

Registrar Satisfaction Survey

During December 2005 we conducted our first registrar satisfaction survey. We sent all our members and tag holders a link to a web-based questionnaire to determine how satisfied they were with our customer facing support teams. 614 customers responded by completing the web survey, ensuring a reliable overall sample.

We also asked questions about how long you had been a member or tag holder and how many domain names were currently held on your tag. This enabled us to qualify the responses we got, to see if experience or size of business made a difference to the level of satisfaction with our services.

We asked for feedback on all four of our customer facing support teams; general support, technical support, credit support and payment administration. This allowed us to check that the level of support provided is consistent.

We were pleased to achieve an overall satisfaction index of 82.1%. This is an excellent score and places Nominet near the top of the second quartile of suppliers in the Satisfaction Index™ League Table.

The areas we looked at specifically were:

- Helpfulness of staff
- Consistency of advice
- Quality of advice
- Speed of response to your enquiry
- Flexibility of staff
- Advising you of the status of your account
- Application for new services
- Keeping you updated on the progress of your queries

We asked you to rate importance as well as satisfaction to enable us to determine where we need to concentrate our efforts in improving our service.

The findings show that quality of advice and consistency of advice are very important to you, whichever department they are dealing with. Customers dealing with the technical support team place the highest importance on these requirements, scoring them over 9 for importance. In general, mean importance ratings for all requirements varied from 8.2 to 9.2 with the exception of 'application for new services' with 7.4 and 'advising you of the status of your account' at 7.9.

Scores show that the level of service provided to our members and tag holders is consistently high:

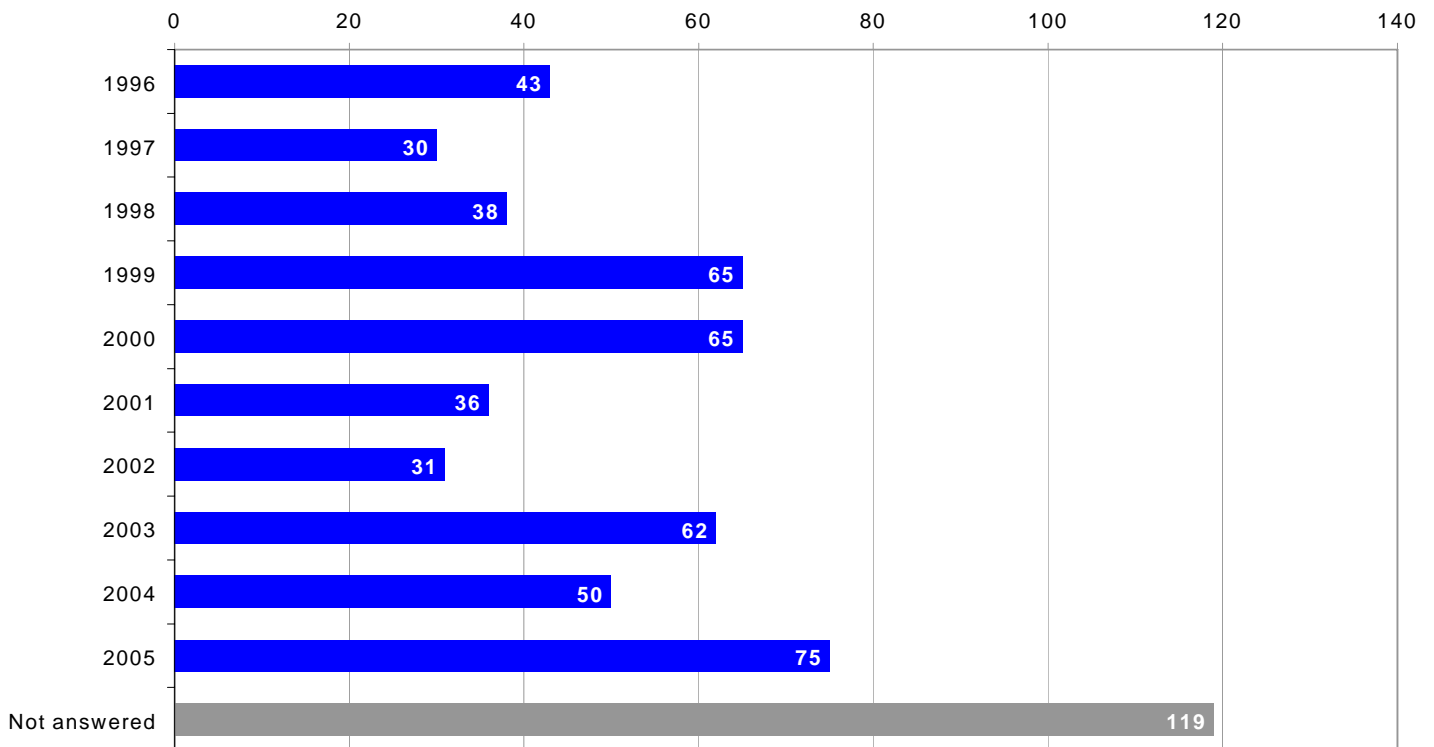
Payment Administration	84.5 %
Technical Support	83.5 %
Credit Support	81.6 %
General Support	81.0 %

