

Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out in March 2008 and administered online via a generic link. There was a 28% reduction in the number of responses received when compared with the survey of September 2007. 243 members and registrars told 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 important to us that the teams within our Member and Registrar Services department give you a consistently high level of support. Therefore the survey asked you to answer various questions about our three teams, Member and Registrar Support, Registrar Systems Support and Payments Administration. We asked only those members and registrars who had had recent experience of a team to answer specific questions about that team.

As well as rating your satisfaction levels, we asked you to tell us the degree of importance you place on our services. By identifying any shortfalls between expectation and performance, we are able to concentrate on areas for improvement. You also told us how long you have been a member or registrar and how many domain names you have on your tags. This helps us to assess whether these factors may influence your levels of satisfaction with our services.

Satisfaction Index

Our overall satisfaction index has fallen from 86.3% in September 2007 to 84.2%. One of the reasons for this is that our Credit Support team, which had previously scored very highly in our surveys, has been amalgamated with our Member and Registrar Support team and is no longer included as a separate entity. We are also looking into some of your comments that suggest there may be other underlying reasons. While this may be a little disappointing, the score still places us in the top quartile of suppliers in the Satisfaction Index™¹ 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).

Most of these requirements have increased in importance since the last survey, with quality of advice still remaining 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 the overall decrease when compared with the September 2007 survey, the satisfaction scores still show a high level of service from our teams to our members and registrars.

Member and Registrar Support	increased from 83.8% to 84.6%
Registrar Systems Support	increased from 81.7% to 83.7%
Payment Administration	decreased from 88.6% to 86.4%

It is pleasing that our Member and Registrar Support, and Registrar Systems Support teams have shown an increase in satisfaction levels since the last survey. Both of these teams' scores had previously been affected by the impact of major changes to our systems.

Improvements in response to your feedback

Many of you have asked us to provide you with a web-based system as an alternative to our existing registrar systems (the Automaton and Extensible Provisioning Protocol). We have now deployed an upgrade to our online service by introducing our web domain manager. This is a browser based domain and account management tool, which you can access through the registrar tab in our online service. Registrars can now log in and carry out functions such as registering and renewing domain names. We will be further developing this system to permit modification of accounts and contacts as well as releasing or cancelling domain names.

A new function has been introduced that allows registrars to customise elements of the welcome email, which we send to new registrants forty-eight hours after you have registered their domain name with us. You can now, through our online service, preview the welcome email that we send and supply us with a custom URL and your own specific text for use in the email.

We have also developed a process to transfer a domain name between parties in our online service. This new online registrant transfer process replaces the former paper-based system. This should provide an efficient, paper free solution, which is important to many of you.

Some of you asked us to provide a web-based forum replacement for nom-steer. In July we will be launching such a forum, which will offer both forum and email list functionality. You will be able to sign up for the forum through your online service account in due course.

