

Nominet Registrant Satisfaction Survey

During September 2010 we carried out our ninth 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. 1488 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 8/10.

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 84.9%. This is a 1.1% decrease in satisfaction when compared against our last survey, conducted in September 2009.

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

- o Ease of understanding the process (online)
- o Clarity of instructions online
- o Speed of response to email
- o Clear point of contact (email and online)

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.

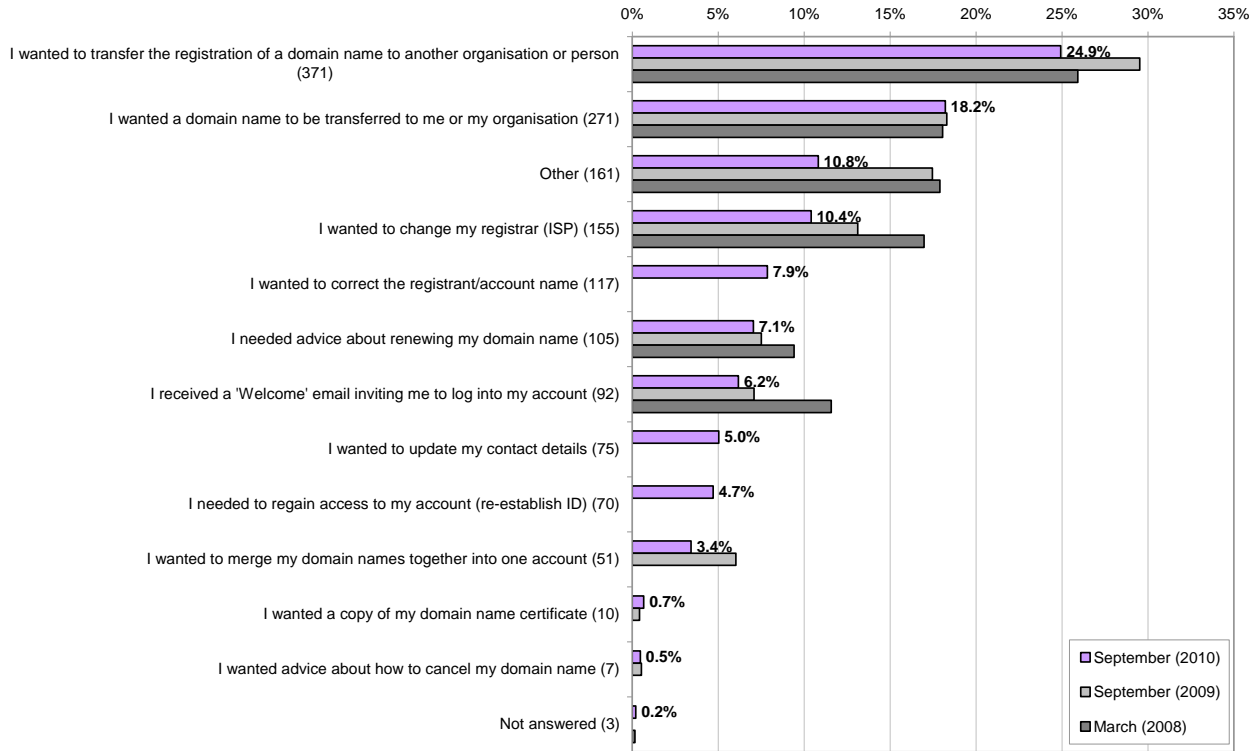
We intend to run further follow-up surveys in 2010 so that we can measure the improvements that we are introducing and their impact on our customers. We have also introduced real-time surveys and an online services survey, which we send on a daily basis to our registrants, asking them for feedback on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

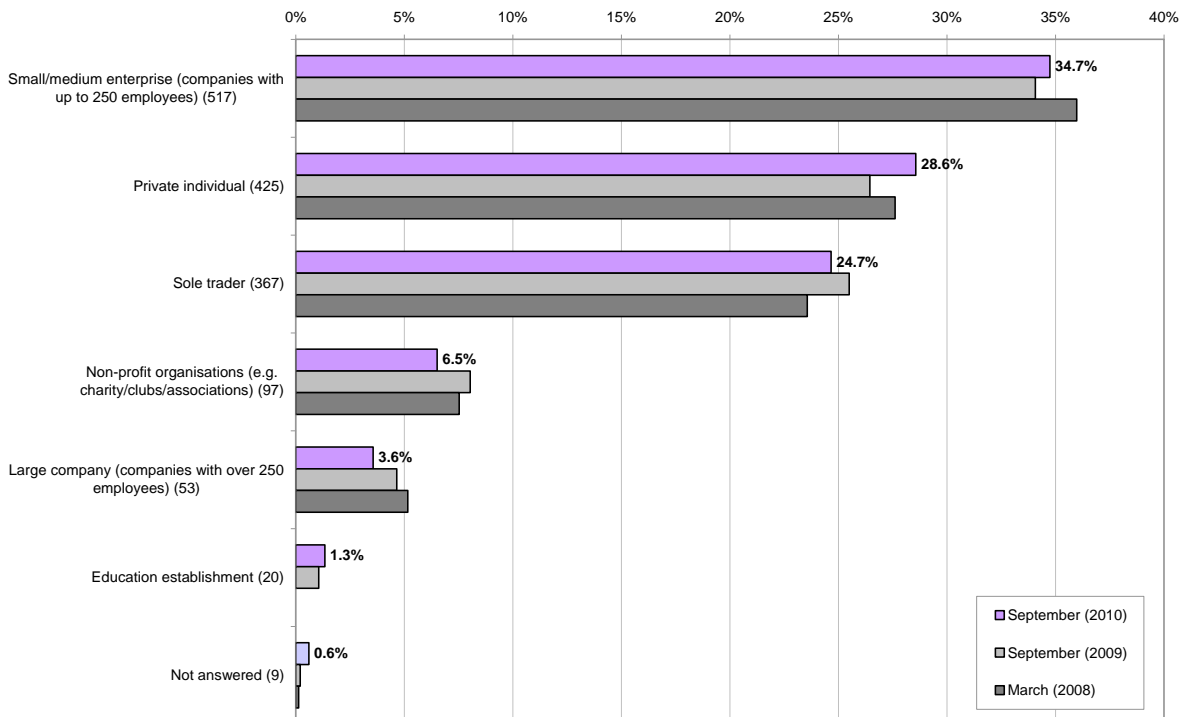
Who responded?

