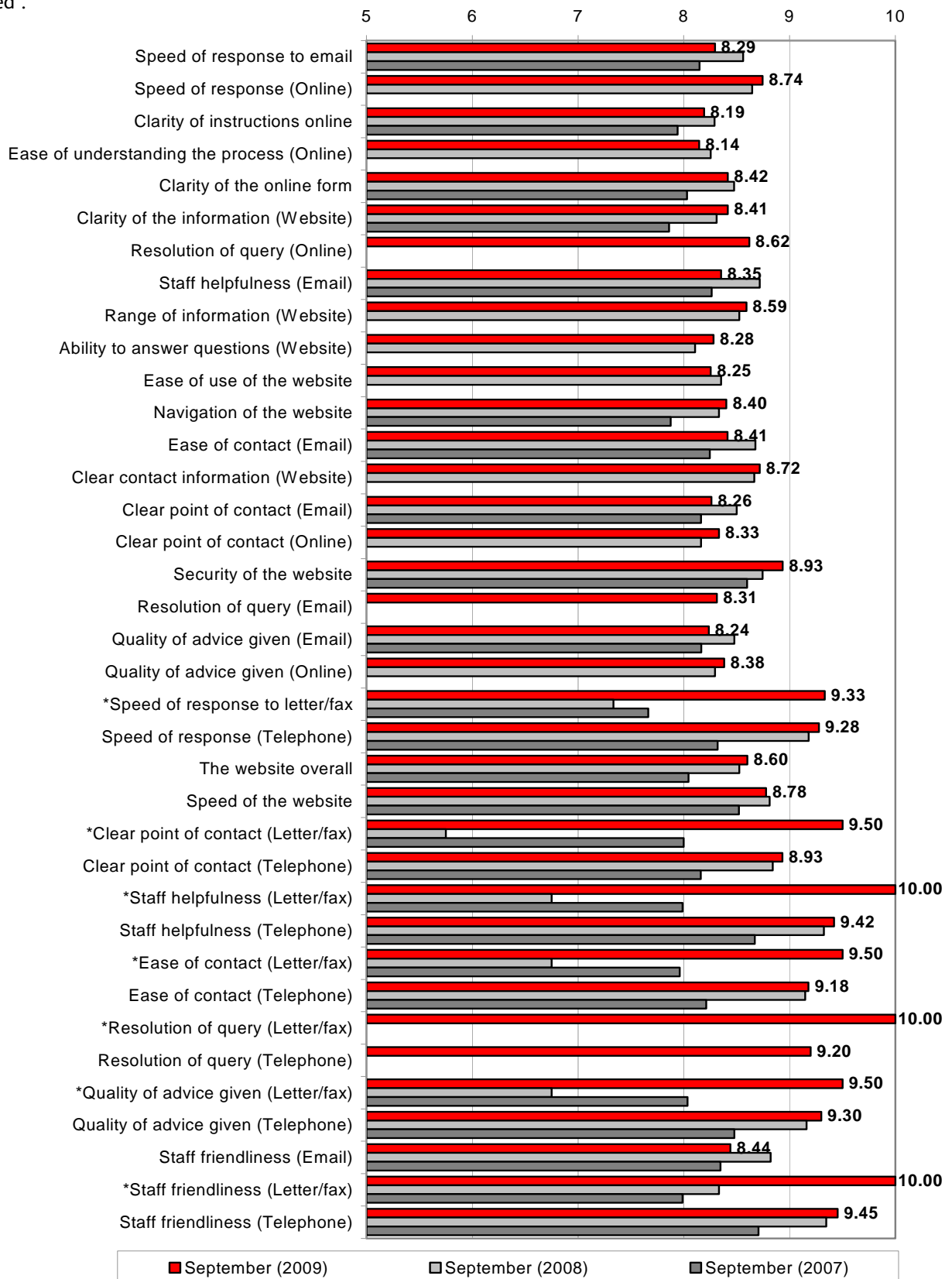
We asked our customers to rate the importance of 37 requirements. Each requirement was given a score out of ten where 1 signifies 'no importance at all' and 10 signifies 'extremely important'.