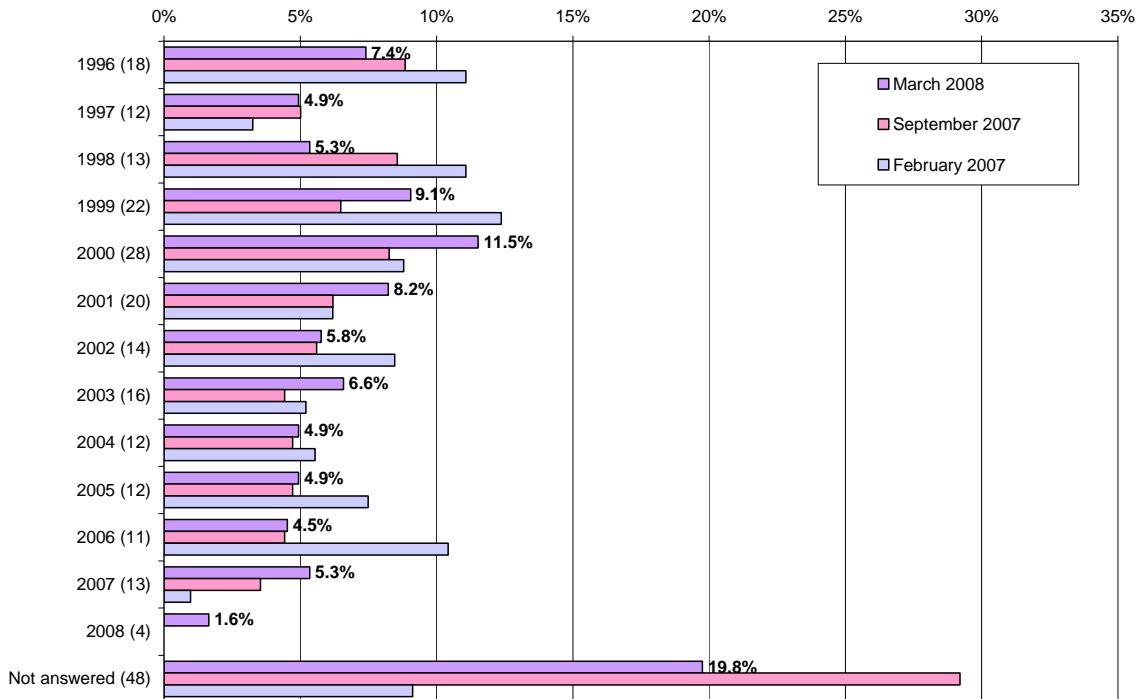
Summary of responses

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?

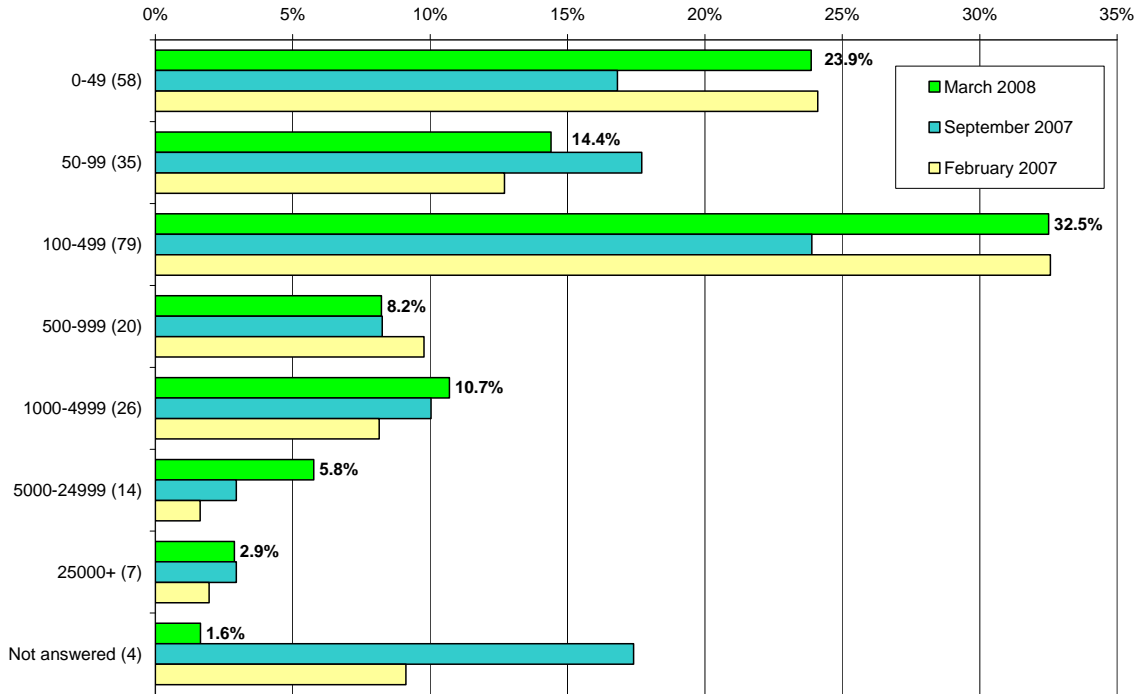
The following chart shows how long respondents have been members and/or registrars, and gives a comparison with the results of the February 2007 and September 2007 surveys.

