

## Registrar Satisfaction Survey

Our most recent registrar satisfaction survey took place in September 2007. 339 members and registrars took this opportunity to tell us how important our services are to them and how satisfied they are with our customer facing support teams. We would like to thank all those who responded for their participation.

It is vital to us that our teams continue to offer you a consistently high level of support. The survey asked questions about our general, technical and credit support teams and our payments administration team. We asked only those members and registrars who had had recent experience of a team to answer specific questions about that team.

So that we can focus on any areas for improvement, we asked you to value how important each requirement is to you and to give us your level of satisfaction. By telling us how long you have been a member or registrar and how many domain names are on your tag(s), we can assess how these factors may influence your level of satisfaction with our services.

### Satisfaction Index

Recent months have seen major changes to our systems, some of which have impacted to varying degrees upon your businesses. With this in mind, we are very pleased to report that, not only has our overall satisfaction index been maintained, there has also been slight rise to 86.3% from the 86.1% scored in February of this year. This means that we are continuing to improve our position amongst the top quartile of suppliers in the Satisfaction Index<sup>TM</sup> League Table, which is a benchmark of our relative performance when compared with other organisations.

The three areas we ask you about in our surveys concern staff (helpfulness and flexibility), advice given (quality and consistency), and our response to your queries (both speed of response and keeping you updated on progress).

All these requirements have increased in importance since the last survey, with quality of advice being the most important and having the most impact on overall satisfaction. The consistency of advice and the speed of our response to your queries are also of significance to you.

Despite some decreases when compared with the February 2007 survey, the satisfaction scores still show a high level of service to our members and registrars.

Credit Support	increased to 89.9 % from 87.4 %
Payment Administration	increased to 88.0 % from 86.0 %
General Support	decreased to 84.1 % from 85.1 %
Registrar Systems Support	decreased to 81.2 % from 88.1 %

The two teams that have shown a decrease in satisfaction are our general and registrar systems support teams. Both of these teams have recently faced unique challenges that have affected many of our customers. 51.5% of you advised us that you had to some extent been disrupted by the restructuring of our database and upgrades to our online services. We appreciate that these changes may not have gone as smoothly as anticipated, but trust that you are already seeing or will soon see the benefits.

### Improvements in response to your feedback

Your comments have again indicated that many of you are interested in Extensible Provisioning Protocol. EPP has now been launched into a beta environment for registrars to test their systems without the risk of affecting live data. Any interested registrars can sign up for the testbed service through their online service account.

Our customer base is diverse, and several of you have asked us to work towards providing you with a web-based system as an alternative to the Automaton and Extensible Provisioning Protocol. We are currently developing a tool to provide total web-based management of domain names, which we believe will be of use to many of our registrars.

Further improvements to our online service now mean that you have the ability to manage your own portfolio of domain names directly through the registrant service on your account. You can also set preferences that determine how you work and communicate with us, including the option as to how much control and information you want in the registrar change process.

Based on customer feedback and our experience of the renewal system over the last few years, we consider that there are changes that could be made to improve the system for both registrars and registrants. Therefore we have recently conducted an online survey to gain additional feedback from our members and registrars on our proposed changes.

Some respondents commented further on the DRS policy. The recent proposed DRS default transfer process consultation has closed and the policy is under review.

