

Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out in September 2008 and administered online via a generic link. Only 134 (or 3.7%) of registrars completed the survey and took the opportunity to tell us how important our services are to them and how satisfied they are with our customer facing support teams. This represented a decline in response rate of 45% when compared with the number of responses we received for our March 2008 survey. We would like to thank everyone who participated for giving us valuable feedback.

As ever it is important to us that the teams within our Member and Registrar Services department give you a consistently high level of support. In the survey we asked you to answer a series of 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.

In addition to rating your satisfaction levels, we asked you to let us know how much importance you place on our services. Any deficits between your expectations and our performance make us aware of areas for improvement that we need to focus on. It is also of interest to us to see whether the length of time you have been a member or registrar, together with the quantity of domain names on your tags, impacts upon your levels of satisfaction with our services and customer facing support teams.

Satisfaction Index

Our overall satisfaction index has been maintained at 84.3%. This score keeps our place in the top quartile of suppliers in the Satisfaction Index^{TM1} League Table, which is a benchmark of our relative performance when compared with other organisations.

The three areas we asked you about in our survey were 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). Although the impact, or extent to which each requirement influences satisfaction, has dropped in this most recent survey, all requirements do still have a strong impact on whether you are satisfied overall. Our customers expect performance 'across the board' with little room for compromise in any aspect.

Your satisfaction scores are also good, with most requirements being scored at over 8.00. Despite small reductions in some areas over previous surveys, this still indicates a high level of service from our teams to our members and registrars.

Member and Registrar Support	decreased from 84.6% to 83.9%
Registrar Systems Support	decreased from 83.7% to 80.6%
Payment Administration	increased from 86.4% to 87.9%

Your comments reveal that you are generally satisfied with staff (friendly and helpful) and do appreciate being able to pick up the phone and talk to a person.

Improvements in response to your feedback

We have further developed our Web Domain Manager, which is a web-based alternative to our other registrar systems (the Automaton and Extensible Provisioning Protocol). This system is now fully featured and can be used exclusively to manage the domain names on your tag. It is also important to us that you understand how to use our registrar systems. We have made and are continuing to make improvements to the instructions on our web site.

Several of you, including some of our overseas registrars, asked us to consider extending our support line opening times. For a trial period of twelve weeks from 5th January 2009, our support lines for both registrars and registrants will be open from 8am – 8pm Monday to Friday.

¹ Satisfaction IndexTM is a registered trade mark of The Leadership Factor

Many of you would like us to reduce the amount of paper that we consume. We are now issuing the vast majority of our monthly credit account statements by email. You can amend your statement preferences at any time in the credit account section of your online service account.

Following the recent renewals system review, we have introduced two new features for registrars. It is now possible for you to cancel any renewal request you have submitted up until the generation of our invoice (midnight at the end of the 7th day in the month following renewal). You can also set the 'renew not required' flag to mark domain names that are no longer required by your customers. Although the domain name will still be suspended and cancelled in the normal way, we will only notify your registrant that the 'renew not required' instruction has been received and we will not send any renewal reminders.

In February 2009 we will stop sending paper and email pro forma invoices to registrants. We will replace these with a renewal reminder email programme, sending emails to registrants at key points after the expiry date has passed. You will be given the option to add your custom text to our emails.

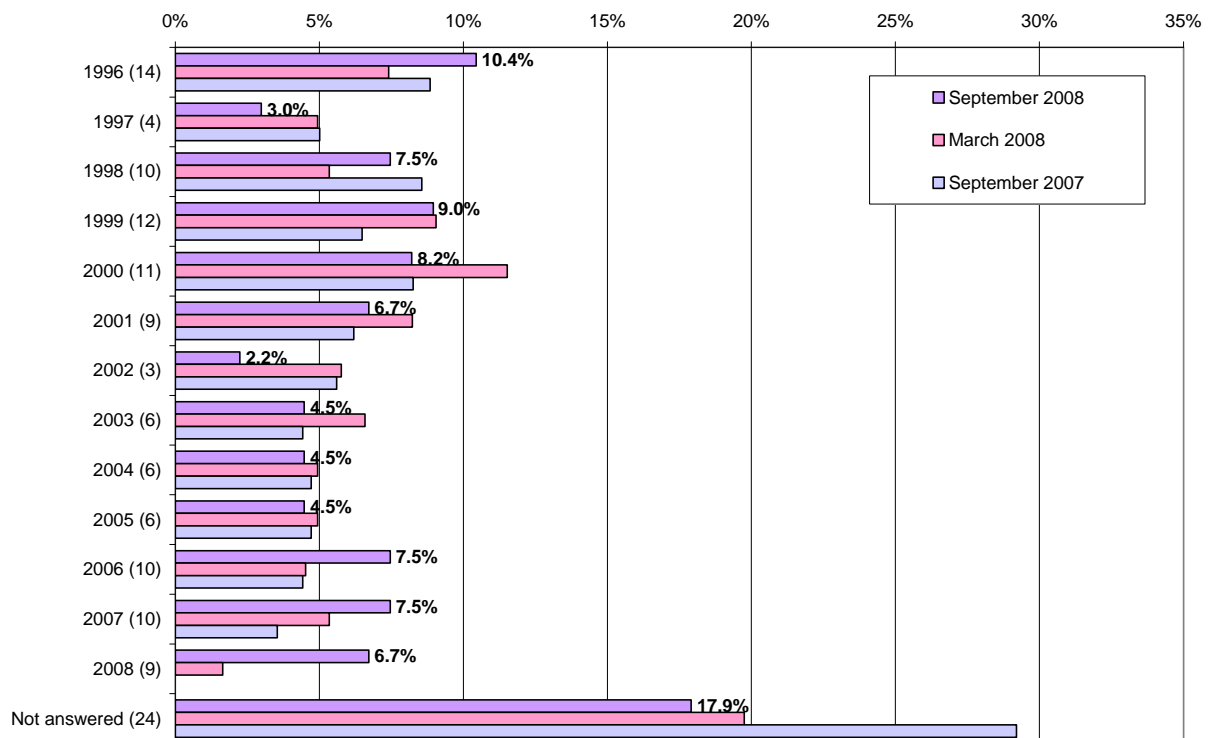
Summary of responses

The survey included additional questions relating to each section of the questionnaire 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 of value to us.

Who responded?

