

Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out in May 2009 and involved 65 telephone interviews with randomly selected registrars, who had recently contacted our Member and Registrar Services Department. The Leadership Factor conducted the interviews, asking questions based upon the annual web survey and covering the five criteria of most importance to customers. We would like to thank all who participated for giving us their valuable feedback.

We believe that it is important that our Member and Registrar Support, Registrar Systems Support and Payments teams continue to give a consistently high level of support to all our registrars. Therefore registrars were approached to comment on the performance of the team that they had recently been in touch with. During the interviews they answered a series of specific questions, both rating their satisfaction levels and indicating how much importance they place on our services. By comparing our actual performance levels with your expectations, we can use your responses to look for areas that we can focus on to improve.

The sample of 65 customers provides us with a reliable guide to the satisfaction of our customers because was it randomly selected by The Leadership Factor. It also covered each of the teams within the department and was sufficiently large to provide an accurate result at both overall and team levels.

Satisfaction Index

The five requirements we asked about in our survey were ease of initial contact, together with the knowledge, accuracy, efficiency and friendliness of our staff.

The three requirements of knowledge, accuracy and efficiency of the advisor have each shown an increase in stated importance since the previous survey. The requirement 'accuracy of response' has consistently been your most important requirement over the four most recent surveys conducted. Although all five requirements have recorded a slight decrease in average satisfaction, the scores remain high.

Consequently, even though our overall satisfaction index has decreased to 89.6%, this score still represents an above average performance and 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 satisfaction scores recorded in the survey range from 87.2% to 93.1%. This indicates a good level of satisfaction with each of the five requirements and suggests that our teams are continuing to provide high level of service to our members and registrars.

Member and Registrar Support	decreased to 88% from 92%
Registrar Systems Support	increased to 90.3% from 88.3%
Payment Administration	maintained at 95%

Once again the requirement you are most satisfied with and scored most highly is friendliness of the advisor. Your comments indicate that you still appreciate being able to pick up the phone and talk to a person. However, it is important that we understand the reasons for dissatisfaction behind any low scores. Therefore, in instances where any low score was given, the registrar was encouraged to tell us the reason for their low level of satisfaction with that particular requirement

Improvements in response to your feedback

Those of you who have a number of different account types have asked us make it easier for you to log into our online service. We have now added a drop down menu to the log in screen that enables you to

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

select the account type that you require. Once you have done this, if you have multiple registrar or registrant accounts, you can enter the tag or domain name to help simplify the log in process.

We have also added two new contact types for registrars in our online service. One is the 'abuse' contact, which will be used when we need to inform you that abusive use of a domain name on your tag has been reported or if further information is required. The other contact is for Nominet support, and we will use this contact if there are any complaints or support issues where we need to speak to (or email) a named registrar contact in order to resolve an issue promptly. We would urge you to log into your online service account and set appropriate contacts to ensure that we are always able to contact the correct person within your organisation to resolve abuse or customer service issues. Both of these contacts are simply named contacts and do not need to be account holders or have a log in to online services, nor will we make these contact details public.

With the introduction of two new DAC tools (real time and time delay), we now meet the needs of all our registrars. The single DAC service could not support high volumes to all users. By providing the two services and moving non-time critical queries to the time delay DAC, the load on the real time DAC is reduced. The two different versions complement each other and support a variety of different registrar business models.

We have recently launched the Nominet Member Forum. This web based forum is replacing our non-steer mailing list, but has an added email function for those who prefer an email discussion list to use the system. The forum is not being moderated, however we can remove posts that are in breach of forum rules.

We will soon be giving our registrars the option to pay our monthly invoices by continuous card authority. This new payment method will be in addition to those currently available (cheque, BACS, Direct Debit, card payment either online or by telephone), and will comply with the latest Payment Card Industry Security Standard (PCIDSS) regulations.

Summary of responses

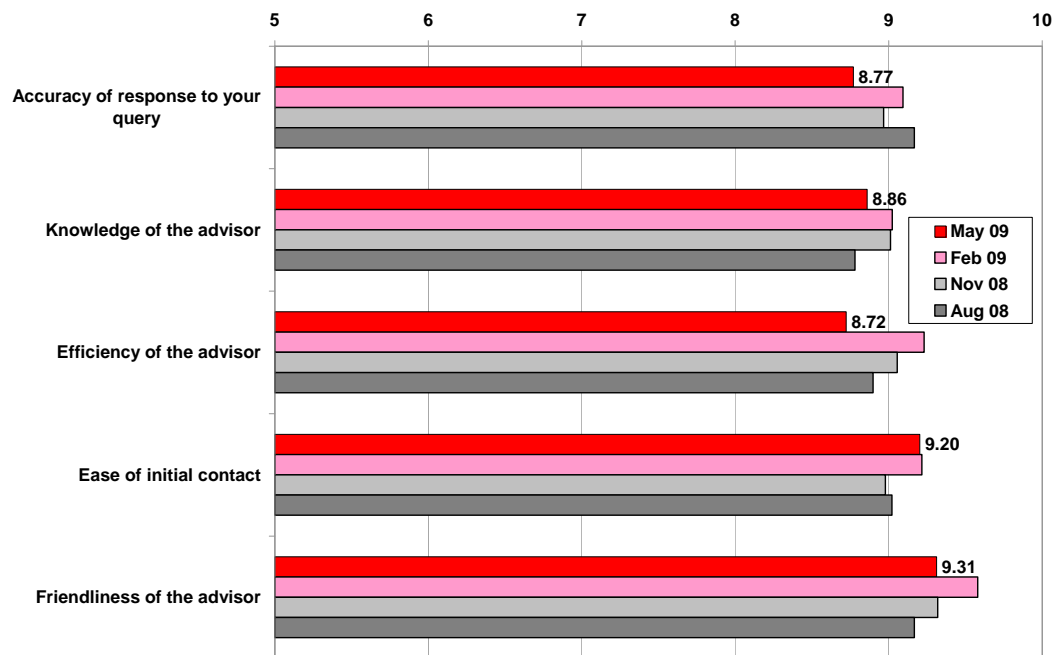
The survey included additional questions and we summarise your answers below. We also encouraged you to give us your comments, compliments and criticisms about Nominet and our services. Your responses to all of these questions and your suggestions are of value to us.