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 February 2007 and September 2007 surveys.

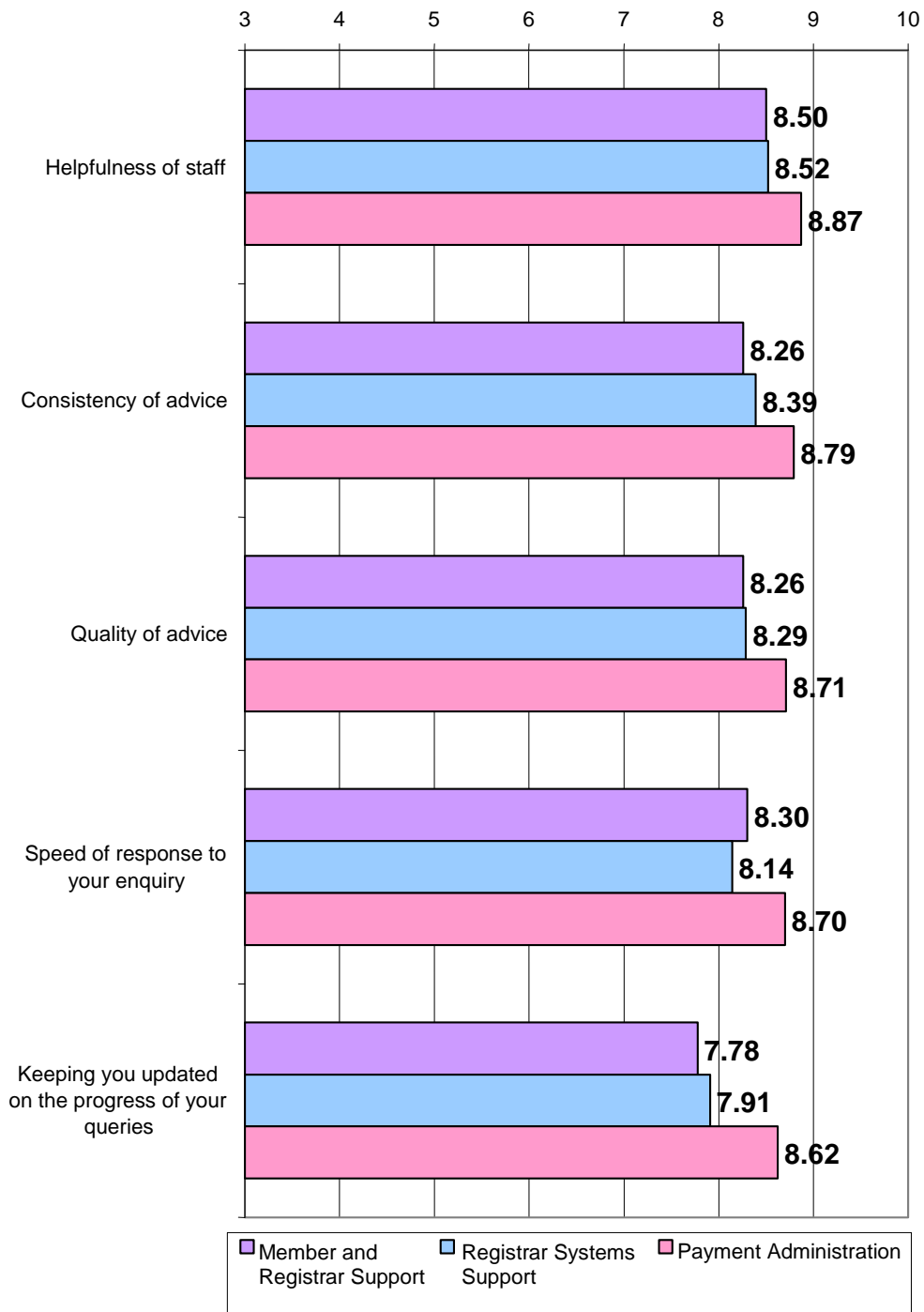
How many domain names are currently held on your tag/tags?