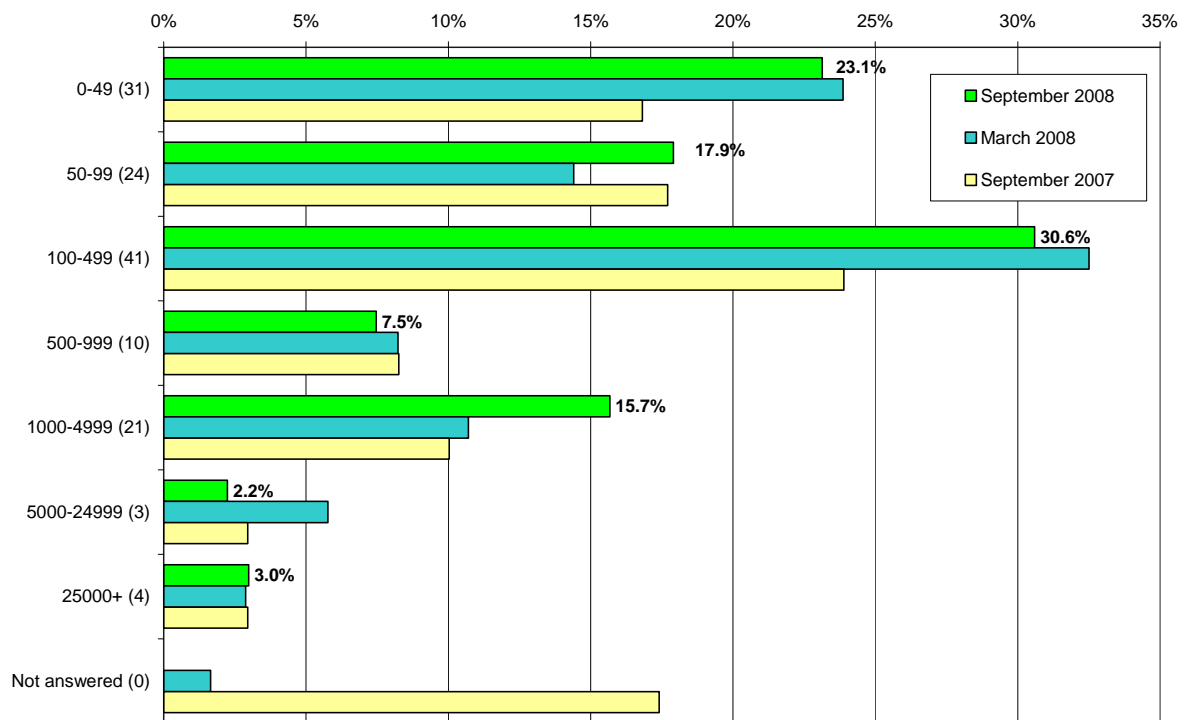
The following chart shows how long respondents have been members and/or registrars, and gives a comparison with the results of the September 2007 and March 2008 surveys.

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



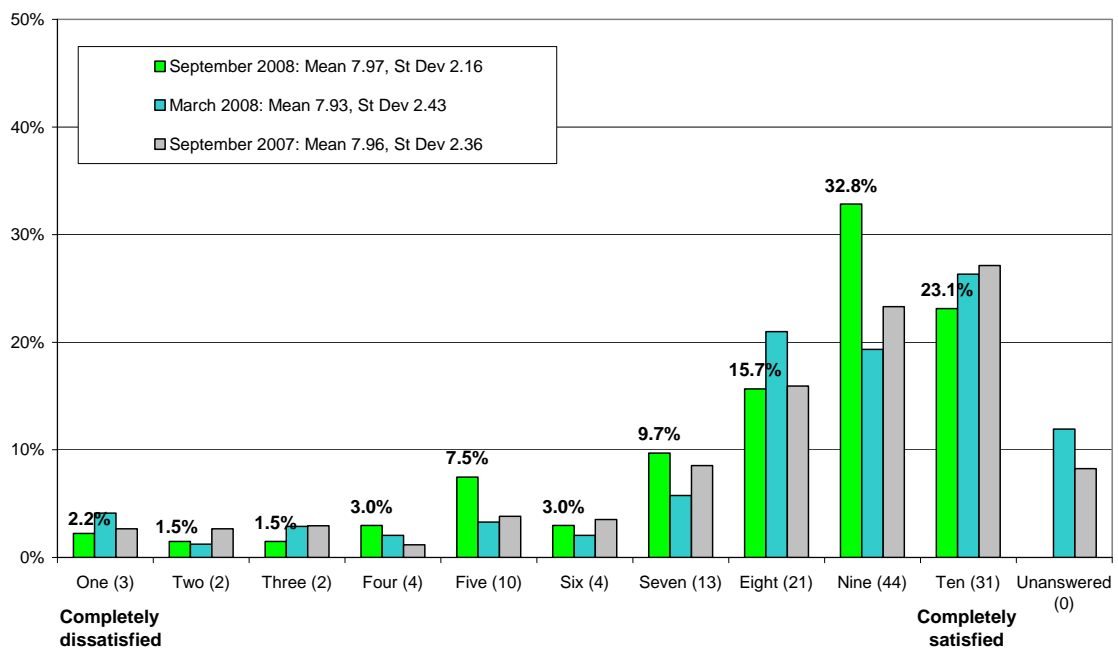
The following chart shows how many domain names are held on respondents' tag(s), and gives a comparison with the results of the September 2007 and March 2008 surveys.

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



Overall Satisfaction

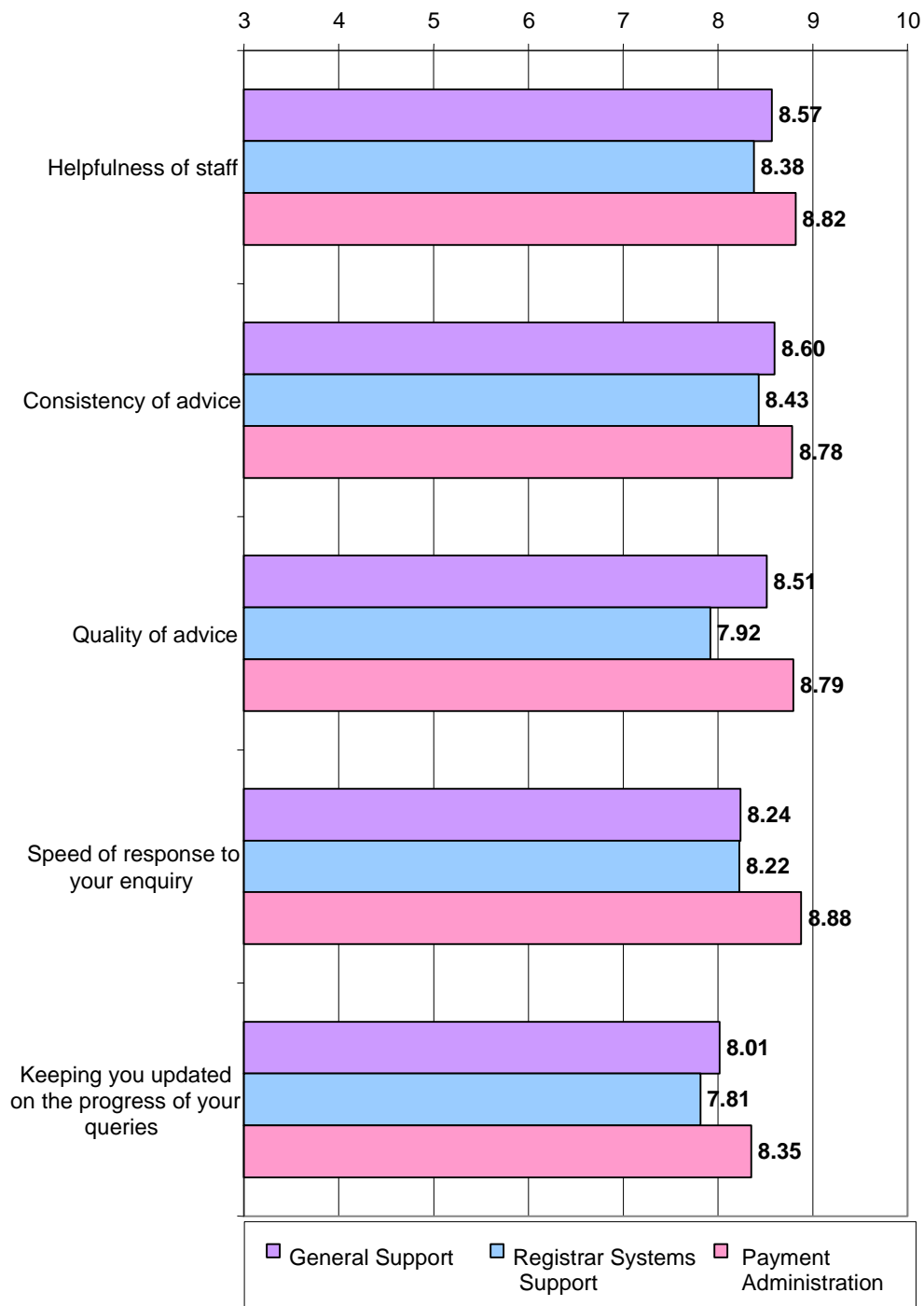
We asked you to score on a scale of one to ten how satisfied or dissatisfied you are with the service you receive from us overall. The chart below represents your responses. There has been an increase in customers who were very satisfied (customers scoring 8 or above) from 66.7 % in March 2008 to 71.6 % in September 2008.