Results

Overall satisfaction ratings

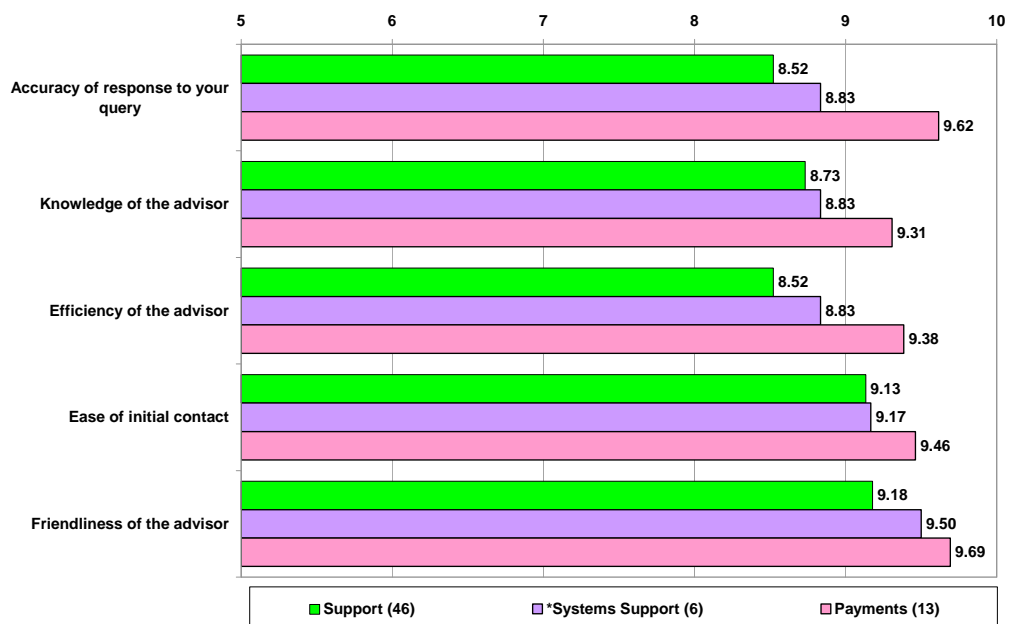
Registrars were asked to score their level of satisfaction with our performance on the same five criteria, giving a mark out of ten, where one signifies 'completely dissatisfied' and ten signifies completely satisfied.

The results are shown in the chart below, with the criteria listed in order of their importance to customers, and are compared with those recorded for previous surveys.