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.



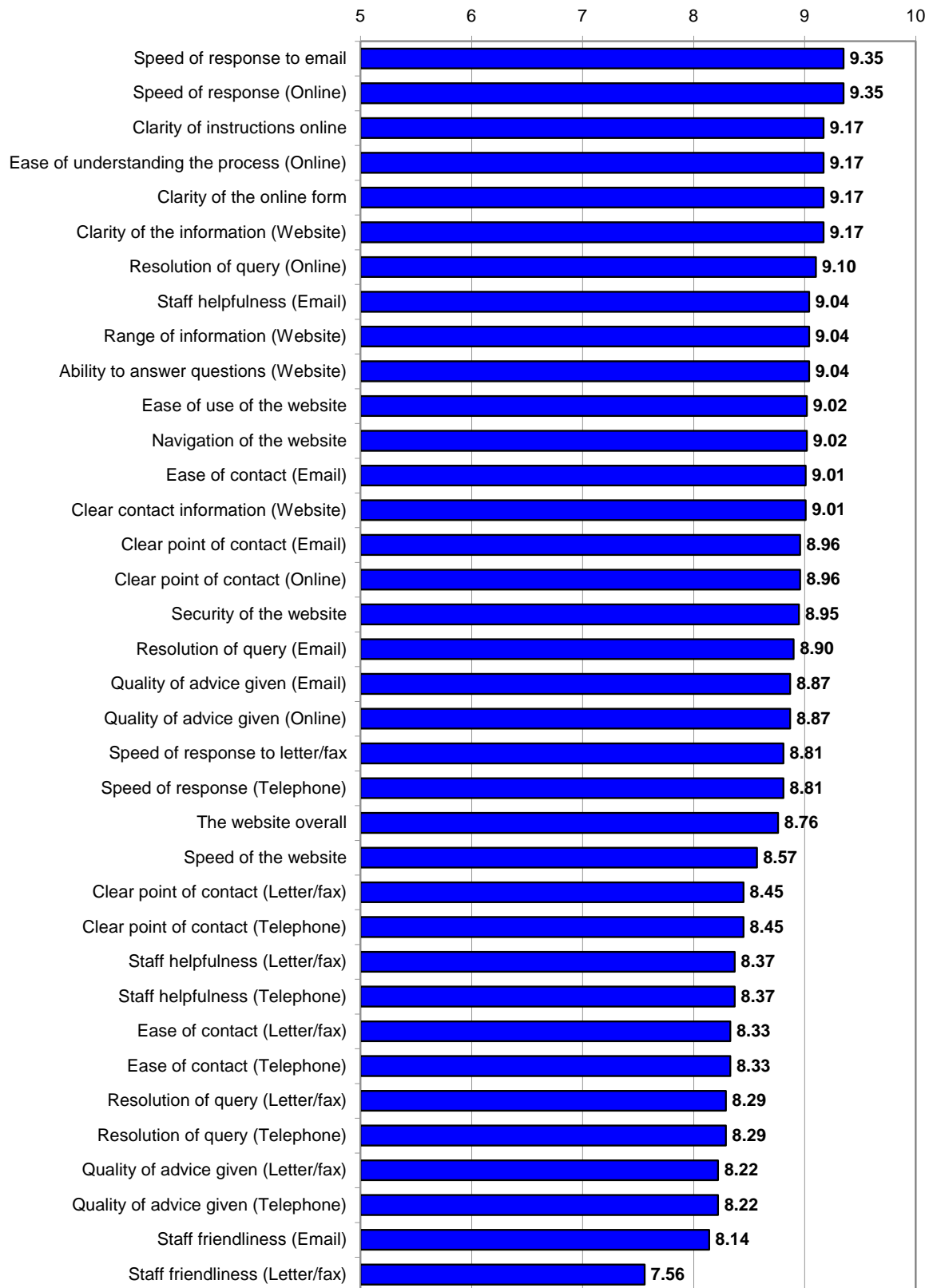
Type of customer who contacted us



Importance rating

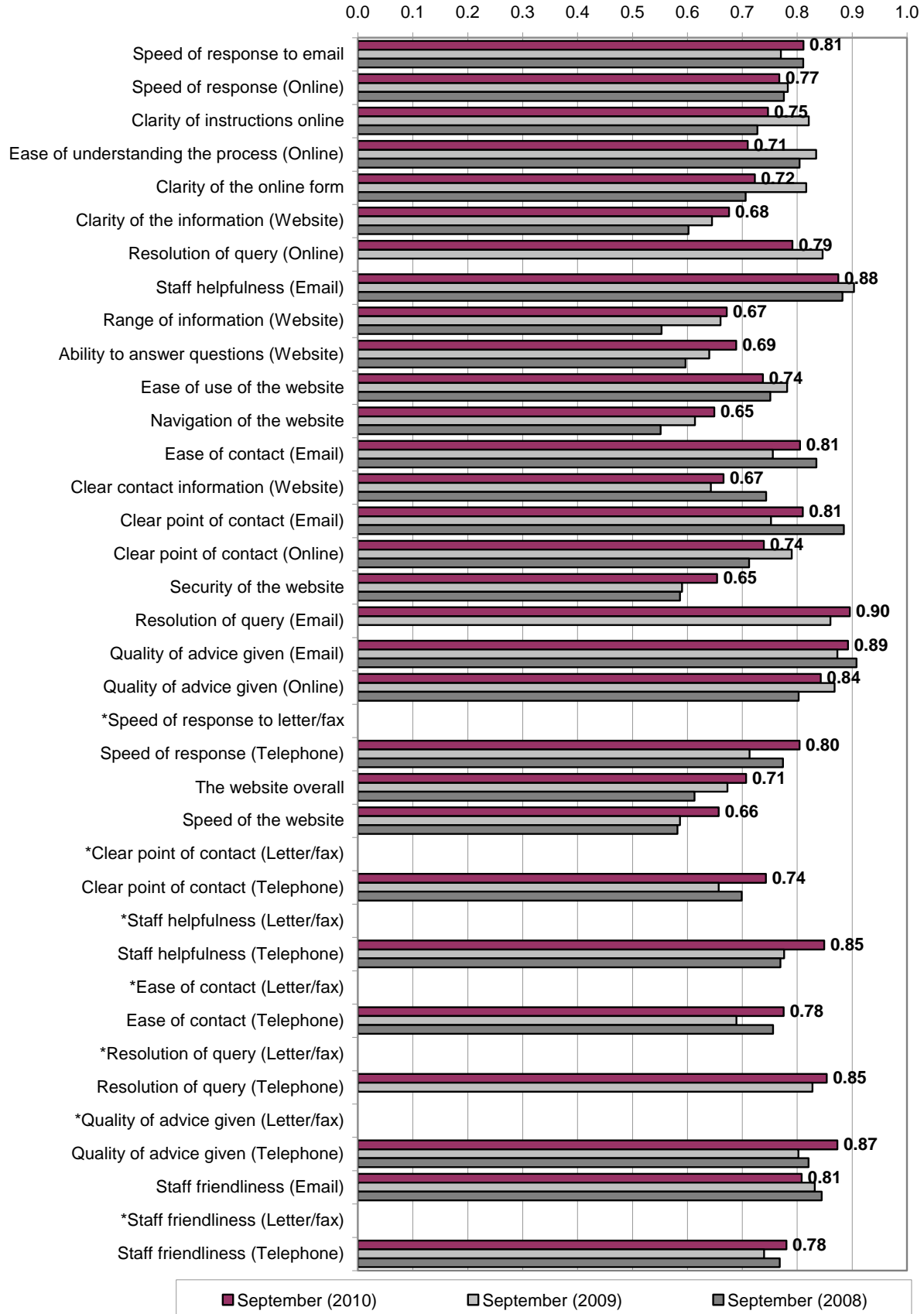
We asked our customers to rate the importance of 37 requirements. Each requirement was given a score out of ten where 1 signifies 'no importance at all' and 10 signifies 'extremely important'.