Overall Results

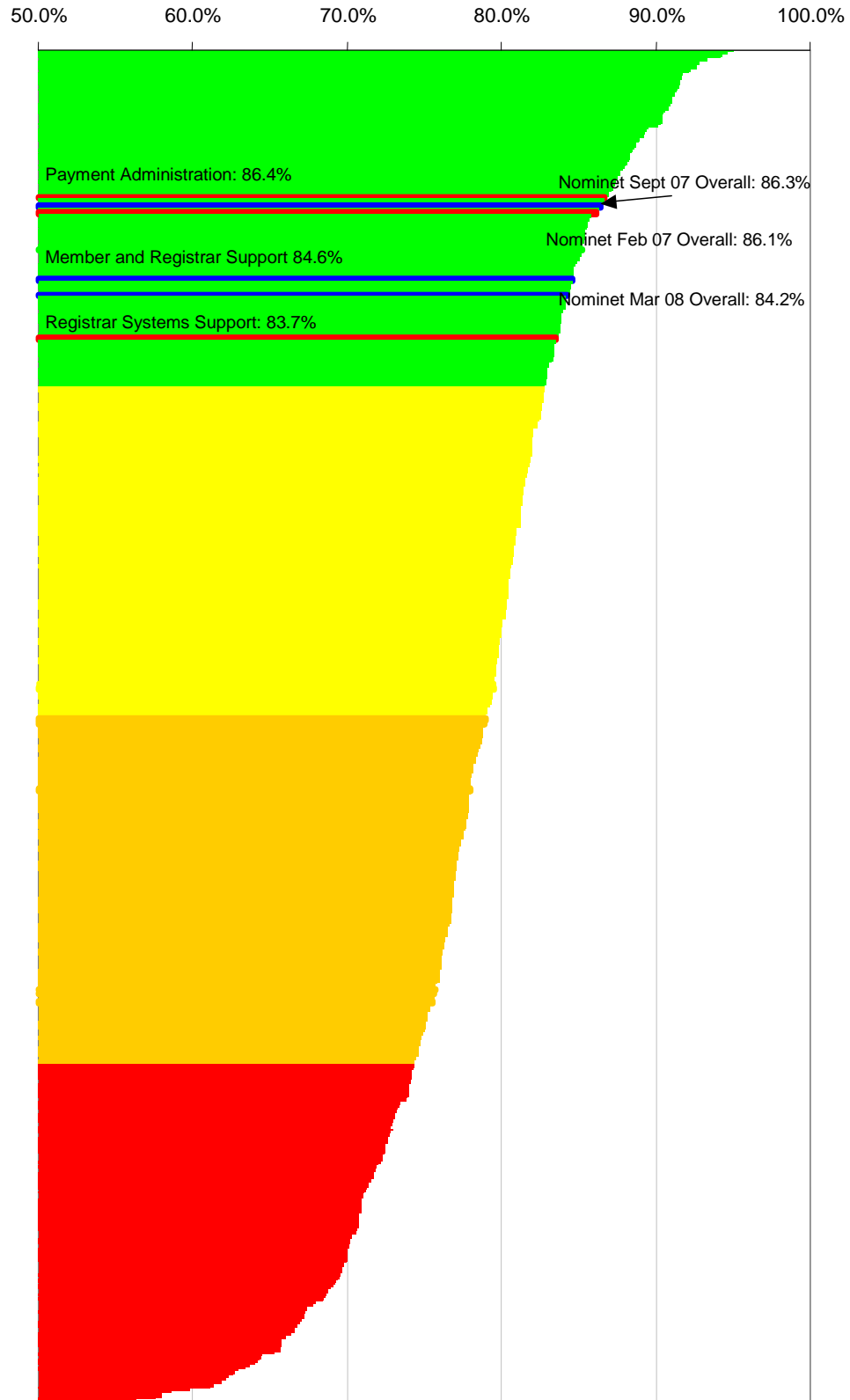
Comparison across teams

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.