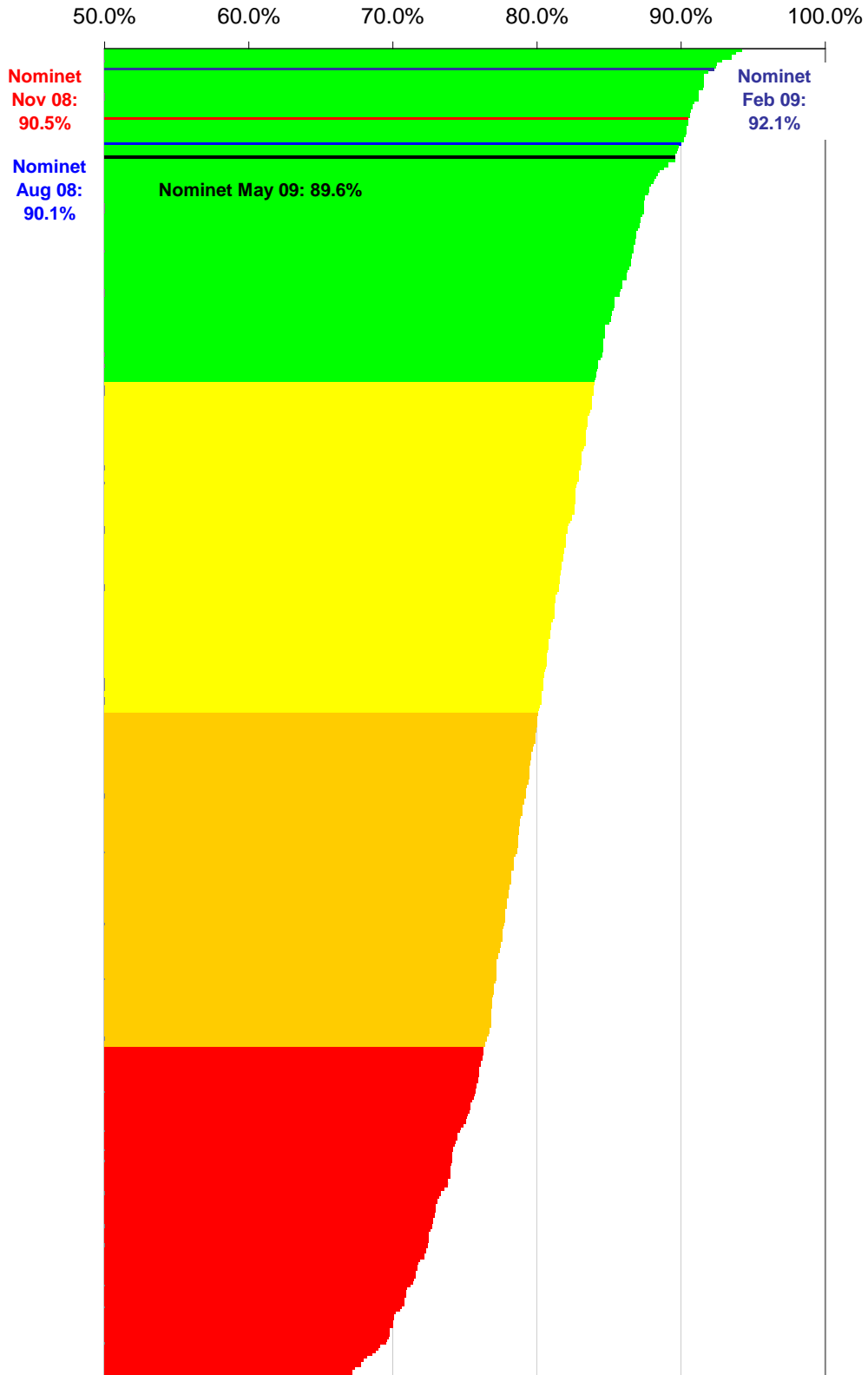
Comparison across teams

The chart below compares each team's performance on the five requirements to allow identification of best practice.



Satisfaction Index™ League Table

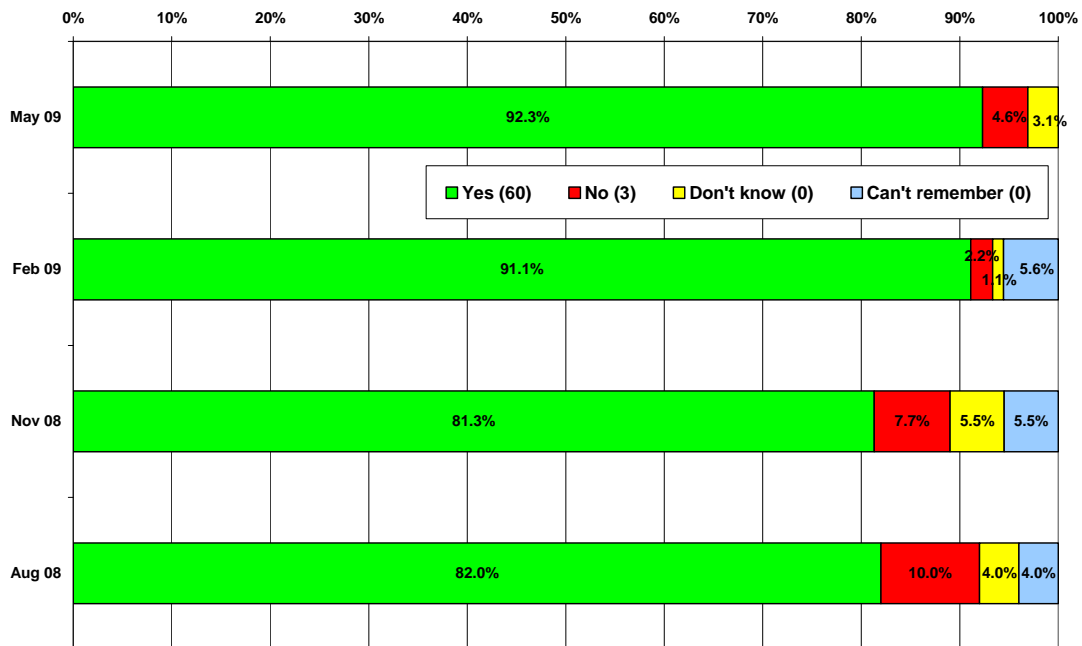
The league table shows our success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing our performance against that of all other organisations that they have used.