Overall Results

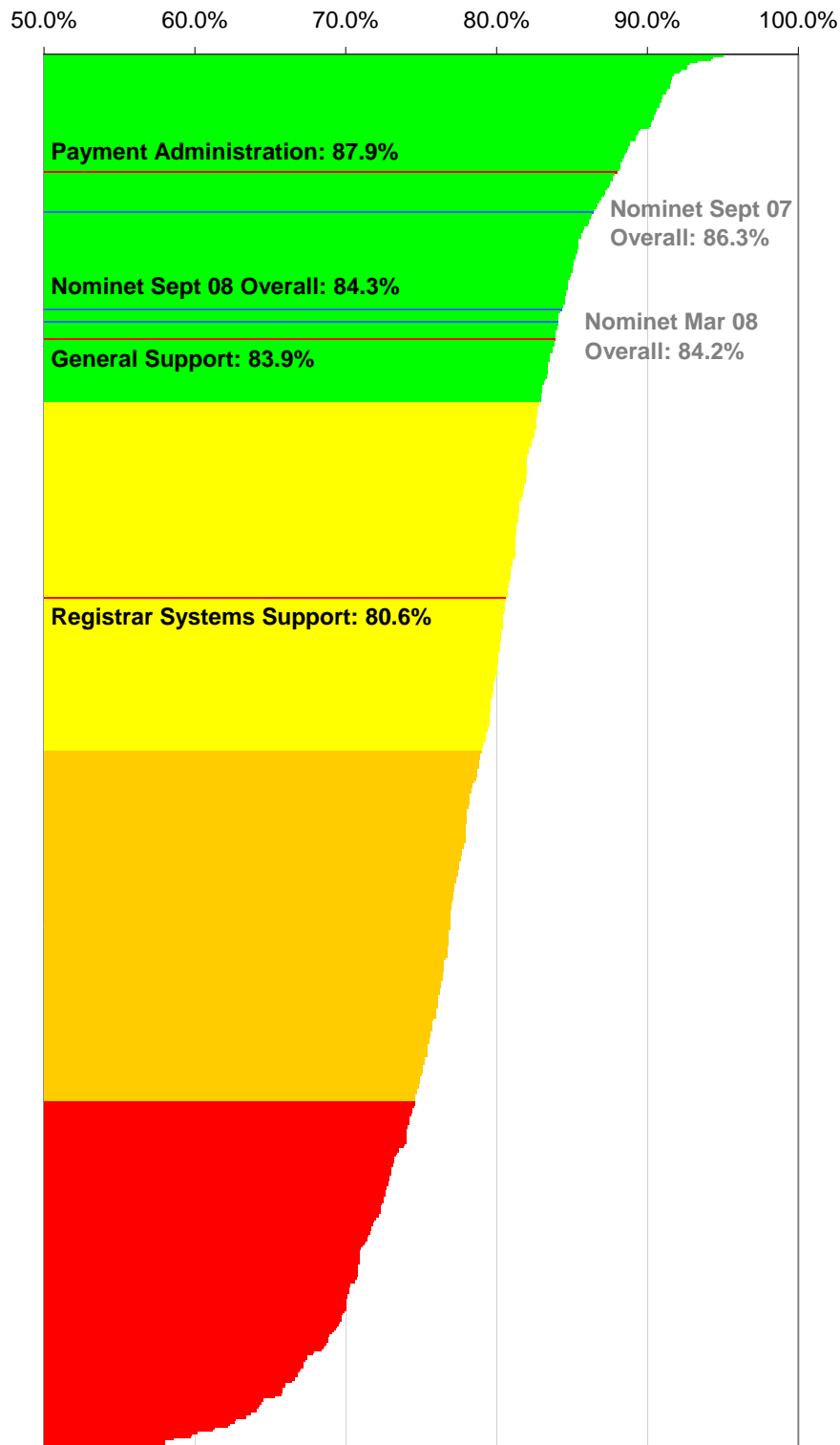
Comparison across teams

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.