The speed, clarity, ease of use and staff helpfulness 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

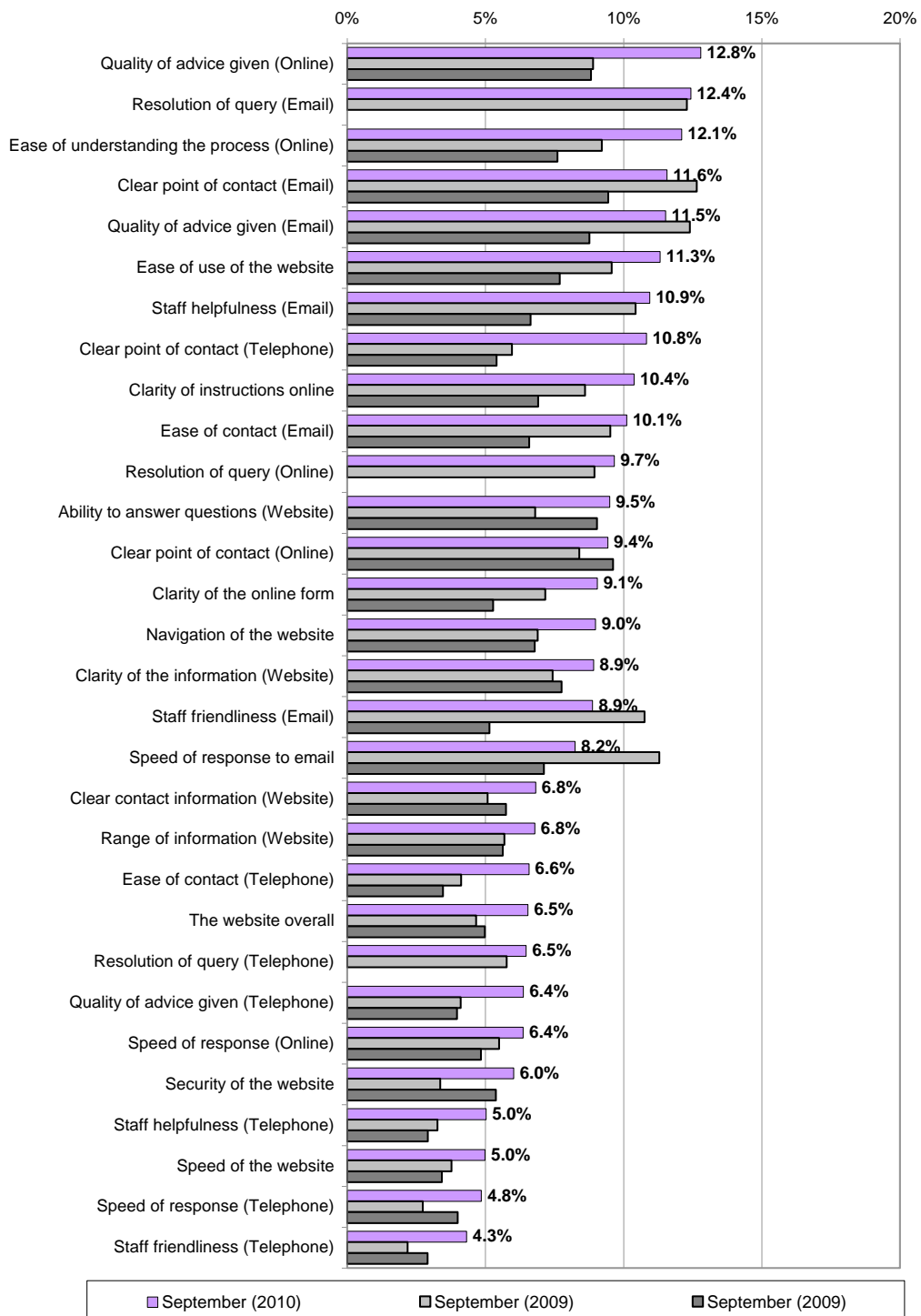
We asked our customers to score the same 37 requirements for their level of satisfaction with our performance. Each requirement was given a score out of ten where 1 signifies 'completely dissatisfied' and 10 signifies 'completely satisfied'.