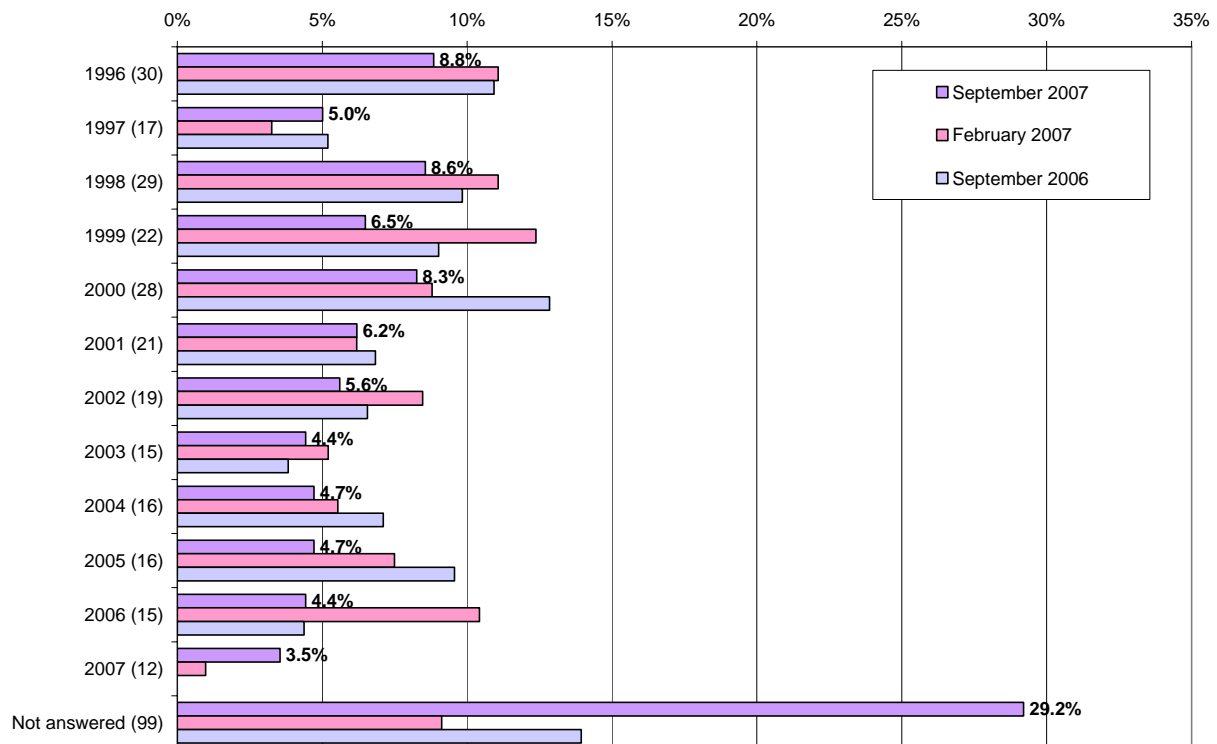
## Summary of responses

The survey included additional questions relating to each section of the questionnaire, together with a series of more general questions, and we summarise your answers below. We also encouraged you to give us your comments, compliments and criticisms about Nominet and our services in a free text format. Your responses to all of these questions and your suggestions are valuable to us.

## Who responded?

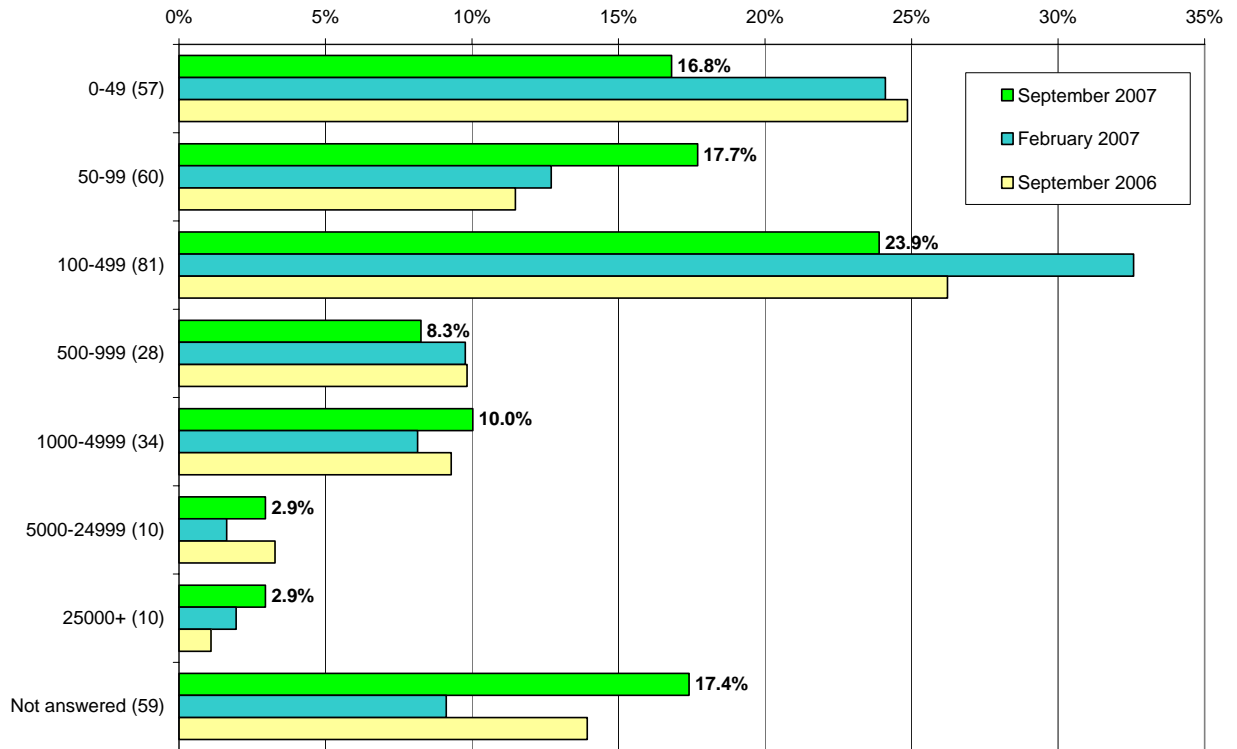
The following chart shows how long respondents have been members/registrars, and gives a comparison with the results of the September 2006 and February 2007 surveys.