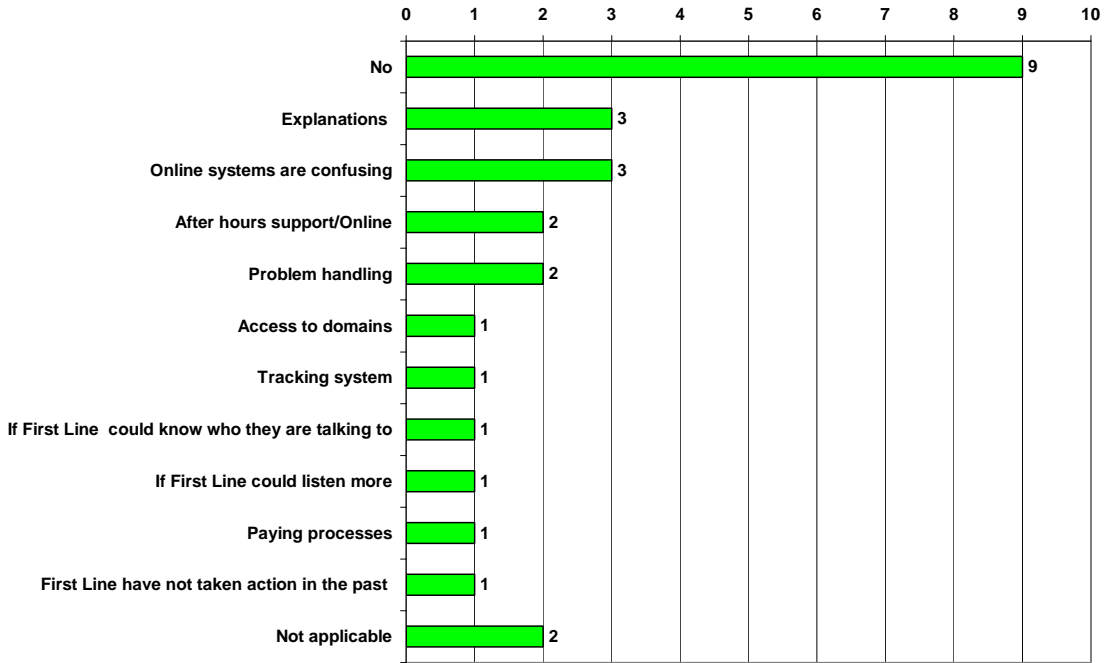


Additional questions

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

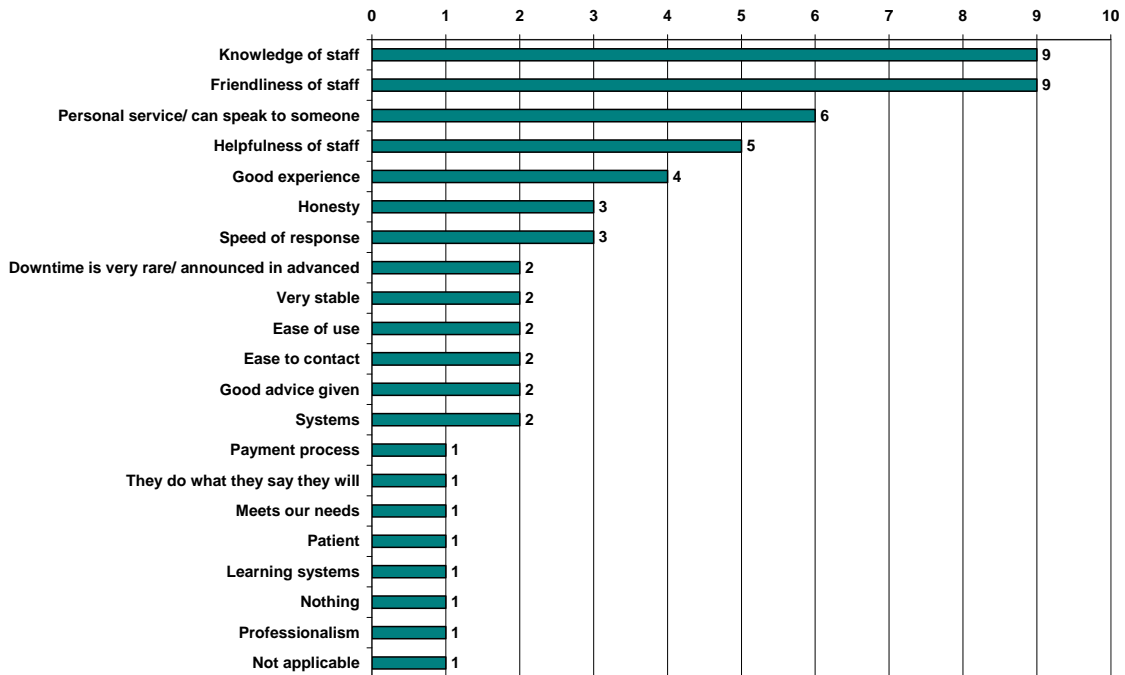
Member and Registrar Support