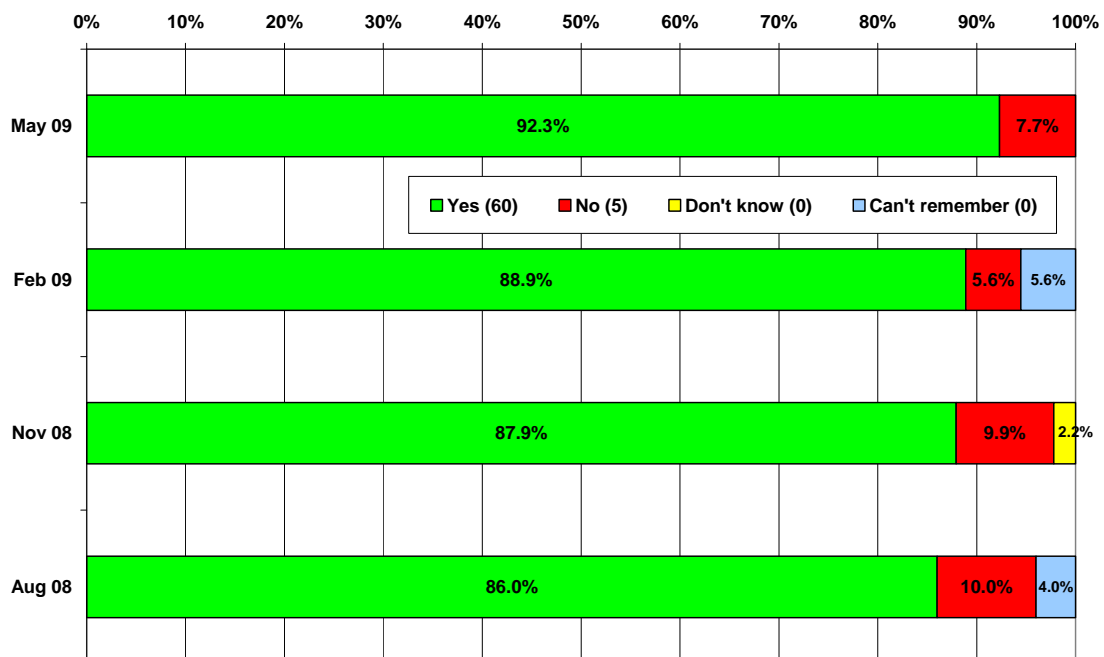
Additional questions

We asked a series of additional questions in our survey and your responses to these questions are reported below.

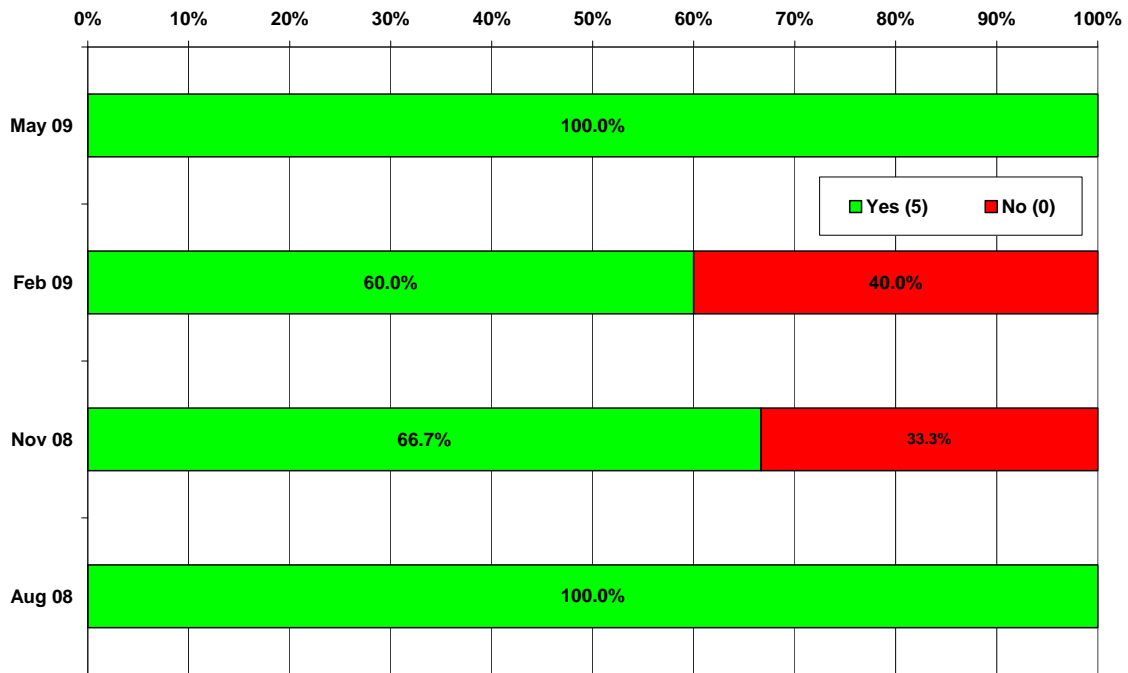
When you called us, did you get through to the department you wanted first time?