We also gave you the opportunity to give your comments and suggestions in a free text format. Asked to suggest other benefits or services we could offer, the most common response related to "Online domain management, transfers and registrant changes" and a move away from paper based services. We are confident that this requirement will be addressed through the suite of online services to be launched over the next year.

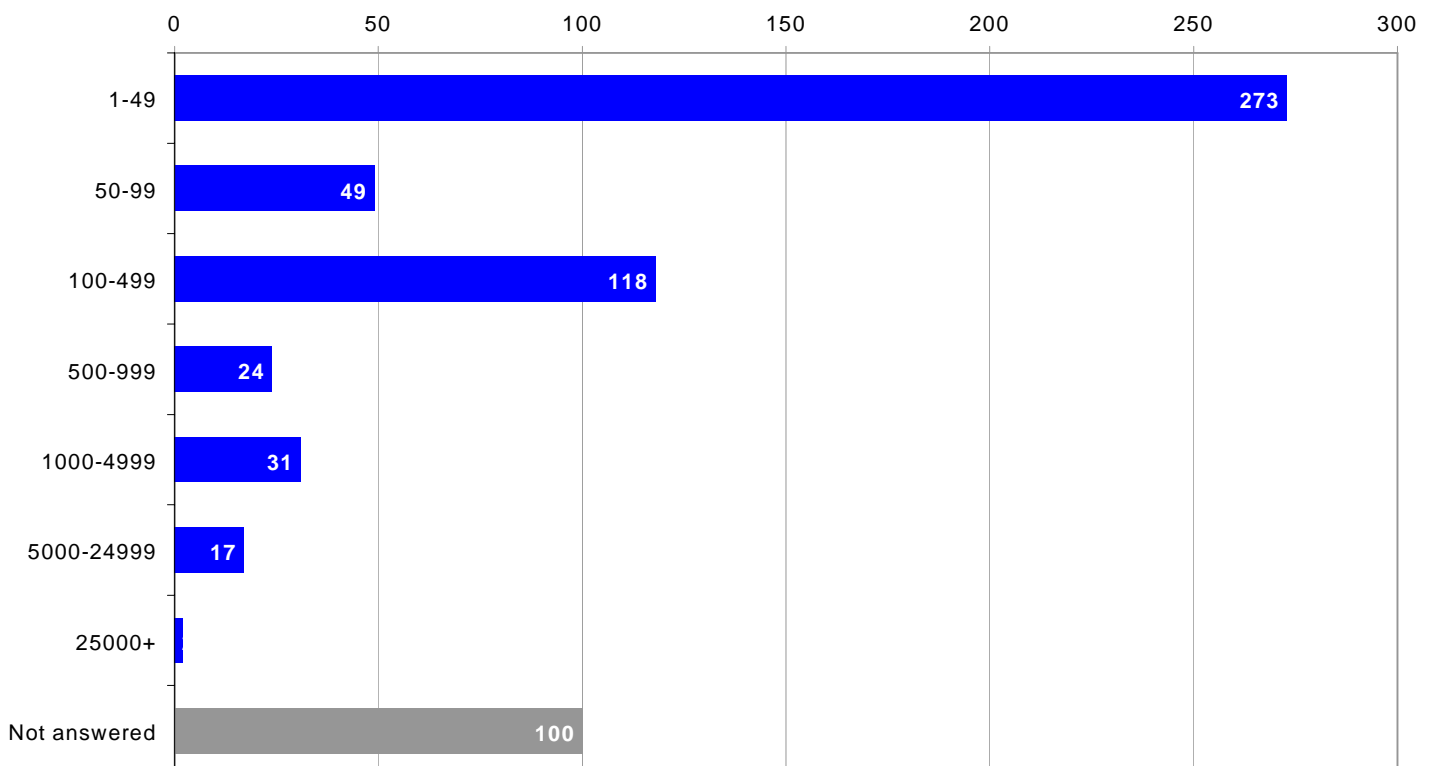
Who responded?