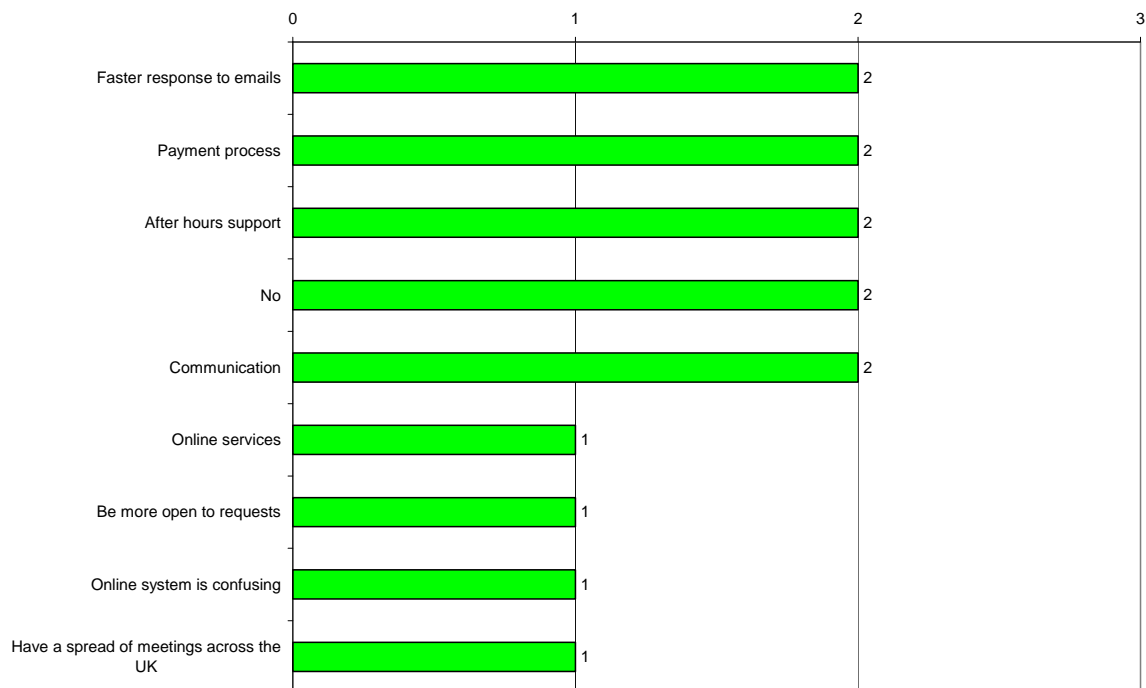


Additional questions

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

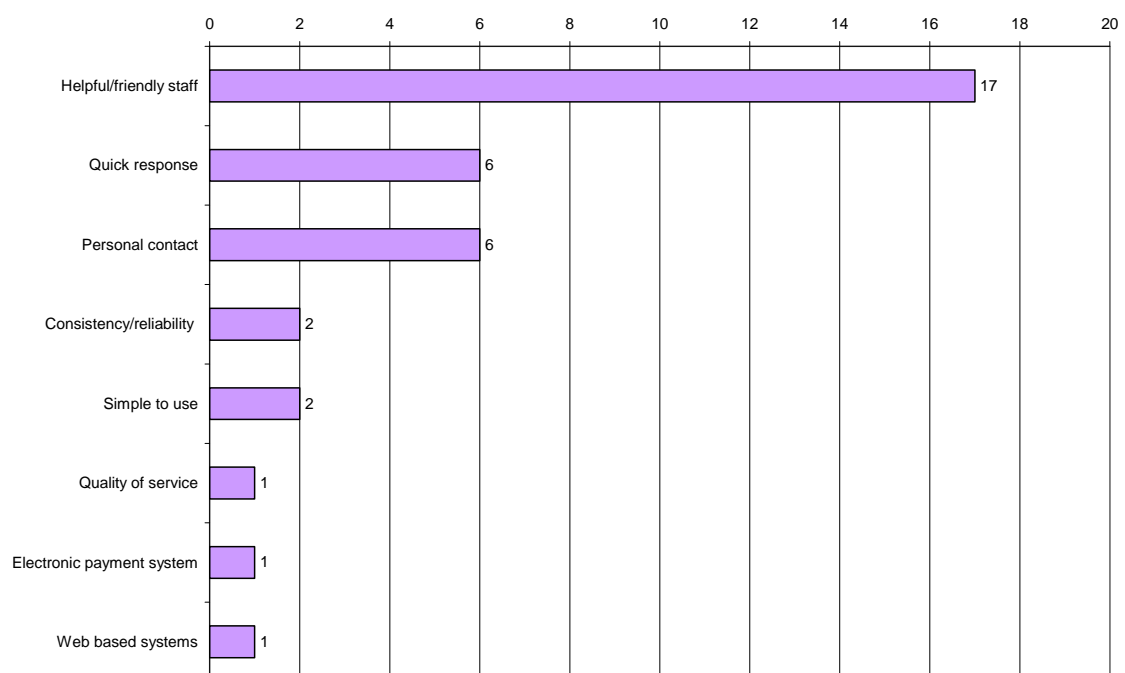
Member and Registrar Support

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

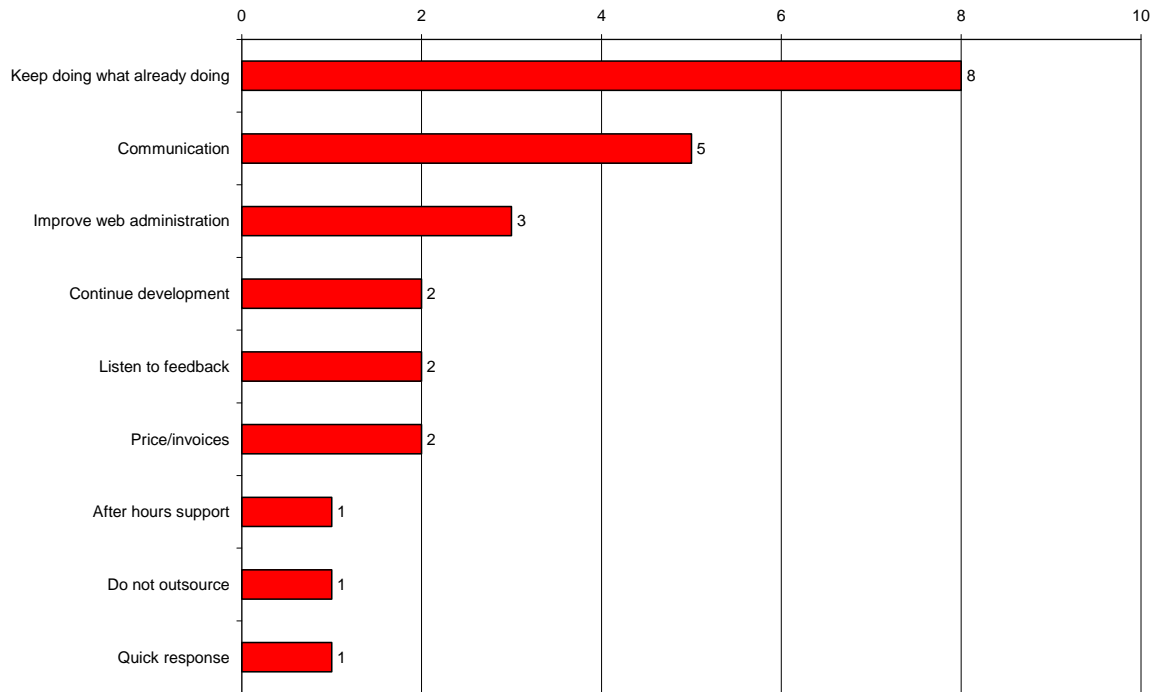


What is it about our service that you particularly appreciate?