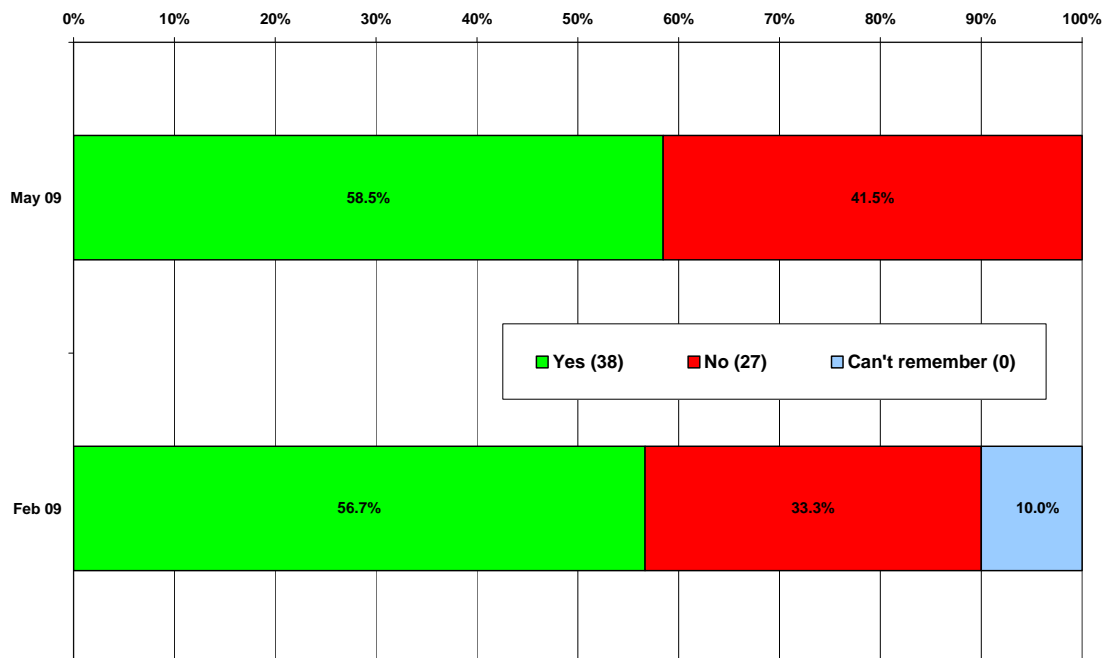
Was the advisor able to solve the query?



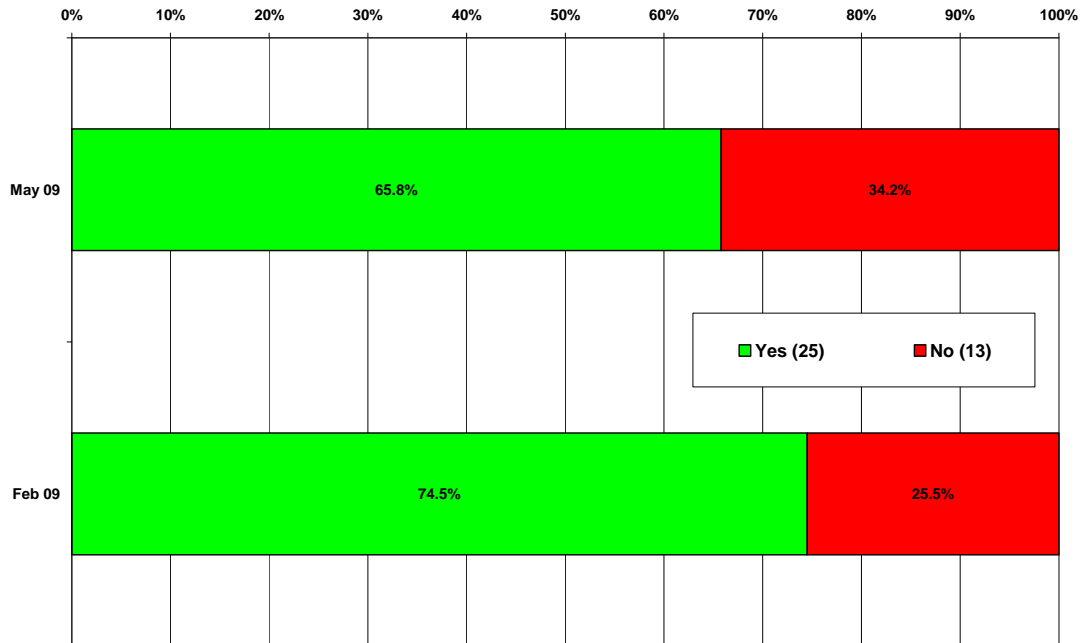
Did the advisor offer you further help?



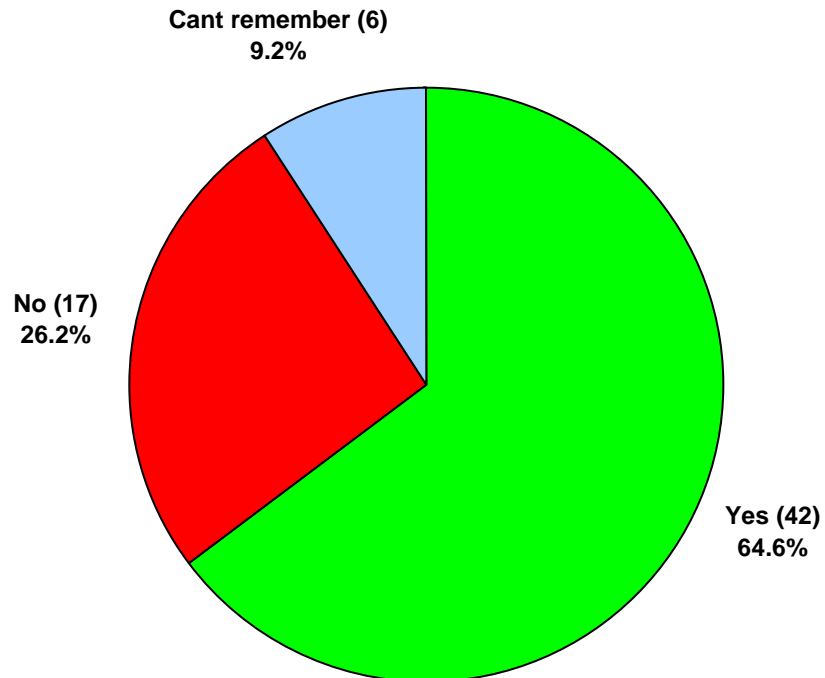
Did you visit our online service before calling us?