From these results we can see that 'Navigation of the website' and 'Clarity of the website' are requirements that our customers are least satisfied with, receiving an overall satisfaction score of 6.5/10. Other areas that have received lower satisfaction scores are 'Speed of the website', 'Clarity of the information (Website)' and 'Range of information (website)'. All of these areas will be our focus over the coming months.

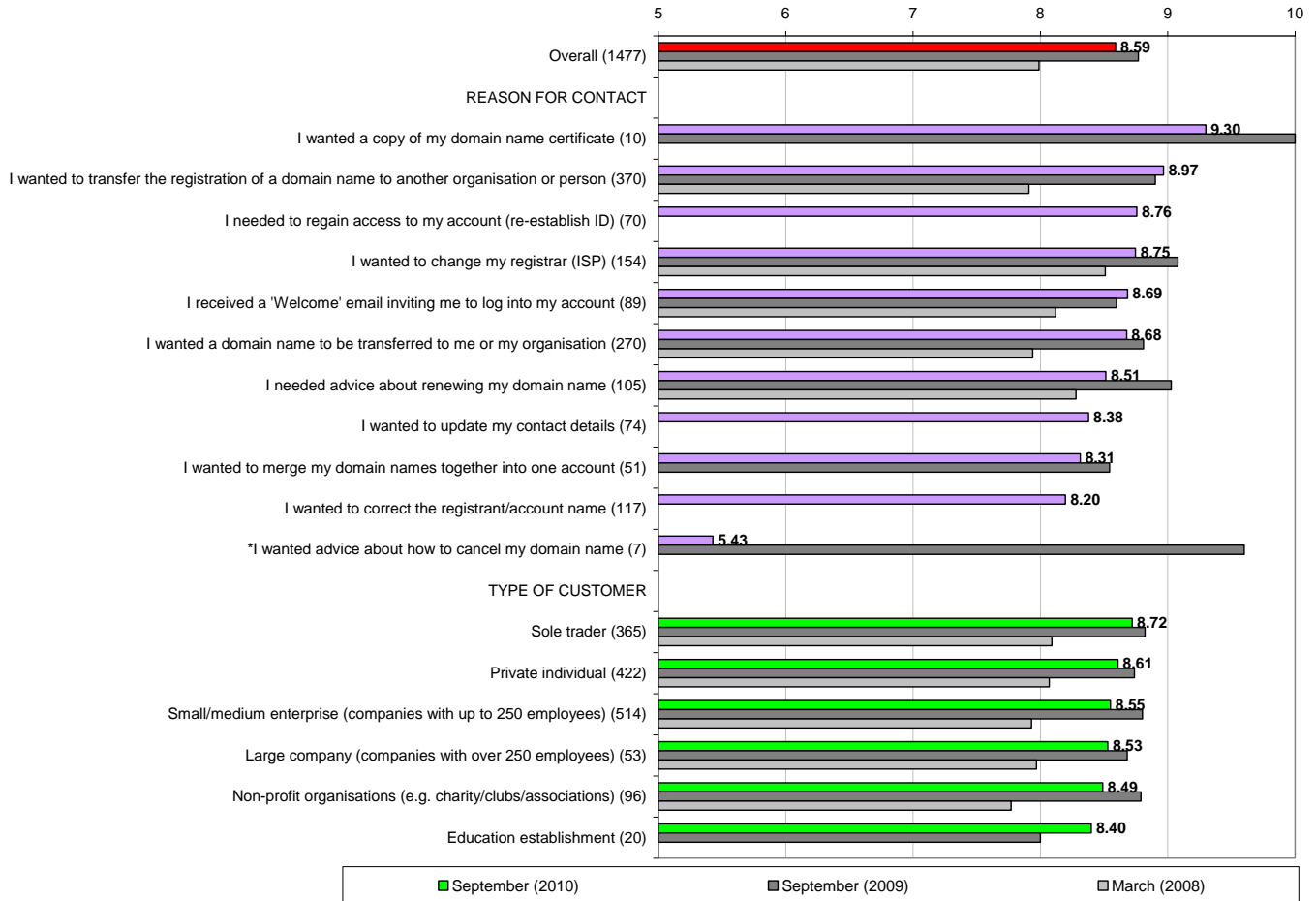
Reasons for dissatisfaction

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.



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 84.9 %.