The speed, clarity, ease of use 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

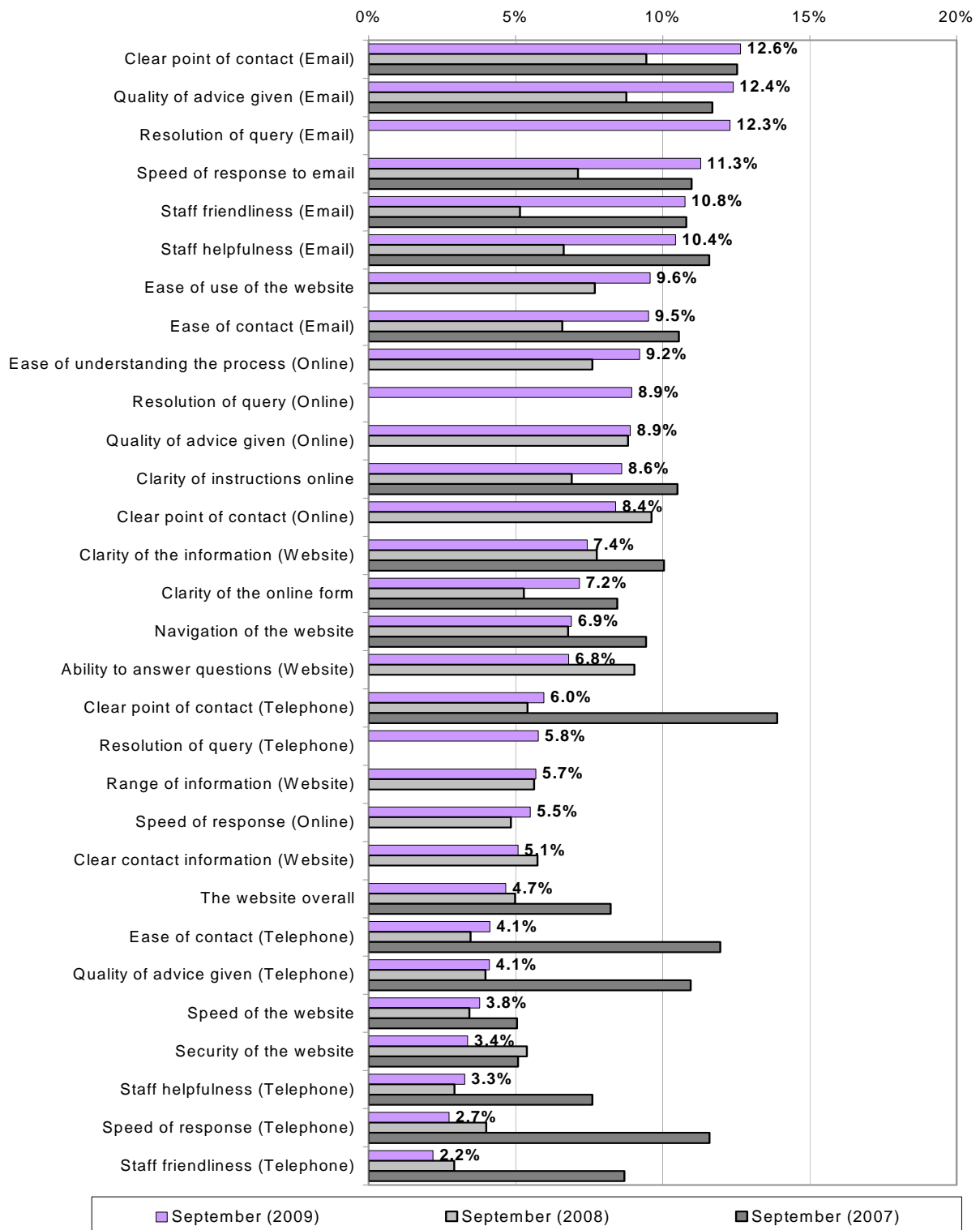
We asked our customers to score the same 37 requirements for their level of satisfaction with our performance. Each requirement was given a score out of ten where 1 signifies 'completely dissatisfied' and 10 signifies 'completely satisfied'.



From these results we can see that ‘Ease of understanding the process (online)’ is a requirement that our customers are least satisfied with, receiving an overall satisfaction score of 8.14/10. Although we have lower scores, these requirements only received ratings from 4 responses. Other areas that have received lower satisfaction scores are ‘Clarity of instructions online’, ‘Quality of advice given (Email)’ and ‘Ease of use of the website’. All of these areas will be our focus over the coming months.