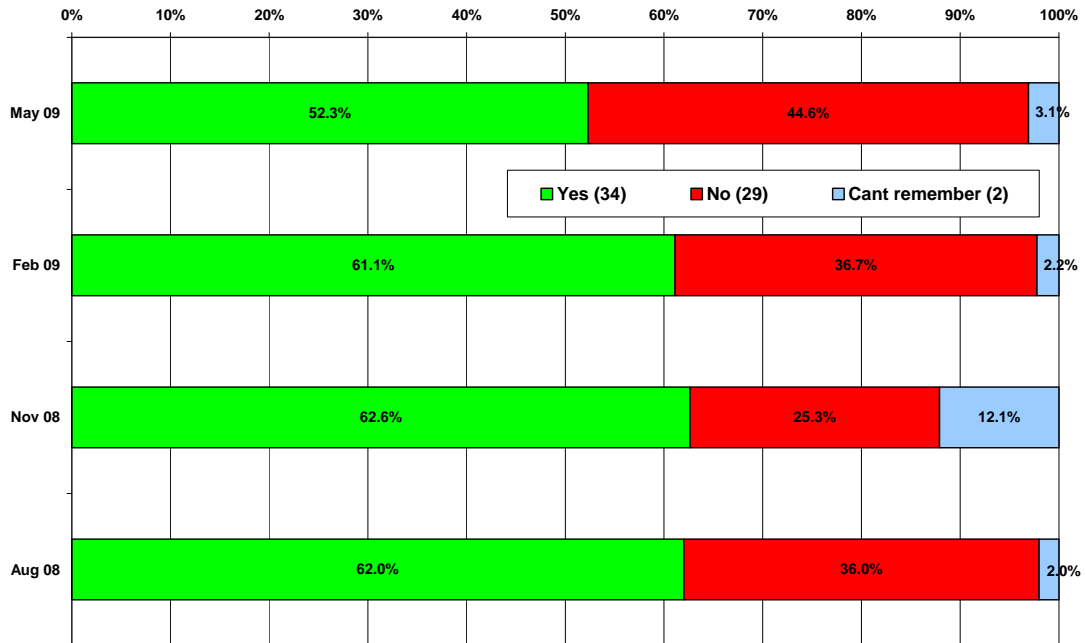
Do you find it easy to access information you need in our online service?



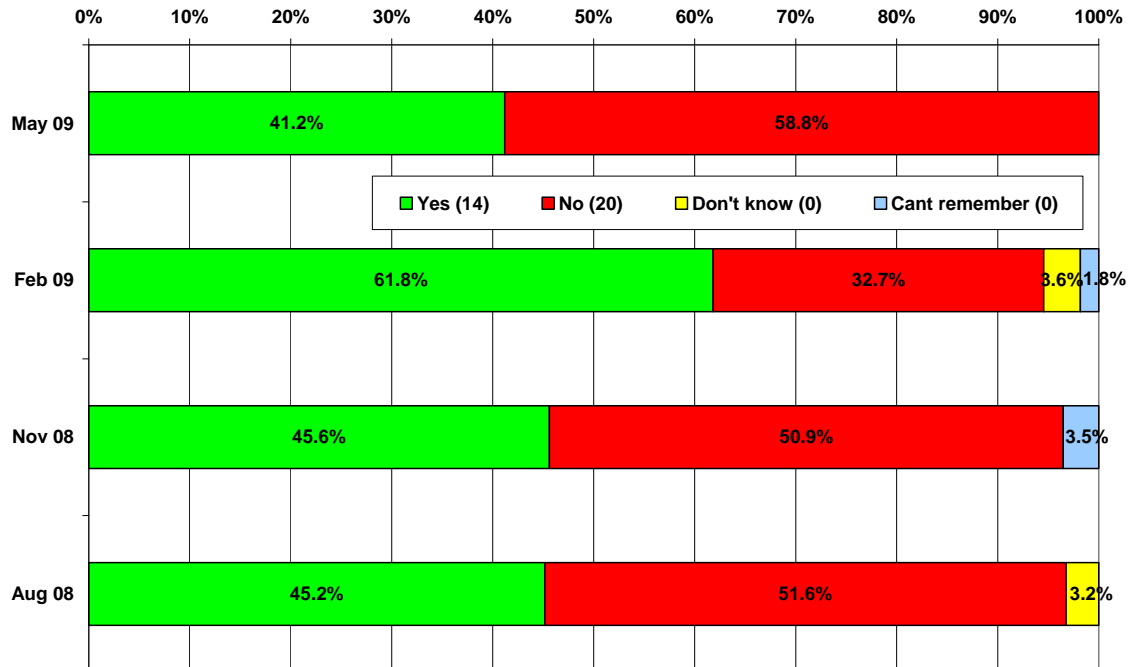
Are you aware of the registrar Resources section within our online service?