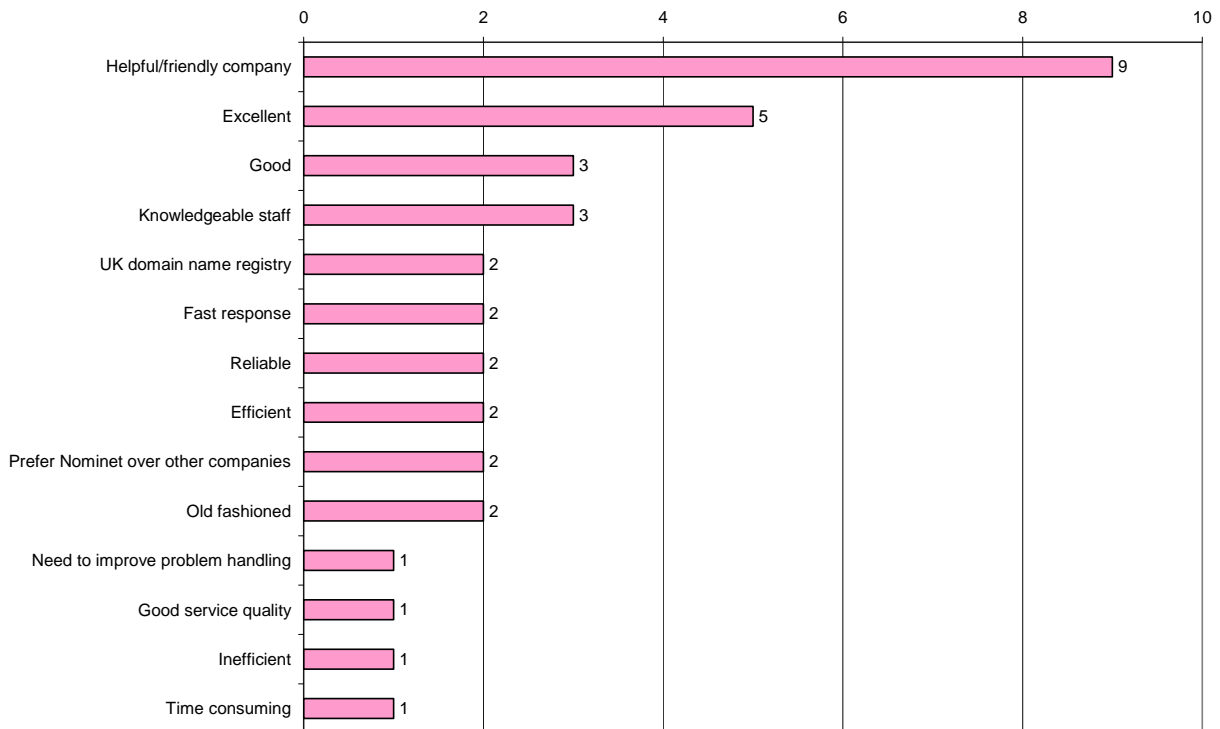
(Note: Some customers gave more than one answer)



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

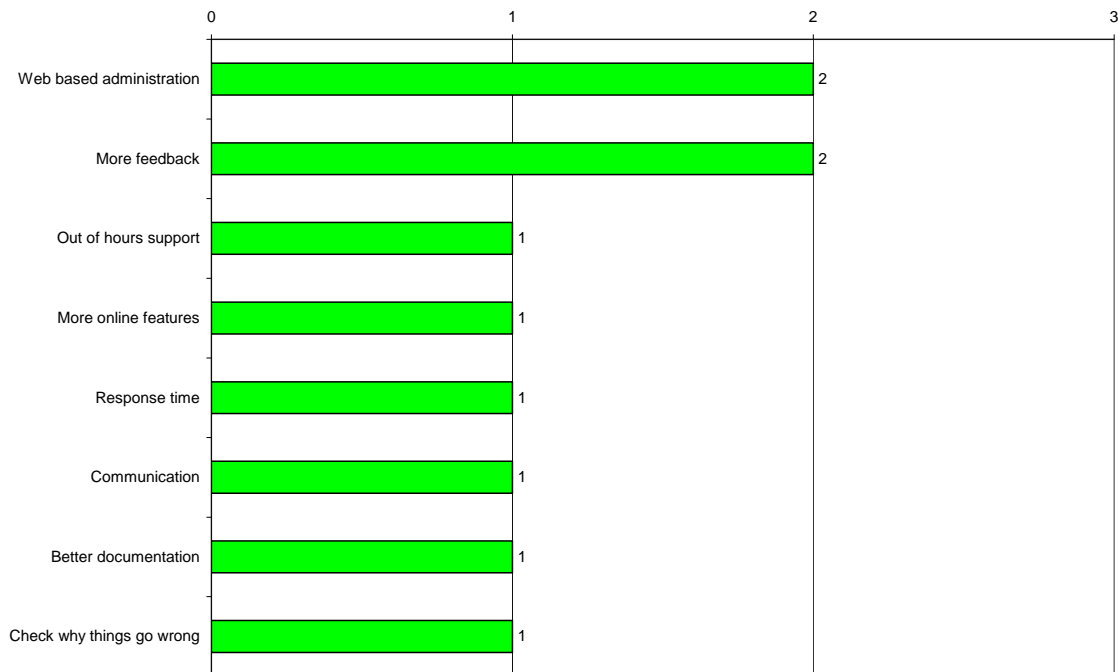


If you had to describe our service to someone else, what would you say?
(Note: Some customers gave more than one answer)