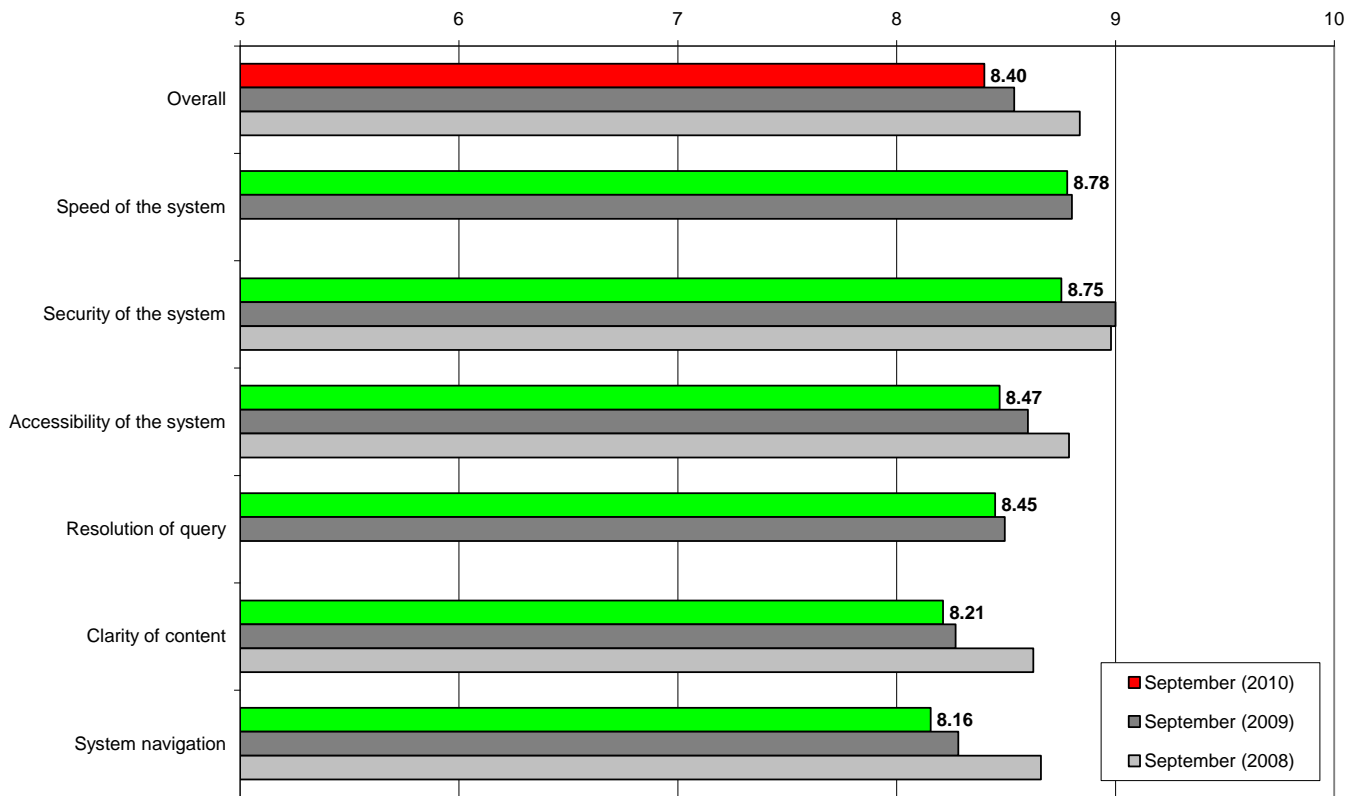


Online services

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.

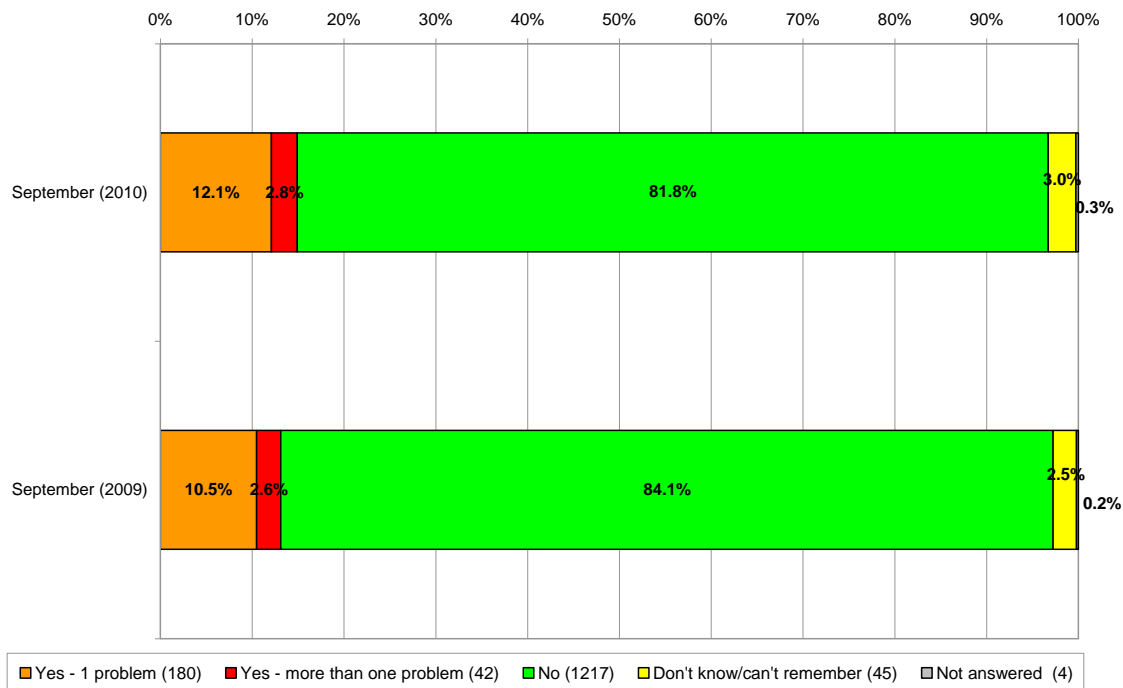
We found that 59.7% of respondents had used our Online service and their overall satisfaction is 8.40/10.