Is there anything that the Member and Registrar Support team can do to help improve our service to you?

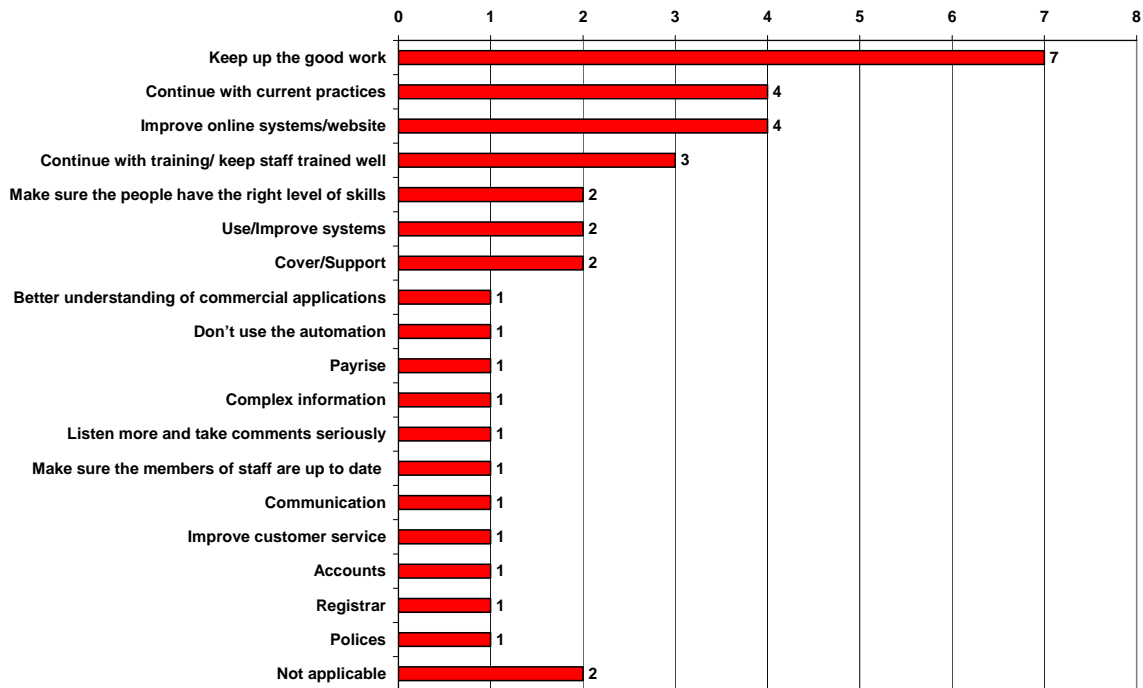


What is it about our service that you particularly appreciate?