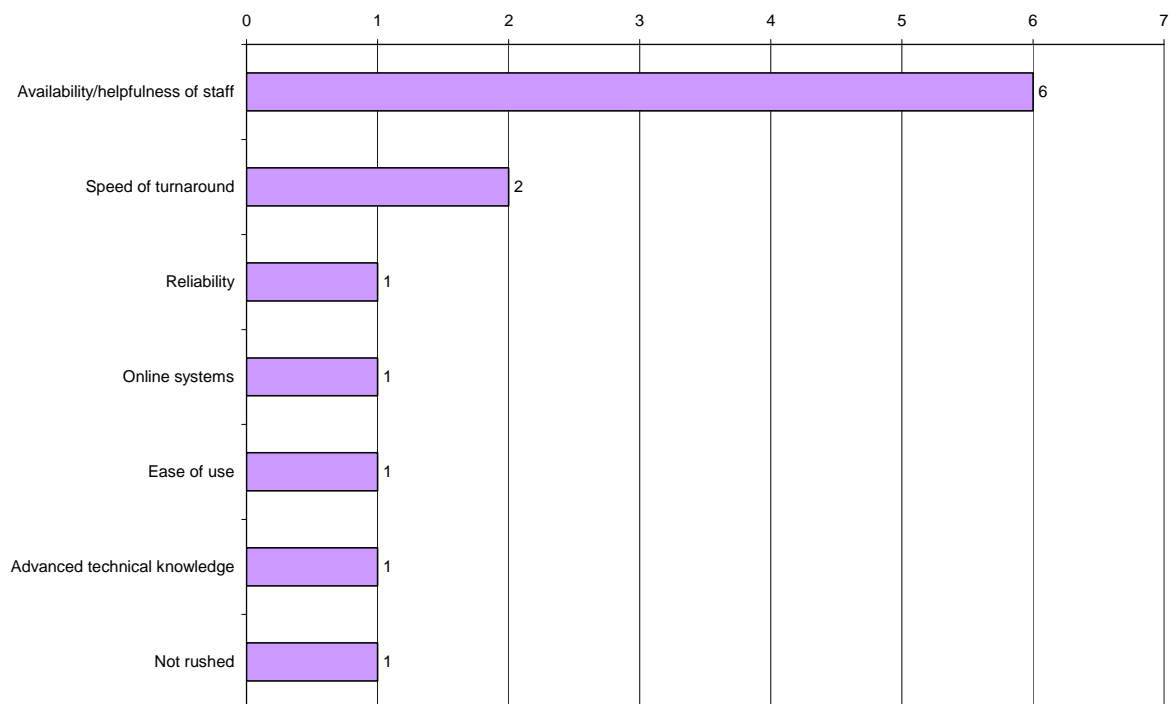


Registrar Systems Support

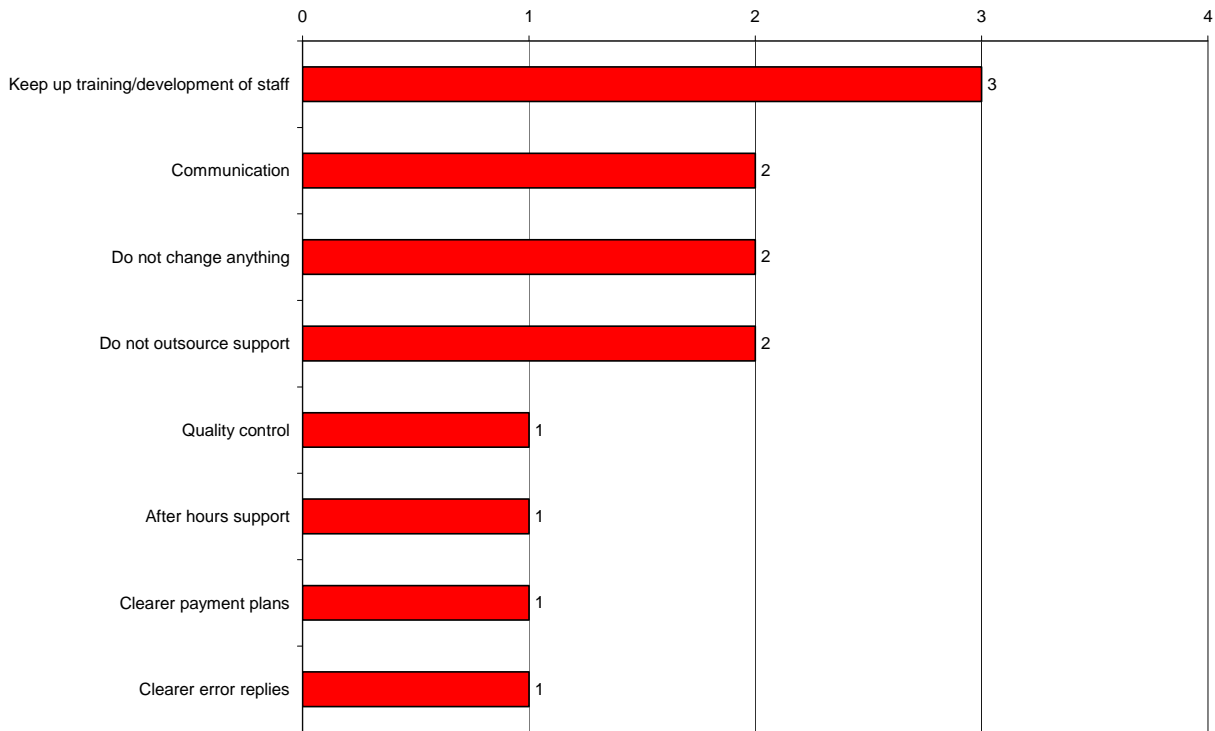
Is there anything that the Registrar Systems Support team can do to help improve our service to you?



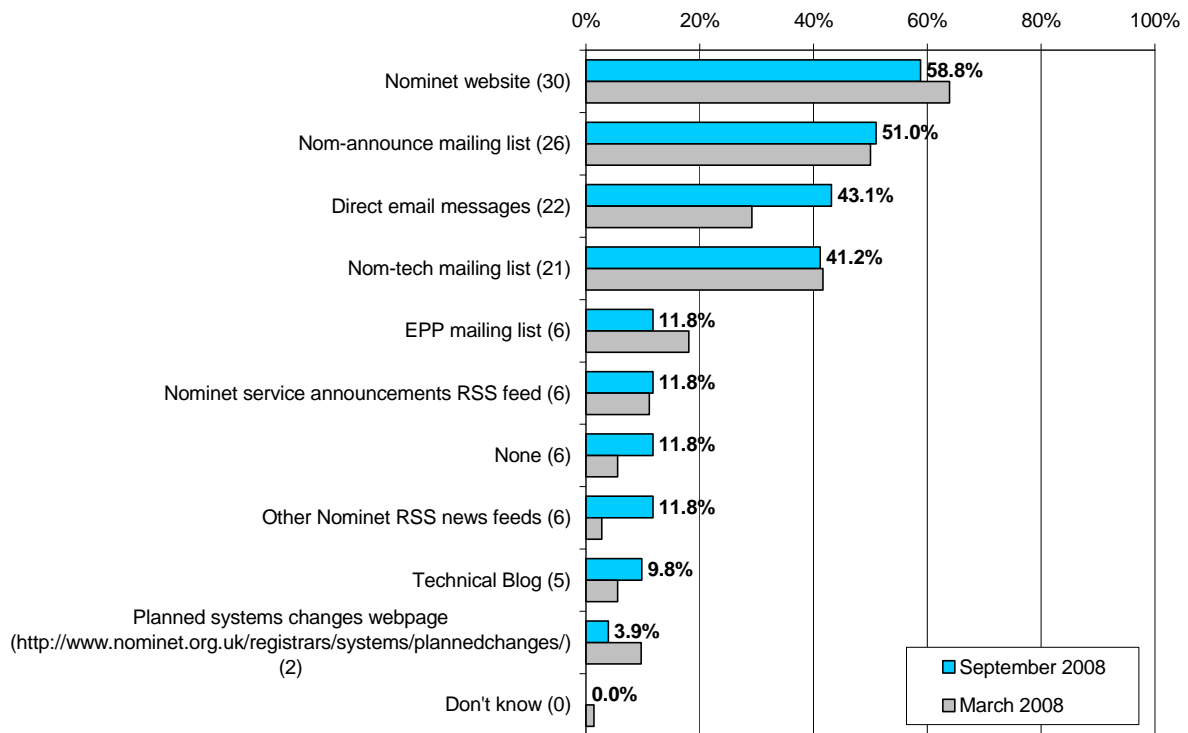
What is it about our service that you particularly appreciate?
(Note: Some customers gave more than one answer)