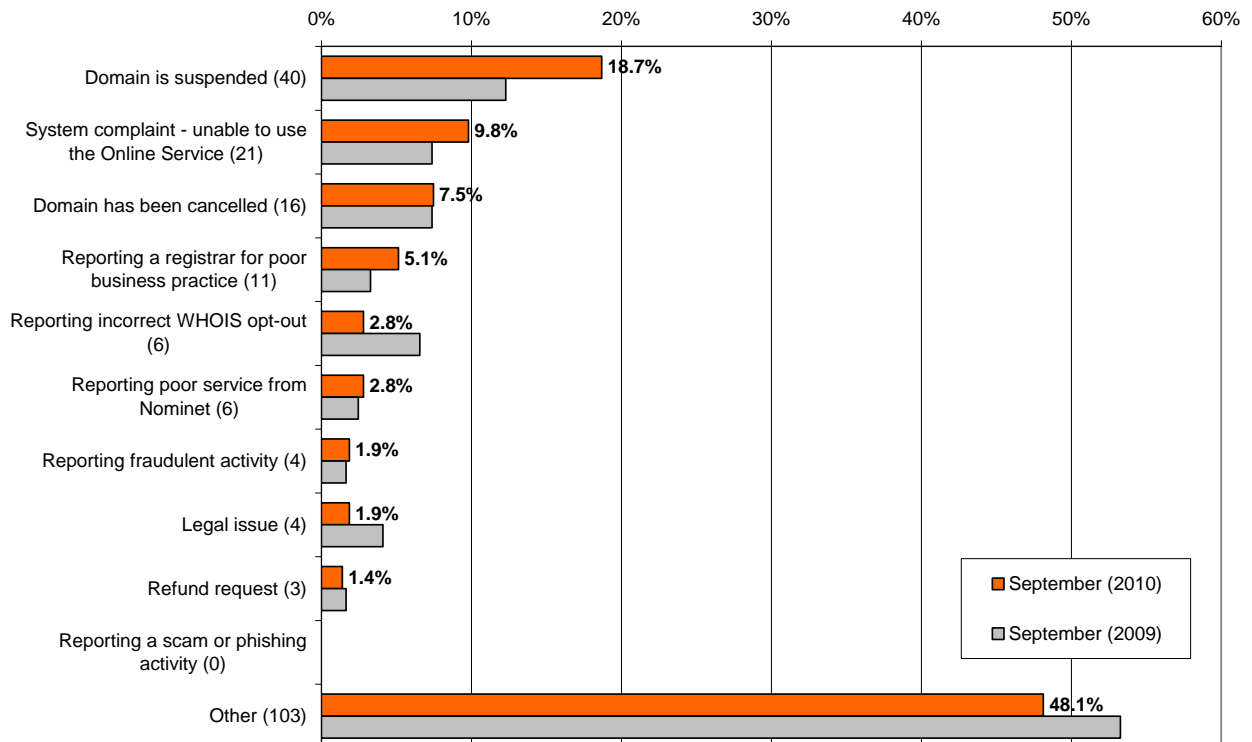
Complaints Handling

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.

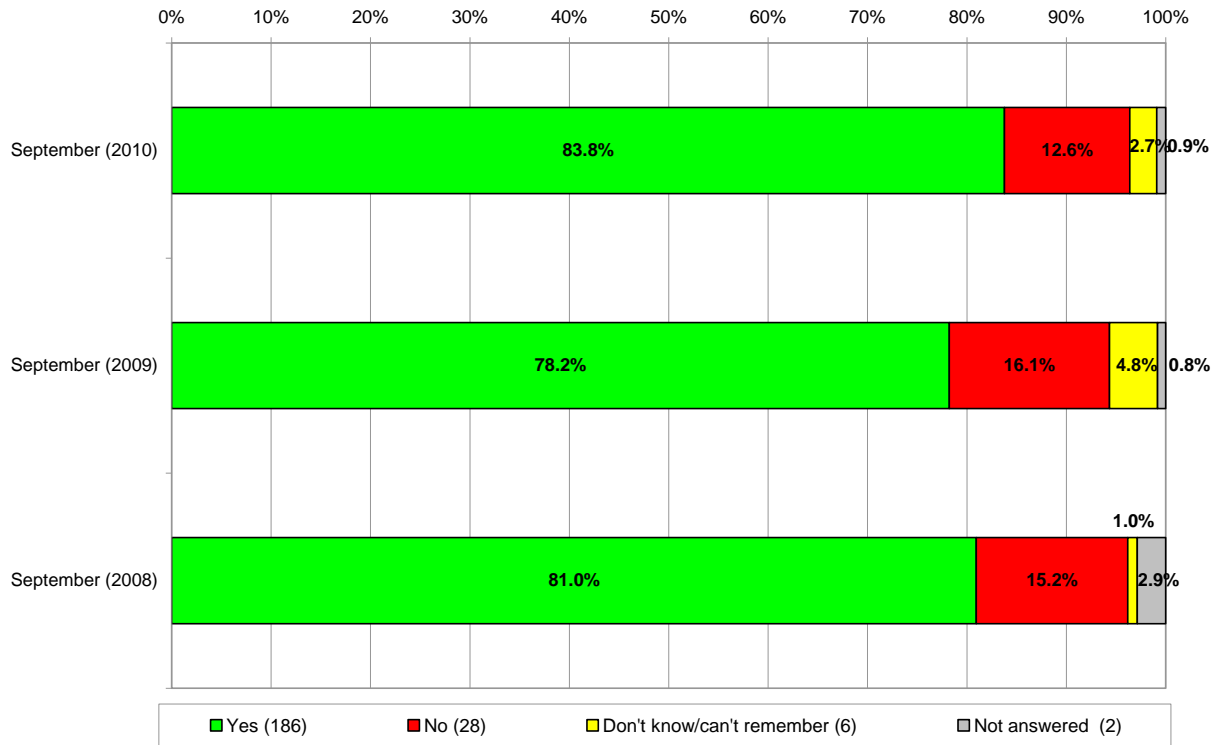
Following feedback from our previous surveys, we have been working hard to improve our performance in this area. The chart below shows the percentage of respondents that had reported a problem or issue to us.