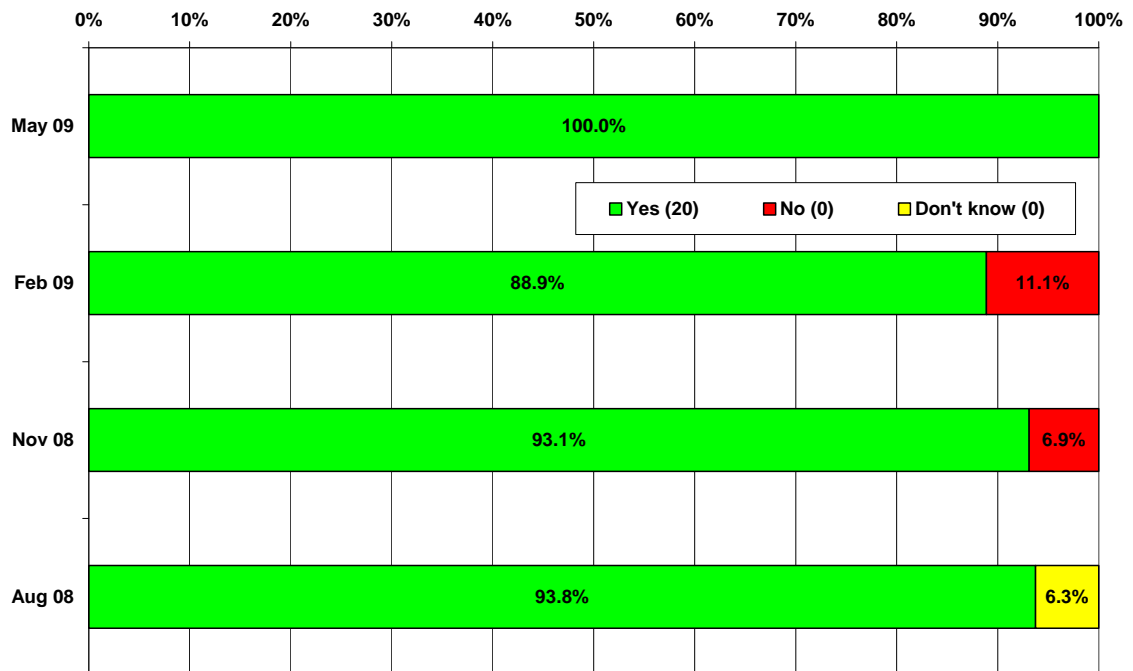
Did you visit our web site before calling us?



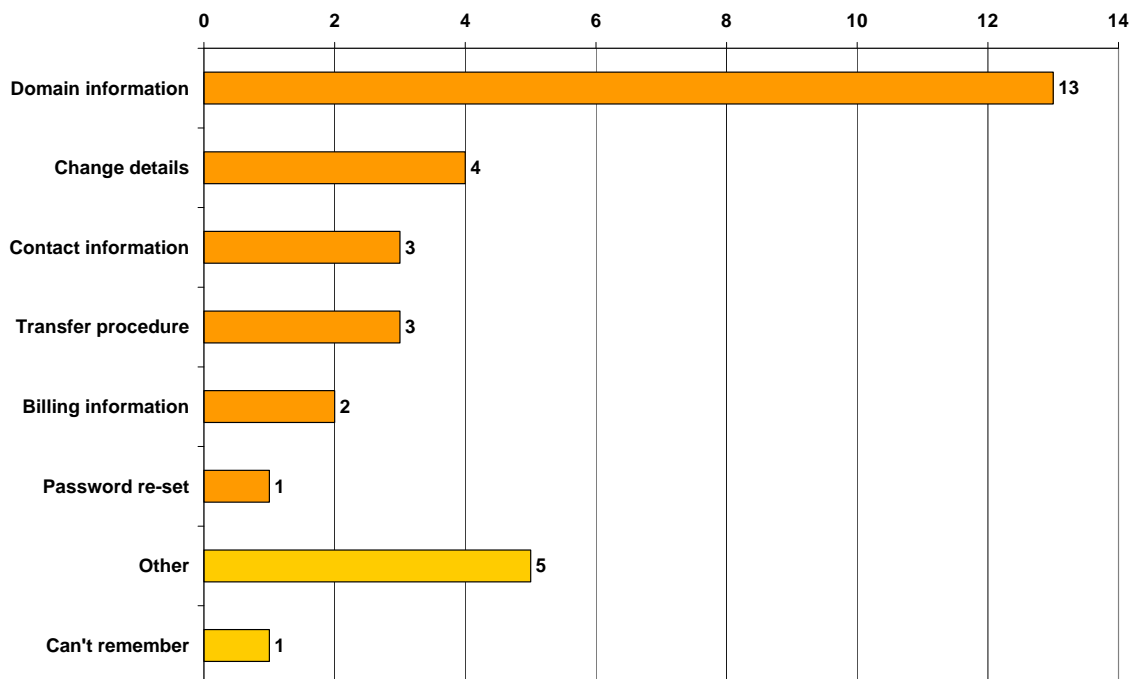
Did you find the information you were looking for on the web site?