## When did you first become a member and/or registrar?



The following chart shows how many domain names are held on respondents' tag(s), and gives a comparison with the results of the September 2006 and February 2007 surveys.

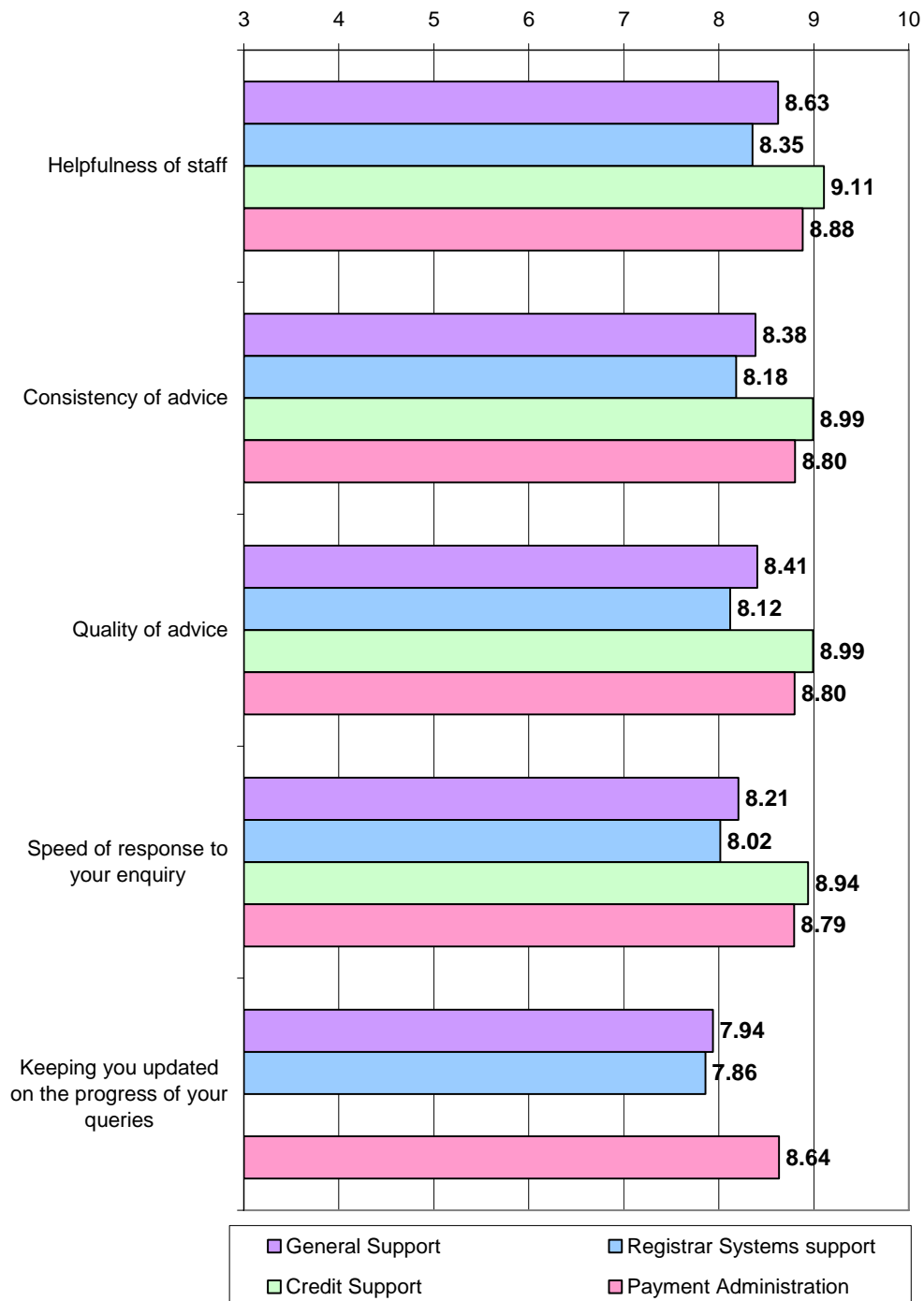
### How many domain names are currently held on your tag/tags?