Reasons for dissatisfaction

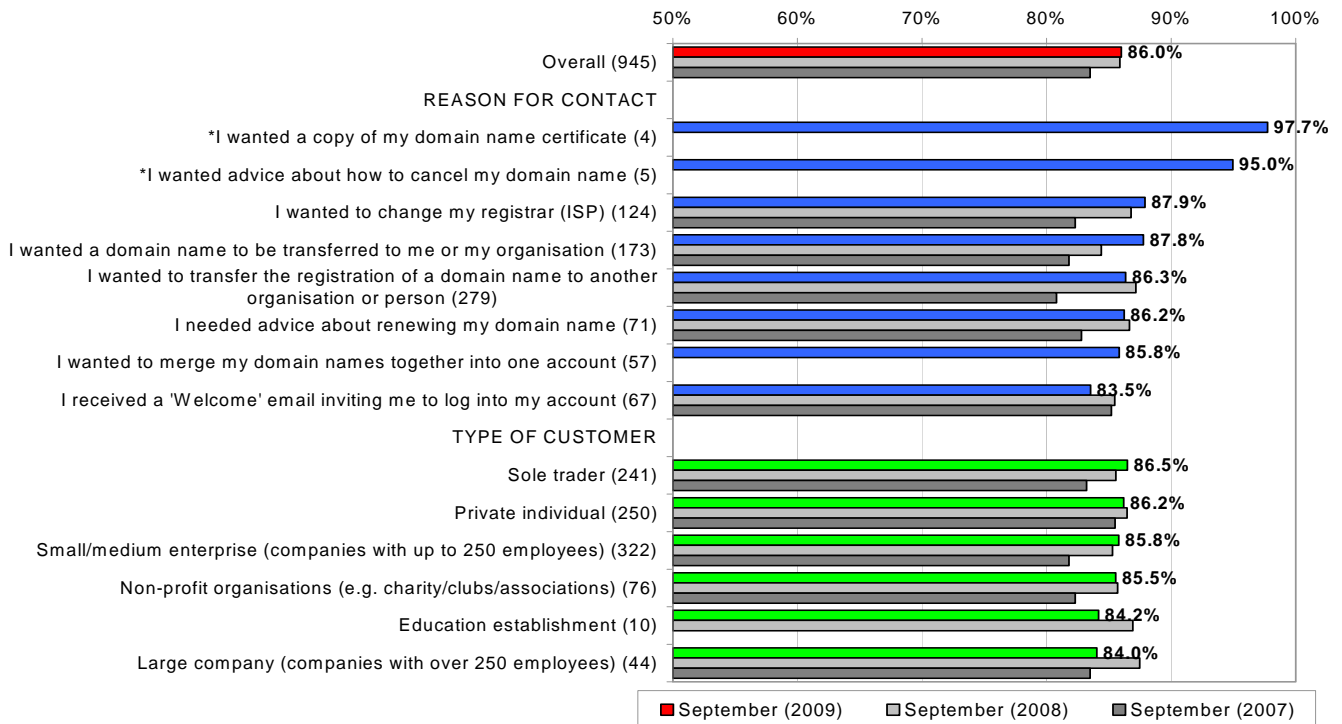
We asked our respondents to explain the reason for their scores, particularly if the scores were low. We are grateful for this feedback as we can use it to help us to improve and develop our services to ensure that our customers’ needs are met. From the results below the principle reason for dissatisfaction is in our email correspondence.