(Note: Some customers gave more than one answer)



What can we do to sustain and improve on that?
 (Note: Some customers gave more than one answer)



Payment Administration

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

Yes 51.7 % No 26.4 % Don't know 4.6 % Not answered 17.2 %

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

Yes 56.3 % No 24.1 % Don't know 2.3 % Not answered 17.2 %

Registrar Systems Support

How do you stay up to date with Nominet news and/or system changes?

Nominet web site	66.3 %
Nom-announce mailing list	50.0 %
Nom-tech mailing list	41.7 %
Direct email messages	29.2 %
EPP mailing list	18.1 %
Nominet service announcements RSS feed	11.1 %
Planned system changes web page	9.7 %
Technical Blog	5.6 %
None	5.6 %
Other RSS news feeds	2.8 %
Don't know	1.4 %

Can you easily find useful information on our web site?

Yes 52.8 % No 29.2 % Don't know 4.2 % Not answered 13.9 %

Do you feel that, in general, Nominet systems are documented in a clear and concise manner?

Yes 58.3% No 25.0% Don't know 2.8% Not answered 13.9%

Do you feel that systems like the Automaton and EPP are adequately documented?

Yes 43.1% No 38.9% Don't know 4.2% Not answered 13.9%

If you have a problem with a Nominet system, what resources do you use to resolve this error?

Call Nominet for support	69.4%
Nominet's web site	52.8%
Nom-tech mailing list	8.3%
Nominet's RSS feeds	1.4%
Other	6.9%
Don't know	2.8%

In the past year, how do you feel that Nominet's systems have been?

More reliable than in the past	6.9%
As reliable as in the past	48.6%
Less reliable than in the past	11.1%
No opinion	12.5%
Don't know	5.6%
Not answered	15.3%

General questions

Should Nominet undertake campaigns to raise awareness of .uk to stimulate demands for new registrations and encourage renewal?

Yes 29.6% No 19.3% No opinion 25.1% Not answered 25.9%

In order to improve awareness of .uk, what activity would you like us to do?

National press advertising	21.8%
Online advertising	20.6%
Technical press advertising	18.1%
Consumer media advertising (magazines)	17.7%
PR	17.7%
TV advertising	16.5%
Sponsorship	14.0%
Outdoor media (posters, billboards, etc.)	11.9%
Viral	10.3%
Direct (email)	6.6%

Would you be willing to develop bespoke landing pages for Nominet generated traffic to your web site for new sales and renewals?

Yes 39.5% No 16.0% Don't know 16.5% Not answered 28.0%

Which .uk products would you like to see Nominet focus on developing awareness of?

Generic .uk awareness	36.2%
.co.uk	25.1%
.org.uk	11.5%
.ltd.uk	9.1%
.me.uk	6.2%
.plc.uk	6.2%
No opinion	17.3%
Don't know	2.9%
Not answered	30%

Do you send renewal reminders to your customers?

Yes, manually by email/post	25.5 %
Yes, fully automated by email only	11.1 %
Yes, semi-automated by email/post	13.6 %
Not applicable – do not service customers	9.1 %
No, renewal reminders not sent	6.5 %
Yes, but none of the above	4.1 %
Don't know	2.1 %
Not answered	28.0 %

Have you visited the registrar resources section of the Nominet web site?

Yes 40.7 % No 30.9 % Not answered 28.4 %

Do you think Nominet should attend more external events and exhibitions?

Yes 13.6 % No 15.2 % Don't know 38.3 % Not answered 32.9 %

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