## Overall Results

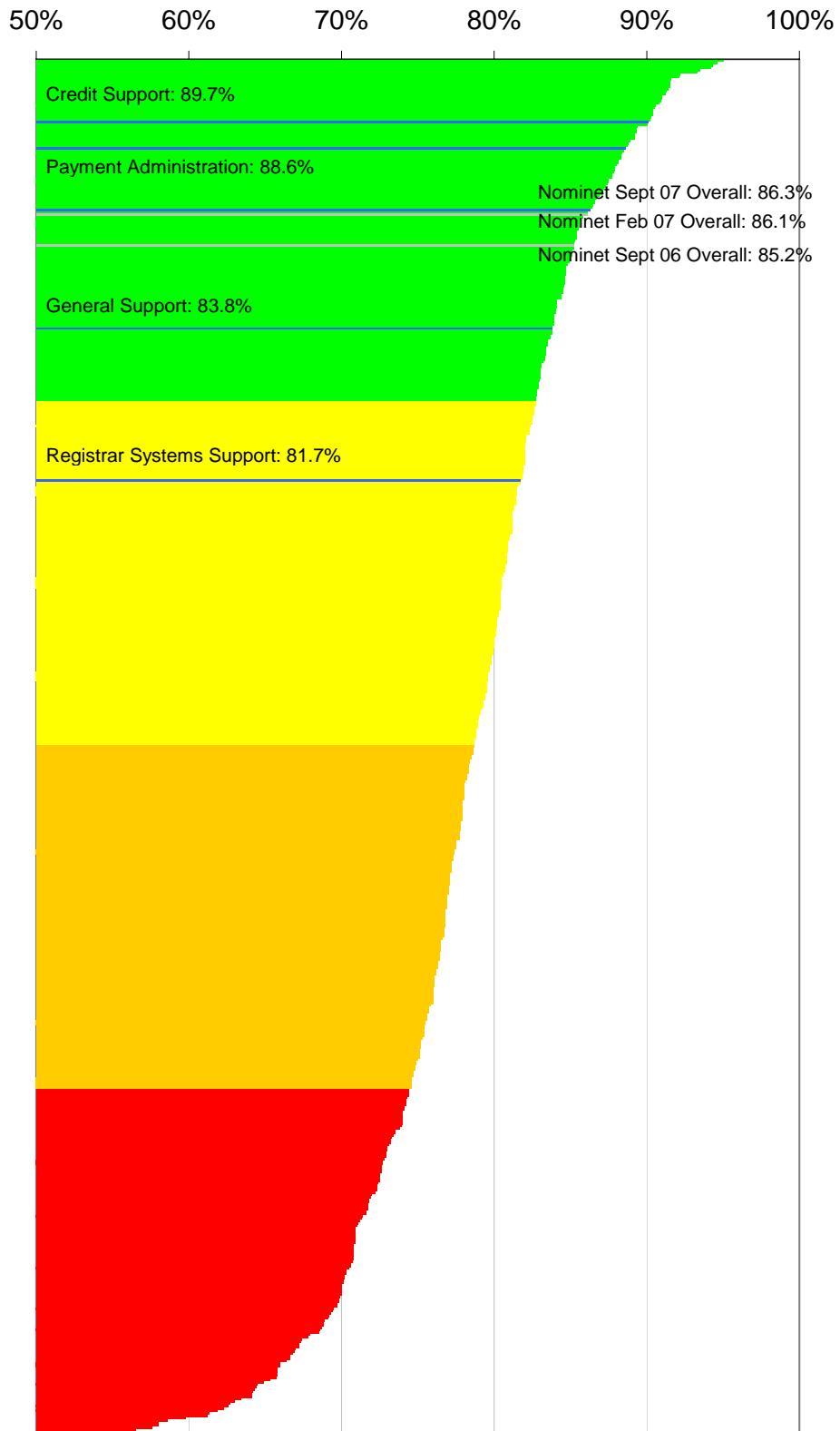
### Comparison across teams

Some of the same requirements appeared in different sections of the questionnaire. The chart below compares each team's performance on these requirements to allow identification of best practice.