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

Satisfaction index

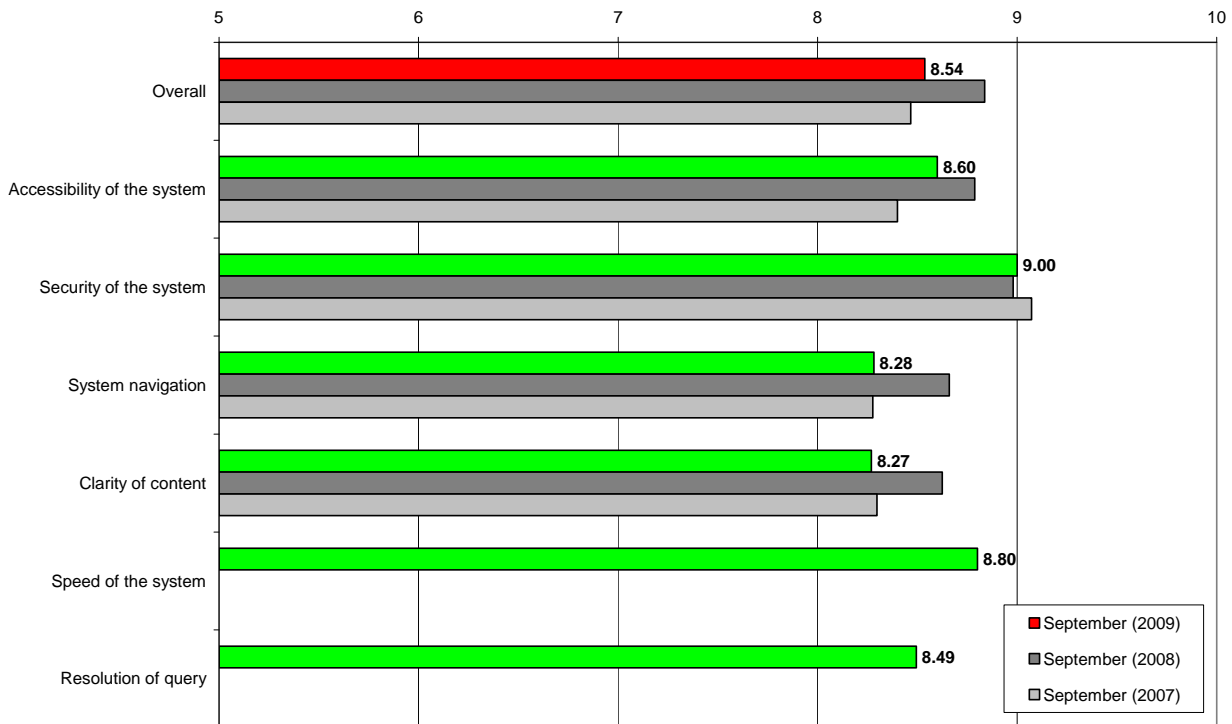
The satisfaction index is calculated using the importance ratings assigned by our customers to the different aspects of our service to weight satisfaction ratings. The resulting index is therefore a weighted average expressed as a percentage, a score of 100% representing total satisfaction with every aspect of our service. Our registrant satisfaction index rating currently stands at 86.0%.



Online Services

As part of the development of our Online Service we were interested to find out if respondents had used the online service facility and what impact this had on our registrants. Customers that had used the Online 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'.

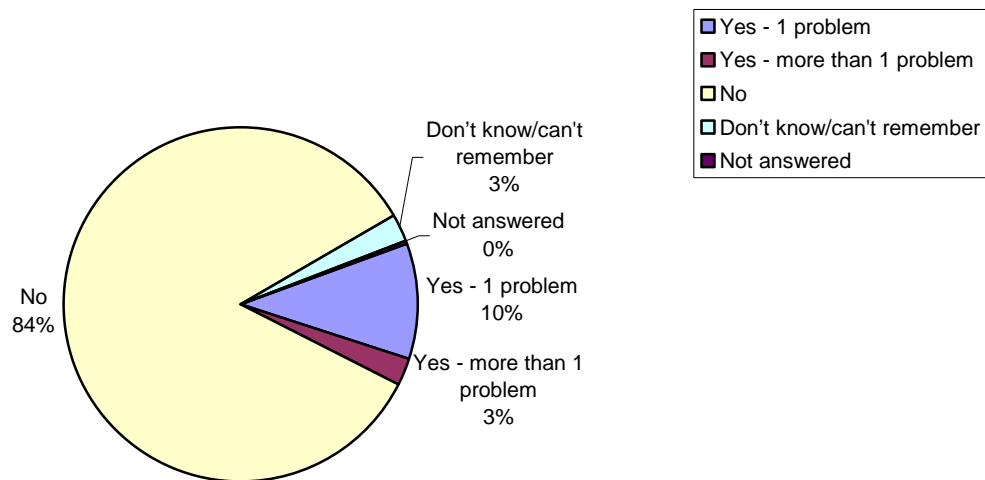
The chart below shows the results, compared to the scores received for previous surveys. We found that 64.5% of respondents had used our Online service and their overall satisfaction is 8.54/10.