The charts below show how long respondents had been a tag holder/member and how many domain names you hold on your tag(s).

When did you first become a member and/or tag holder?



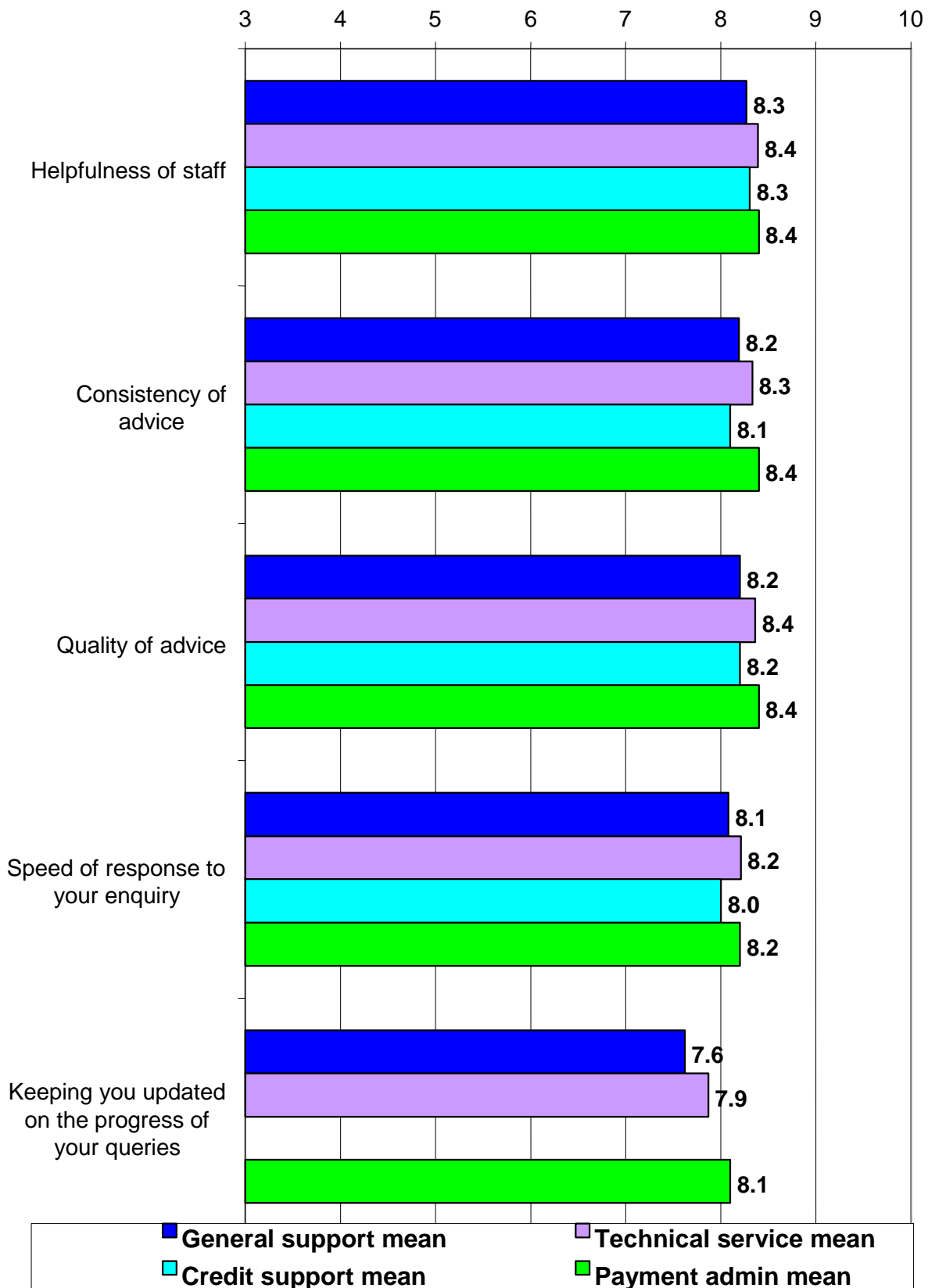
How many domain names are currently held on your tag(s)?