## Satisfaction Index™ 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.



## Additional questions

We asked you a series of additional questions relating to each section of the questionnaire. Your responses to these questions are reported below.

### Online Service

**Have you used the merge facility to merge your own domain names into your account?**

Yes 17.7%      No 59.5%      Don't know 7.3%      Not answered 15.5%

**Do you know that you can view a history of your secure messages through your Online Service account?**

Yes 20.5%      No 58.2%      Don't know 5.9%      Not answered 15.5%

**Do you know that you can supply Nominet with your organisation's public contact information and a public advert through your Online Service account?**

Yes 36.4%      No 45.0%      Don't know 3.2%      Not answered 15.5%

### Credit limits and payments

**Would you be interested in receiving your monthly statements by email?**

Yes 78.4%      No 8.0%      Don't know 4.8%      Not answered 8.8%

**We are planning to introduce automated payment by credit card in the future. Would you be interested in using this payment method?**

Yes 52.0%      No 20.0%      Don't know 18.4%      Not answered 9.6%

**Do you find our email warnings regarding your credit limit useful?**

Yes 55.2%      No 8.0%      Unanswered 36.8%

**Are you aware that we have a Direct Debit facility that can be set up through your Online Service account?**

Yes 50.0%      No 35.2%      Don't know 9.1%      Not answered 5.7%

**Do you know that you can pay more than one invoice in one transaction using your Online Service account?**

Yes 47.7%      No 36.4%      Don't know 11.4%      Not answered 4.5%

### Technical

**Do you know that you can select handshake options when domain names are transferred to your tag?**

Yes 36.0%      No 41.9%      Don't know 5.1%      Not answered 16.9%

**Are you aware that you can consolidate nameservers so that, when you modify the nameserver object, all the domain names referring to it will be modified?**

Yes 41.2%      No 36.8%      Don't know 5.1%      Not answered 16.9%

## Restructuring

We restructured our database and introduced an upgrade to our Online Services during the summer of 2007. We asked you to tell us how much you were affected by any interruptions to our systems.

Major 9.6 %	Moderate 22.8 %	Minimal 19.1 %	No effect 16.9 %
Unaware 11.8 %	Don't know 3.7 %	Not answered 16.2 %	

Given that Nominet system changes were an essential development, how do you feel about the communication received from Nominet?

Clear/effective 44.9 %	Poor 28.7 %	Don't know 9.6 %	Not answered 16.9 %
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How do you feel about the implementation of the system changes?

Well planned/effective 33.1 %	Poor 26.5 %	Don't know 23.5 %	Not answered 16.9 %
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## General questions

Do you receive nom-announce emails?

Yes 60.8 %	No 15.0 %	Don't know 10.9 %	Not answered 13.3 %
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How useful are nom-announce emails?

Extremely 23.8 %	Very 40.7 %	Fairly 22.3 %
Not very 8.7 %	Not applicable 4.4 %	

Are nom-announce emails?

Mostly irrelevant	22.8 %
Too infrequent	13.6 %
Too frequent	5.3 %
Too long and complicated	13.1 %
Too short and light on facts	9.2 %
Spam	1.9 %
Don't know	11.2 %
Not answered	37.9 %

How would you prefer to receive email information from Nominet?

Plain text 41.9 %	HTML 18.0 %	Multipart email 15.9 %
Don't know/no preference 10.3 %	Not answered 13.9 %	

Do you send renewals reminders to your customers?

Yes, manually by email/post	30.1 %
Yes, fully automated by email only	16.5 %
Yes, semi-automated by email/post	11.5 %
Not applicable, do not service customers	10.3 %
No, renewal reminders not sent	8.3 %
Yes, but none of the above	5.3 %
Don't know	2.4 %
Not answered	15.6 %

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<sup>i</sup> Satisfaction Index™ is a registered trade mark of The Leadership Factor