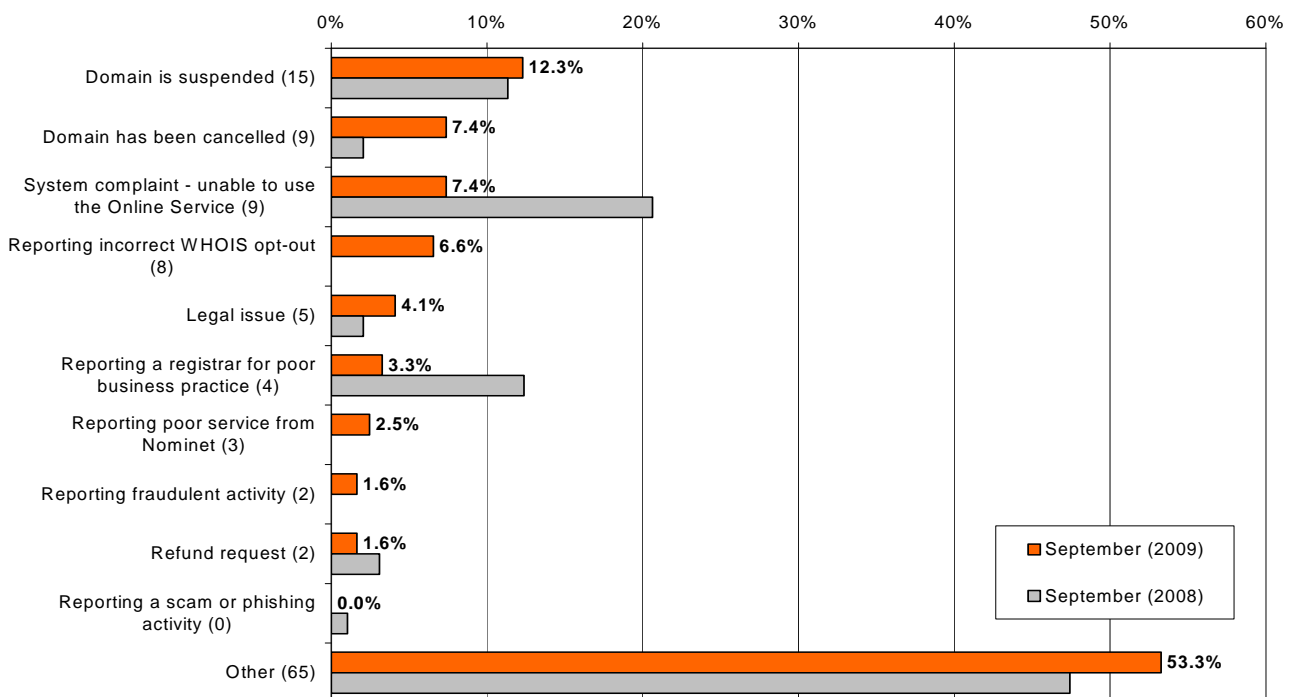
Complaints handling

The way in which a business responds to customer problems or complaints 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.