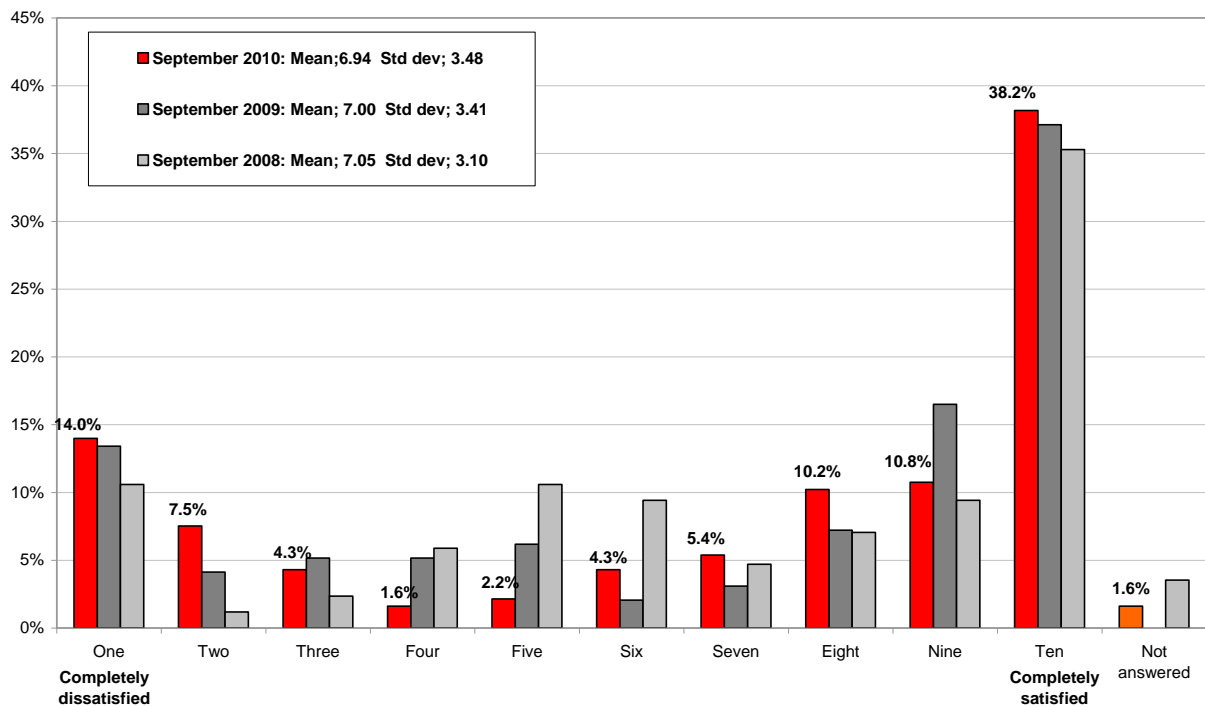
The 222 customers who had experienced a problem or issue were asked to specify the nature of it. The next chart shows an overview of the answers given.



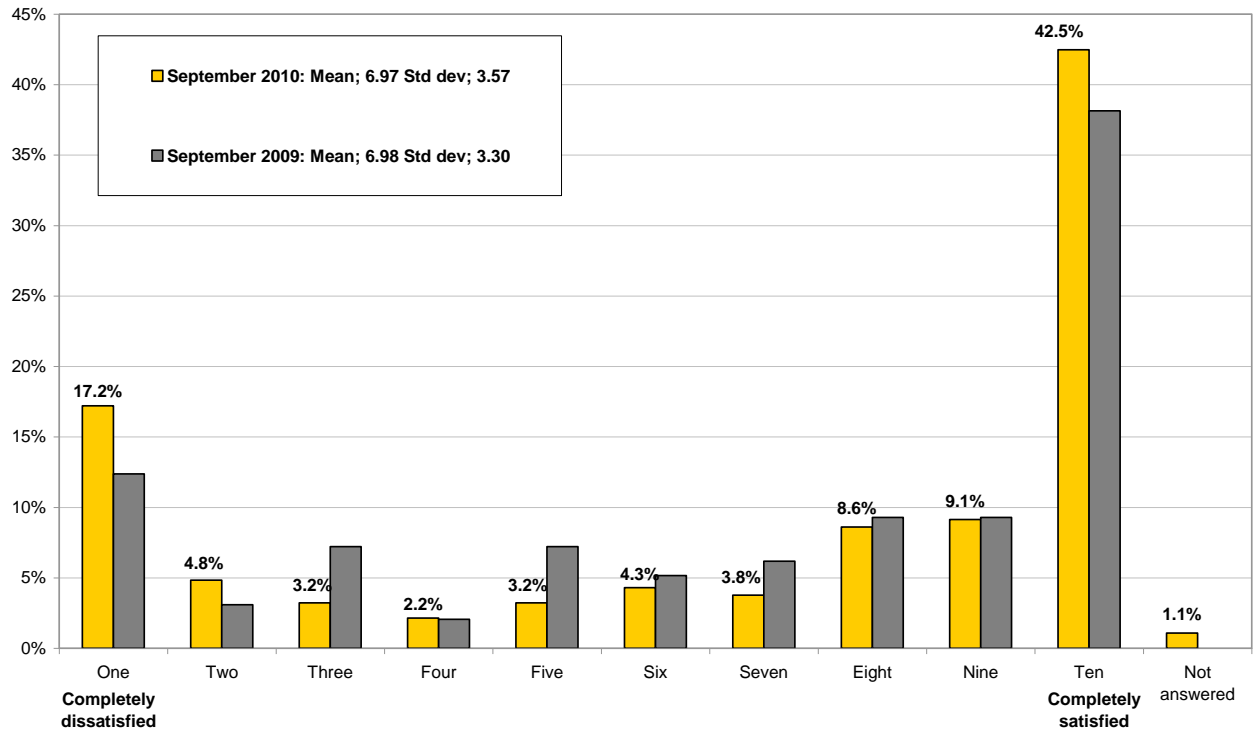
The same group of 222 customers were then asked if they had contacted anyone at Nominet about the problem.