Overall Results

Comparison across teams

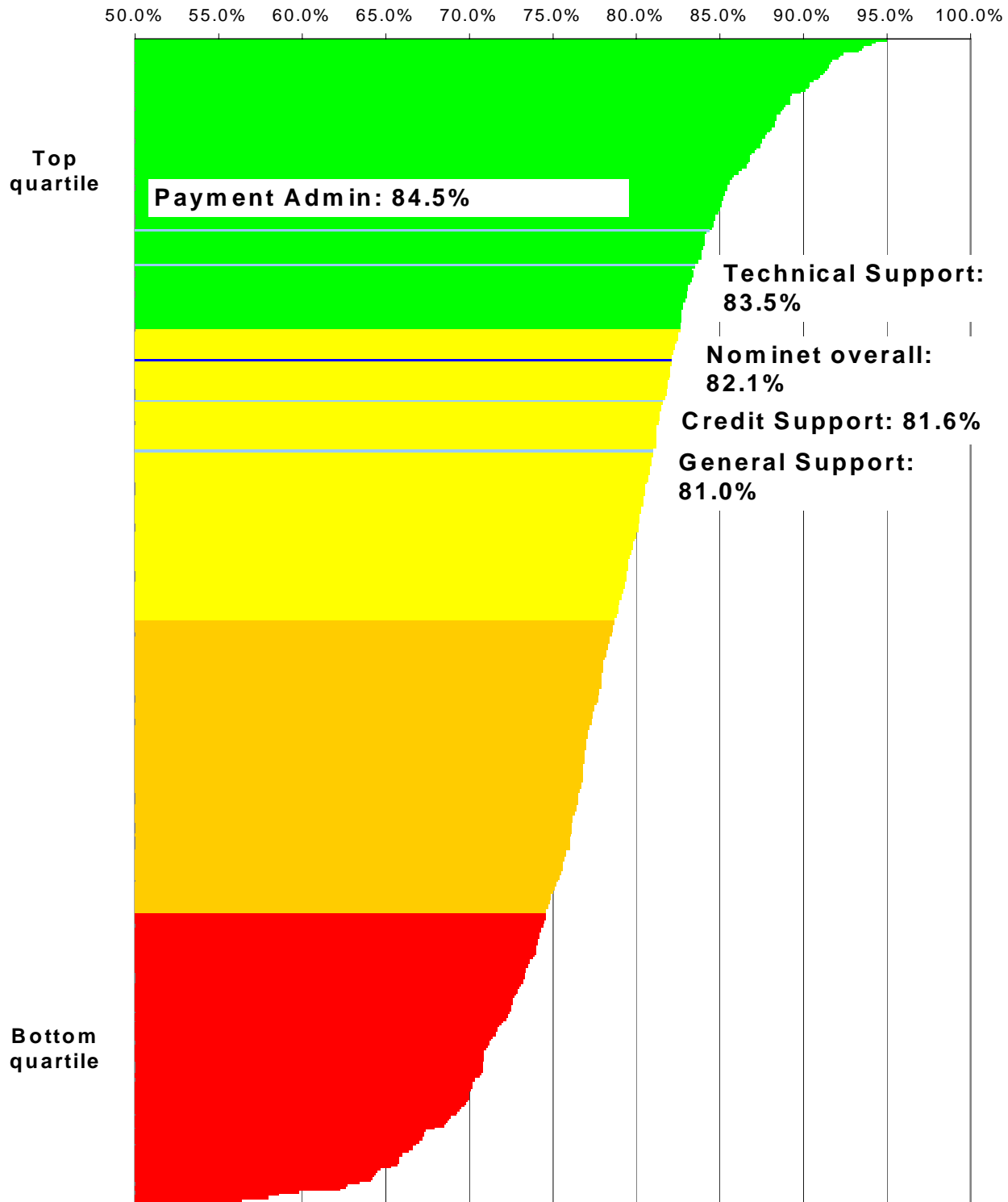
The chart below show a satisfaction score for each team against the five criteria that were common to all of them. This allows us to identify best practice within the teams.