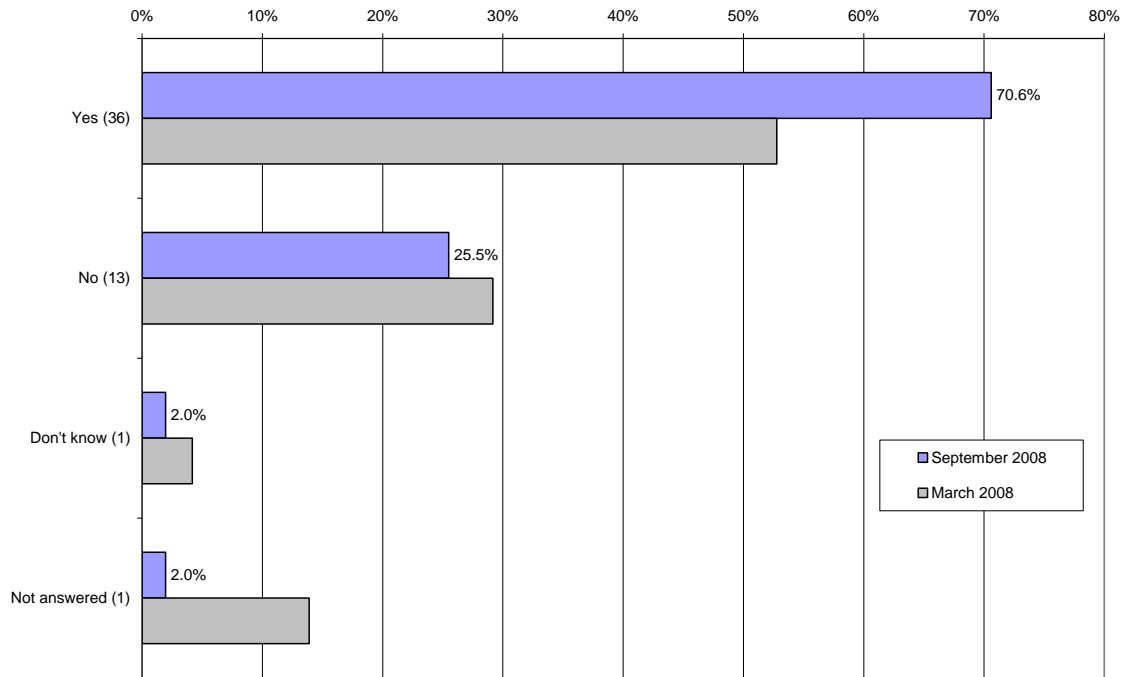
What can we do to sustain and improve on that?
(Note: Some customers gave more than one answer)



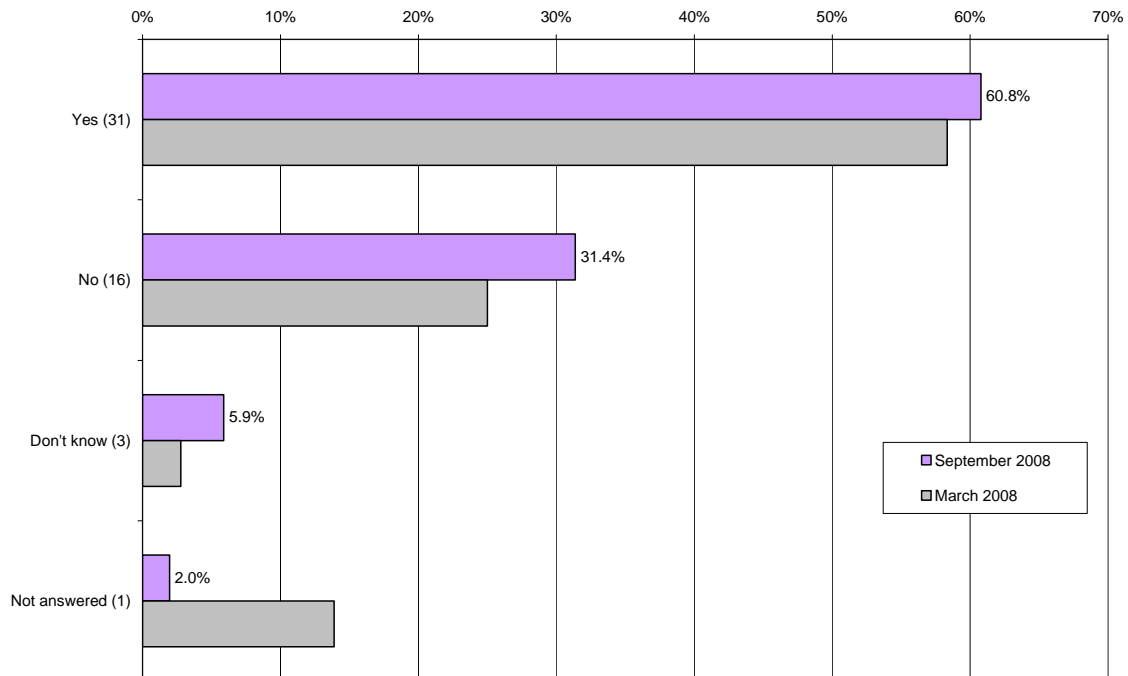
How do you stay up-to-date with Nominet news and/or system changes?