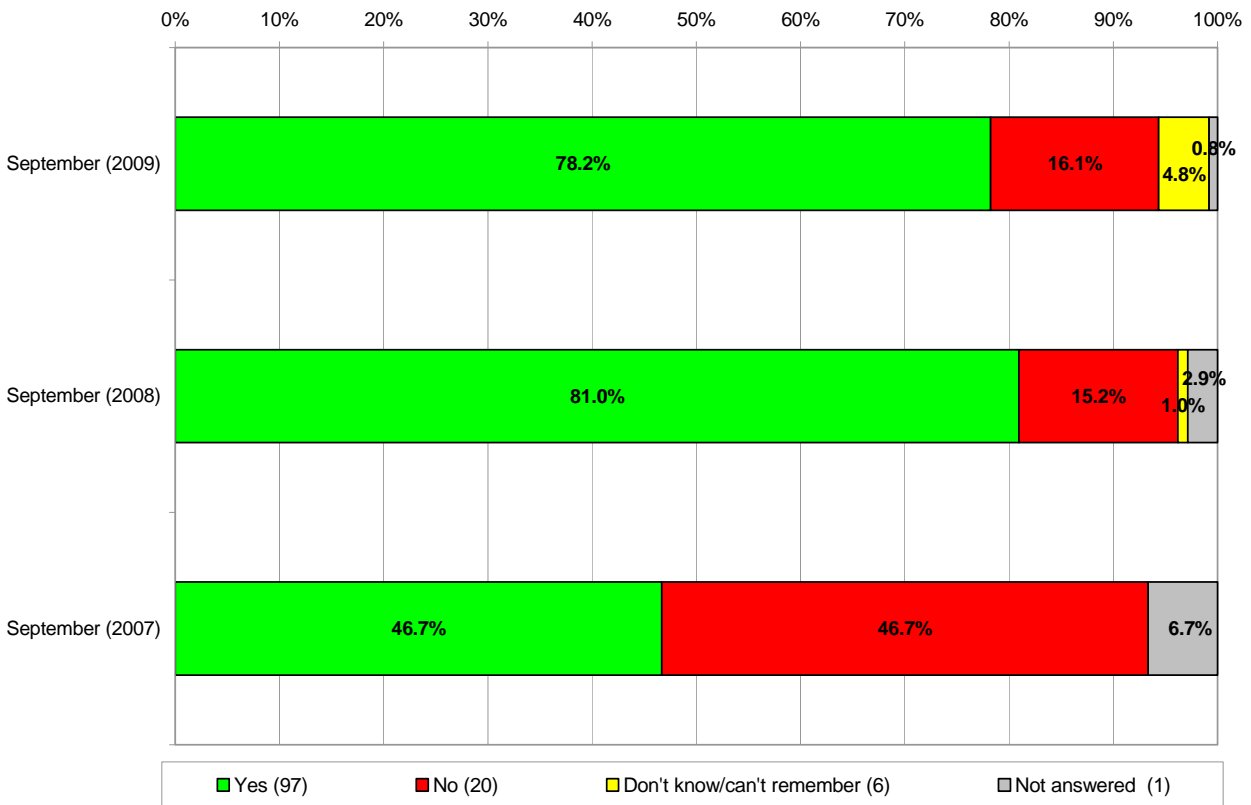
Following feedback from our previous surveys, we have been working hard to improve our performance in this area. The chart below shows the percentage of respondents that had reported a problem or issue to us.



The 124 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.