Satisfaction Index™i League Table

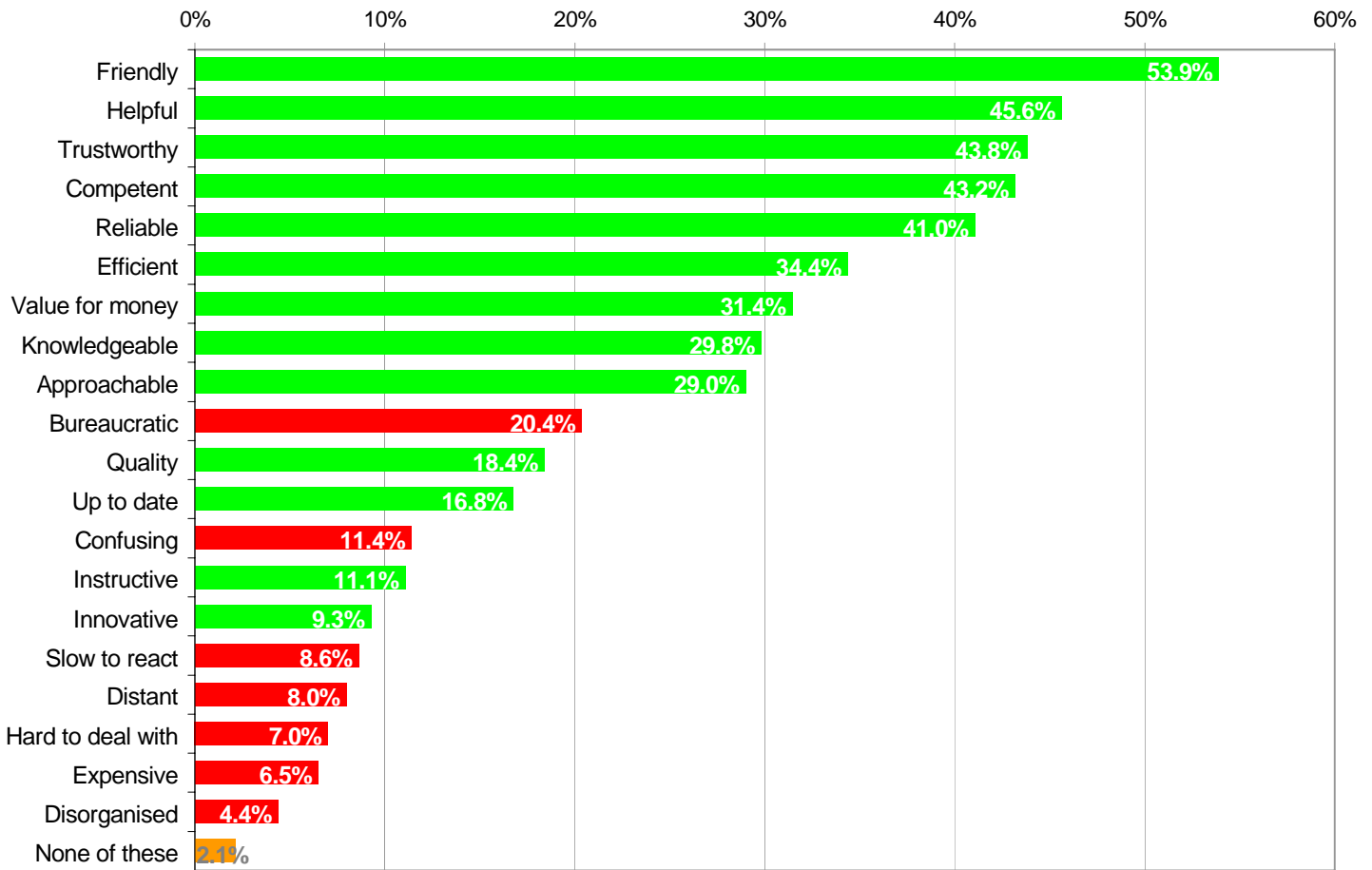
The league table shows our success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing our performance against that of all other organisations that they have used.