Handling of Issue



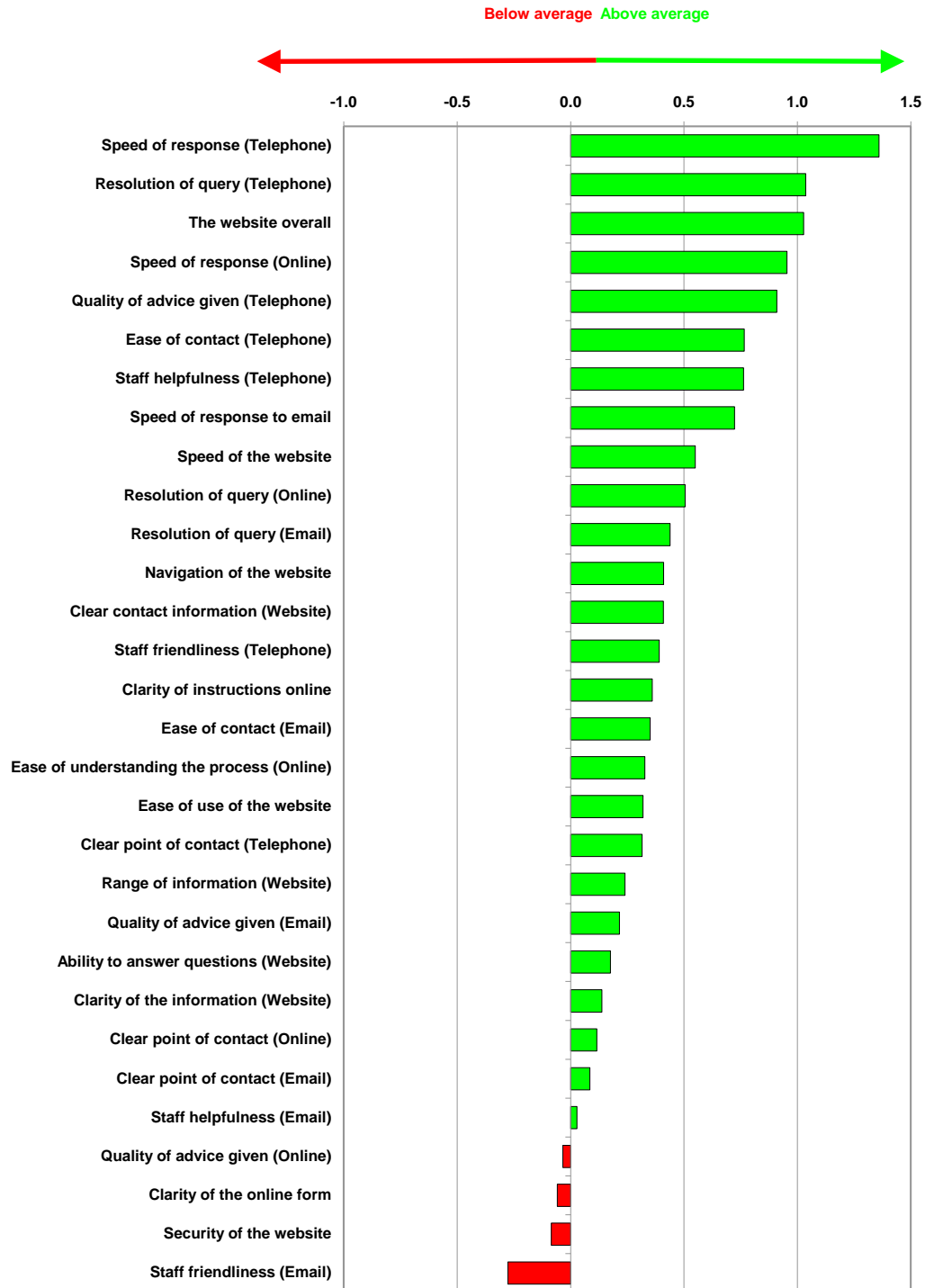
Outcome of complaint



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

"The lady I spoke to was very helpful, I wasn't expecting such a great service, I had been redirected to website last year, this time around I had tried website but it wasn't very clear how to do what I wanted to do, she made it simple and was in no rush to get me off the phone which was nice."

"for all of my contact with Nominet I found the service above the normal. Professional from the start I had definite directs to what was a very complex situation. The staff member who dealt with my initial inspired confidence and laid out a plan to resolve the situation"

"They did everything possible for me in a professional, friendly way - I felt a very valued customer."

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

"Its a great service and you can talk to real, friendly, helpful people - excellent!"

"I could not improve on the service I have had – Nominet obviously have their customers best interests at heart."

"In my experience, Nominet's service should be used as an example to other organisations - every time I contact Nominet, I get a quick response, from a friendly and knowledgeable person and have always had my questions/issues resolved completely. Please keep it up!"

"Extremely professional and straightforward to deal with."

"I wish that all the organisations I dealt with were as good as Nominet - I love the fact that I can get through to a knowledgeable person on the phone with no delay which means I waste no time on hold or explaining my question to more than one person. A fantastic service and model to other organisations."

"I was particularly impressed by the clear, friendly and unbiased advice offered to me when I called regarding transferring my domain. My only wish is that other organisations could match your level of service. Thanks again!"

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

"Very pleased with the service we were given, Thank you for all your help in resolving the problem."

*"Your staff are great. 5*****."*

"You guys rock."

"Email support is fantastic, any questions are answered in enough depth for anyone to get to grasps with. They're clearly not generic emails from people with no idea. The sheer knowledge of Nominet staff makes me feel more confident in using .co.uk as an extension. Many Thanks, I will surely being using Nominet services over and over again."

"I feel like I am treated as an important customer which makes a very big difference these days so well done."

"I found calling Nominet to be extremely helpful. Although I didn't know how to go about resolving the problem he talked me through each stage and at no time did I feel like a fool! He seemed to be well trained and used to people calling who need a lot of help in understanding the process. Well done Nominet!!"

"Your staff are first rate; knowledgeable and explain things to me clearly without being patronising."

"I am very happy with the service I have from Nominet, completely trust them and am delighted that my domain name is looked after by such a reliable, friendly and trustworthy organisation, thank you."