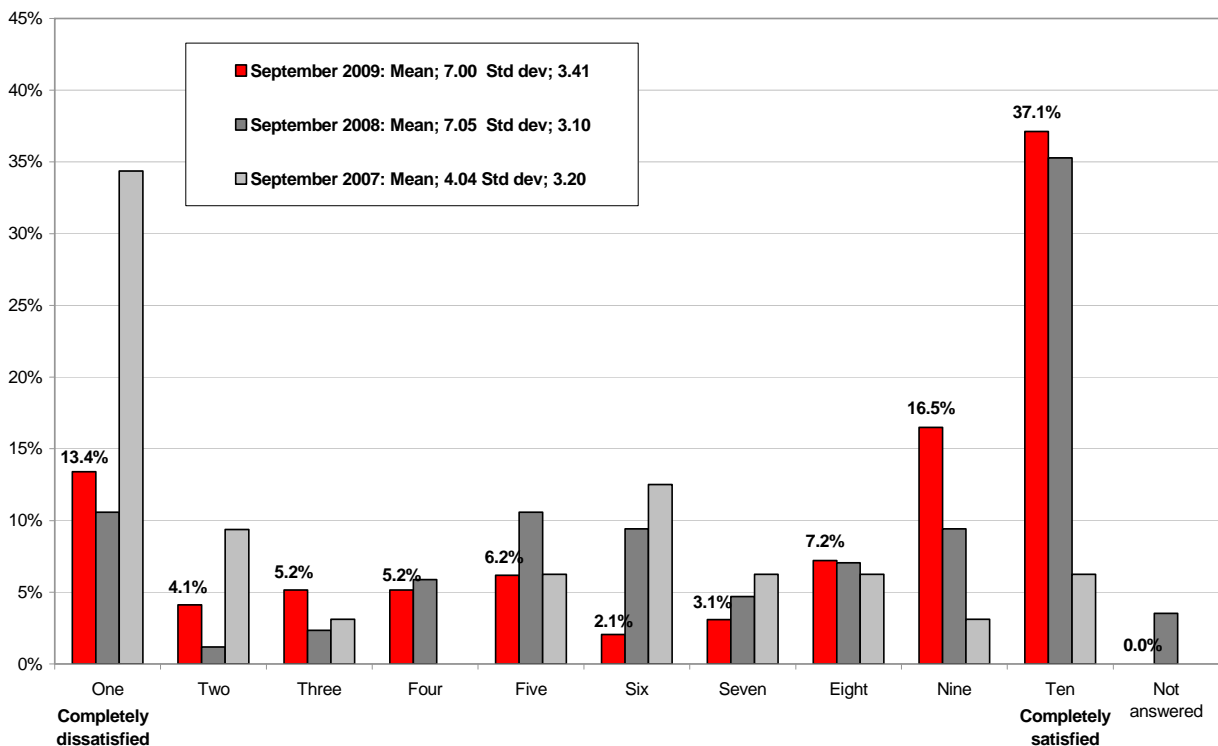


The same group of 124 customers were then asked if they had contacted anyone at Nominet about the problem.

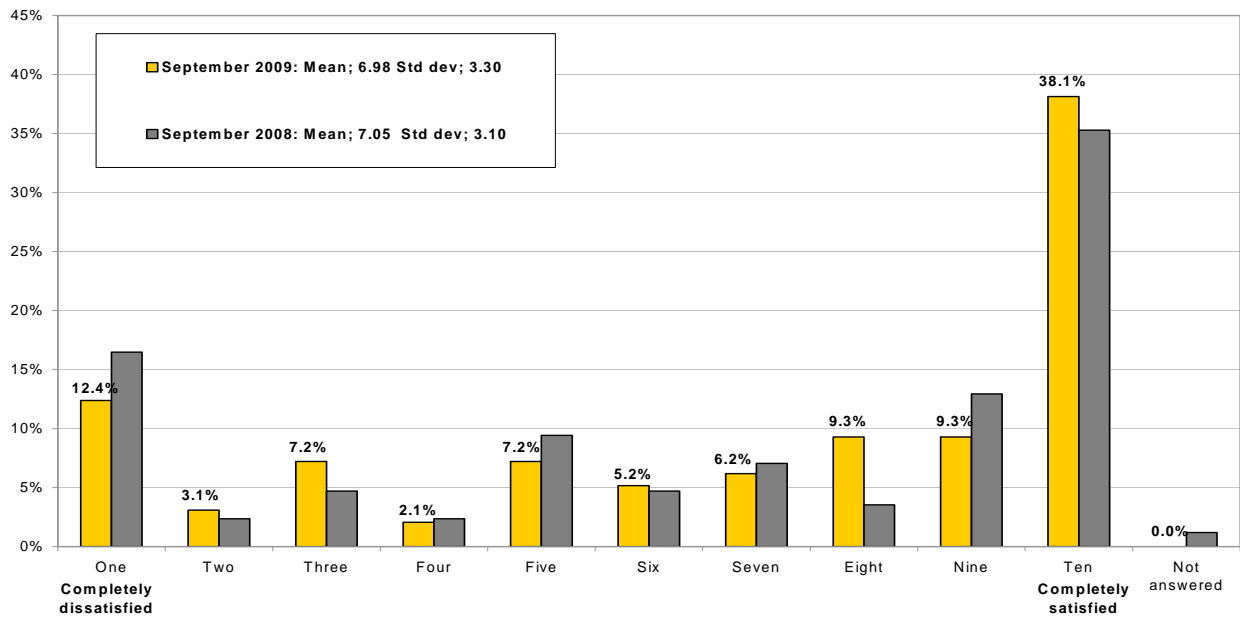


Customers were asked to give a score between 1 and 10 to show how satisfied or dissatisfied they were with the way the issue was handled and the outcome of the complaint.