Satisfaction Index™ League Table



Words to describe Nominet UK

In each section of the questionnaire respondents were asked to indicate from a list, as many words as they felt applied to Nominet. The chart below shows the result at the overall level.



Additional questions

We also asked a series of additional questions related to each section of the questionnaire. The results of these questions are reported below.

Do you know that the support team has a direct dial number of 01865 332233?

Yes 44.6 %

No 55.4 %

Are you aware that we send important news via the nom-announce mailing list?

Yes 61.6 %

No 38.2 %

Not answered 0.3 %

Are you aware of Nominet's out of hours emergency helpline?

No 80.4 %

Yes 16.3 %

Not answered 3.3 %

Do you know that Nominet runs workshops for new tag holders?

No 60.3 %

Yes 36.4 %

Not answered 3.3 %

Do you know the name of your credit advisor?

No 52.8 %

Yes 45.3 %

Not answered 1.9 %

What are we going to do?

When we looked at the results of the survey and compared them across all four of our customer facing support teams, the two areas, which you rated consistently as 'important', were:

Consistency of advice
Quality of advice

We will be concentrating our efforts on improving these two areas by giving our support staff more training to ensure their knowledge of our services is always up to date, as well as improving our helpdesk application to supply more standard responses to frequently asked questions.

You also said that

Flexibility of staff

was something we should concentrate on, particularly in the credit advisor's area. We will therefore ensure that our advisors are empowered to assist you in financial matters wherever possible. The new online access to your credit account will supply your advisor's name as well as transaction history and online payments.

The words which you used most often to describe us were:

Friendly 53.9 %
Helpful 45.6 %
Trustworthy 43.8 %
Competent 43.2 %

We will be trying hard to retain these qualities and improve on them. Although we have direct ACD telephone lines into our teams, we retain a friendly and helpful switchboard to assist you if you are uncertain which team to speak to.

We are also working on improving the PGP and Automaton areas of the new web site and looking at offering new members and tag holders a bit more hand holding to get them through the first few months. Not all of you knew about the workshops we have been running for tag holder nor the out of hours emergency helpline. Contact our support team at support@nominet.org.uk for details.

ⁱ Satisfaction Index™ is a registered trade mark of The Leadership Factor