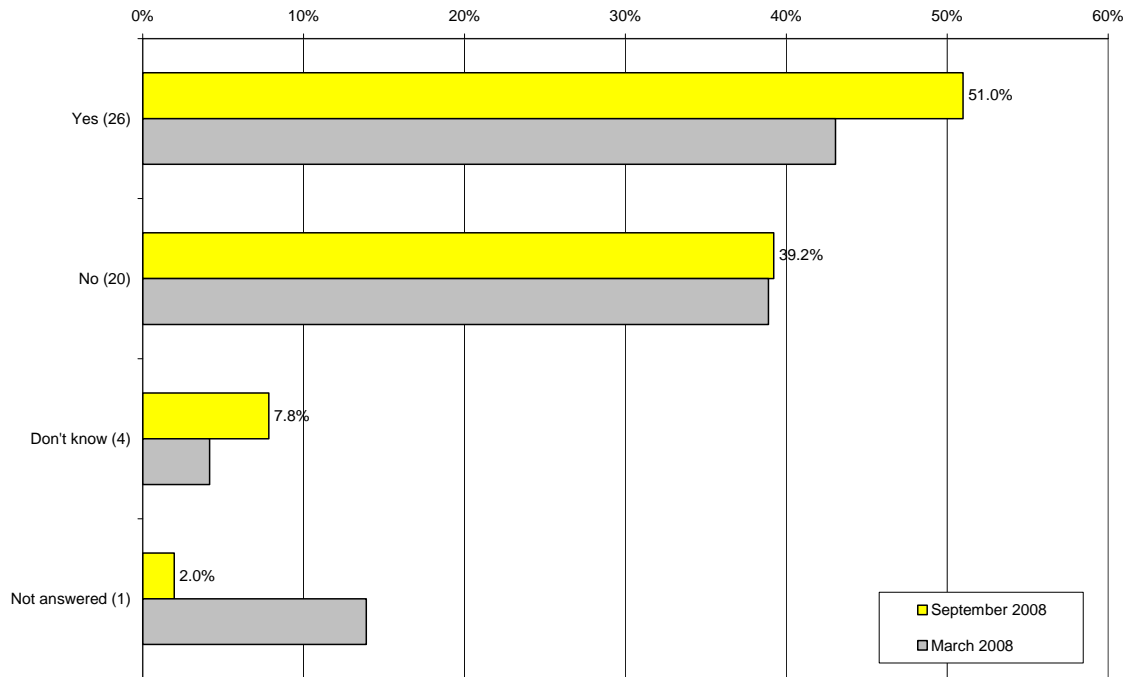
Can you easily find useful information on Nominet's website?



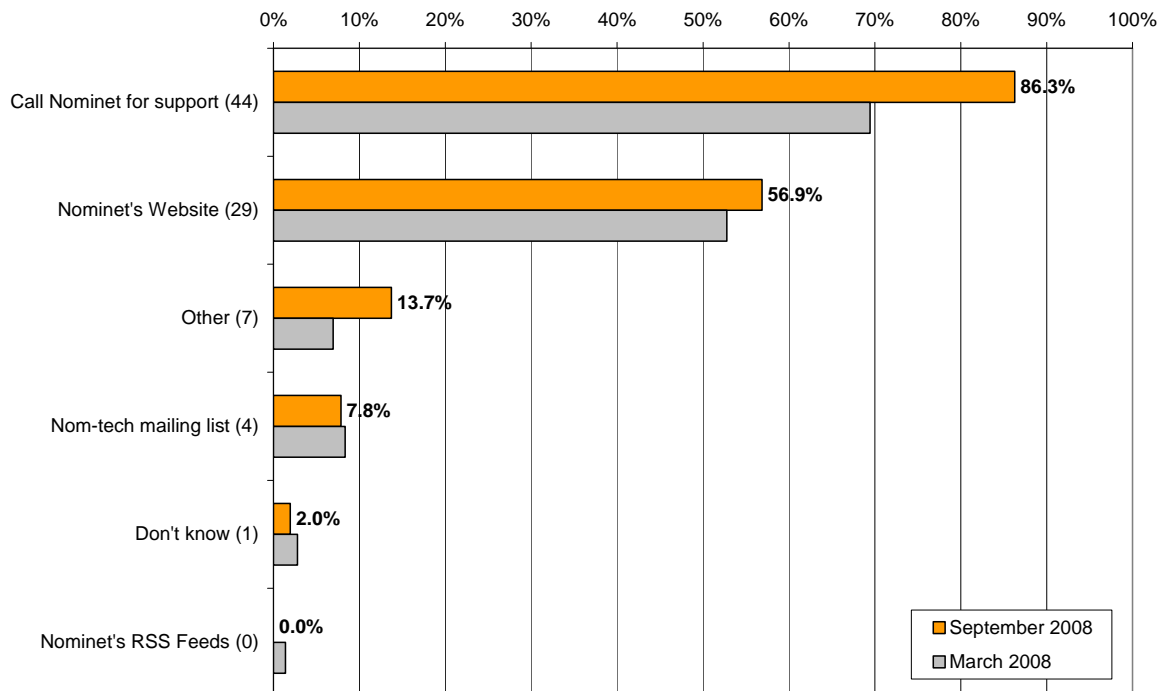
Do you feel that in general, Nominet systems are documented in a clear and concise manner?



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

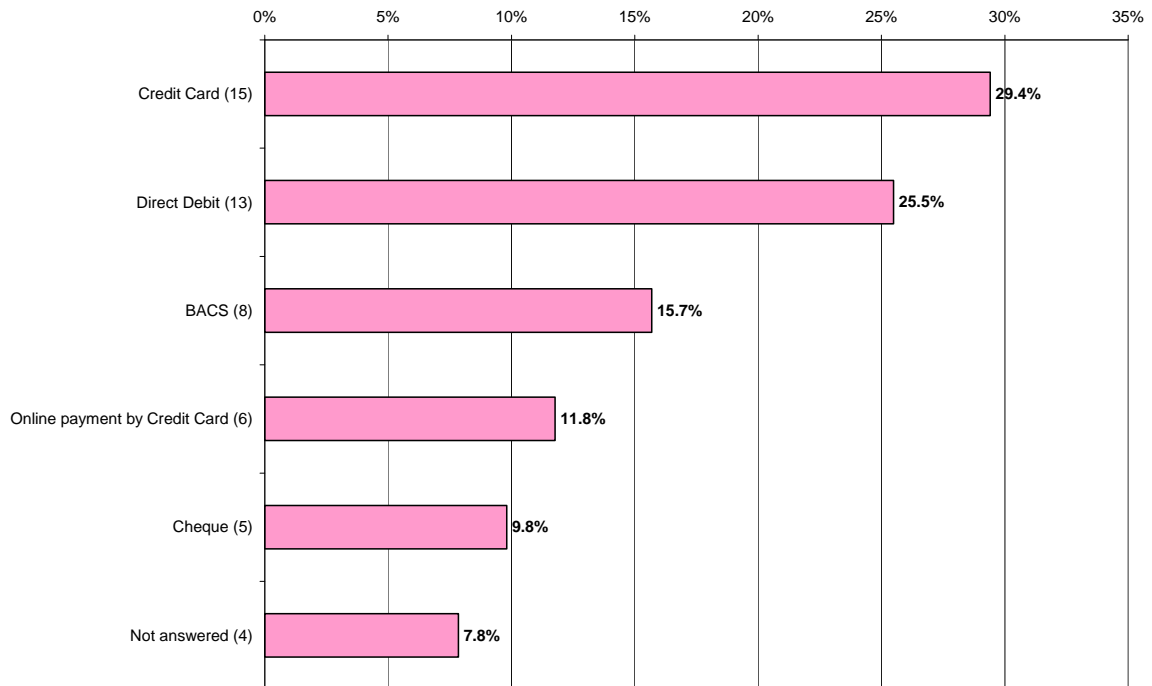


If you have a problem with a Nominet system, what resources do you use to resolve the error?



Payment Administration

How do you currently pay us?



Would you be interested in changing your current payment method and set up a Direct Debit (UK bank accounts only)? (Excluding Direct Debit Customers)