Handling of issue



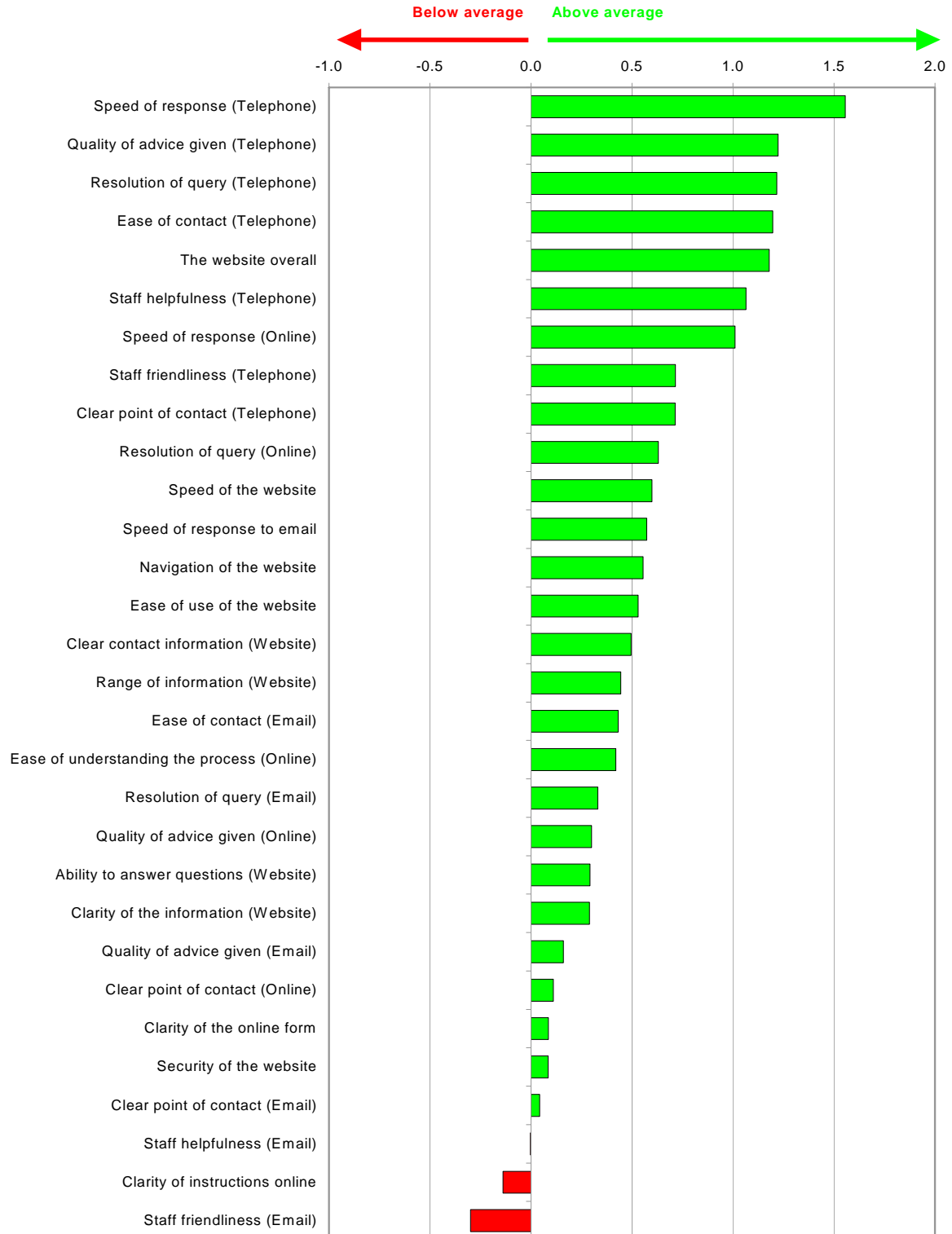
Outcome of complaint



These are good results for us and we are really pleased with the progress that we have made. We have a dedicated team of advisors who support our customers and will be using the feedback to continue to improve our overall service excellence.

Comparison with other organisations

We are very proud of the achievements in this survey and had our scores benchmarked against other companies. The data confirms 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 30 requirements that could be benchmarked.



Customer comments

"I have found that Nominet perform their functions very well."

"I can not suggest one thing that would improve your services as I found Nominet to be an excellent company."

"I don't think you could improve yourselves in anyway as you already have a great and strong company which has helped me along the years!"

"I think the service with personal telephone contact is very professional and very impressive."

"It provided exactly the service I needed. I was impressed."

"It's a great service and you can talk to real, friendly, helpful people – excellent!"

"An excellent service. The people I spoke to were knowledgeable, polite and gave good advice."

"Fast response to all my queries. All my problems were resolved very quickly. Many thanks."

"Its always a pleasure to deal with Nominet. The new online system is a breeze and has made life easier for a lot of people."

"Nominet customer service is exemplary – other organisations could learn a great deal from your team".