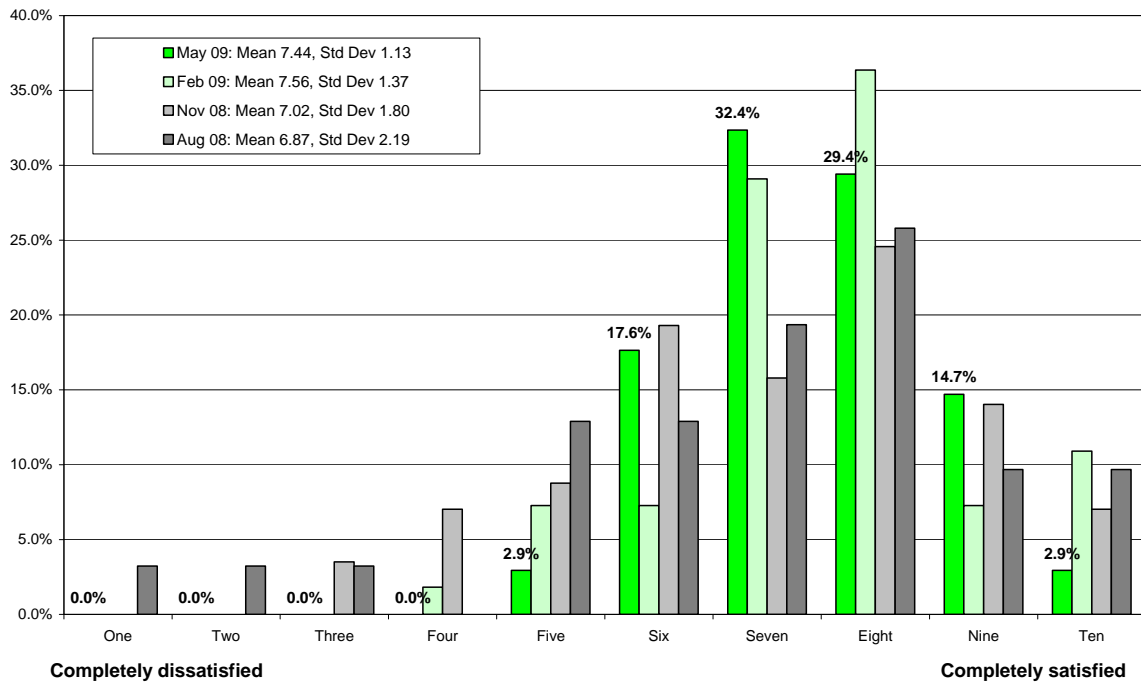
If you did not find the information you were looking for on the web site, is this the reason why you called us?



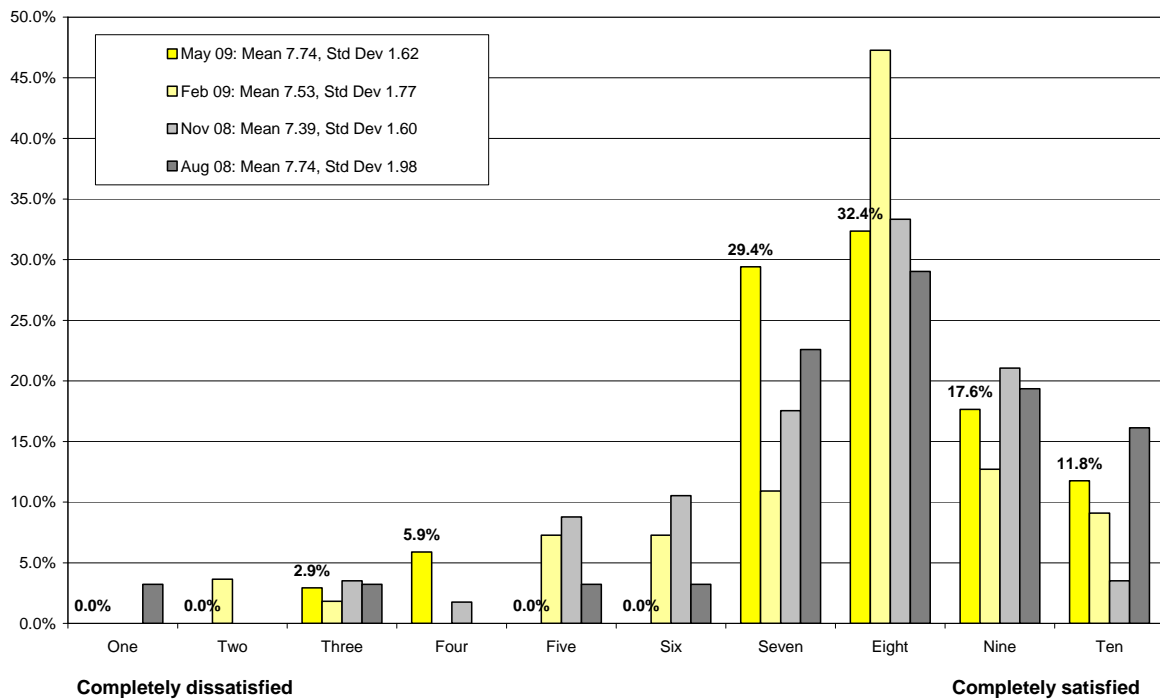
What type of information were you looking for?



How satisfied or dissatisfied are you with ease of navigation?



How satisfied or dissatisfied are you that the web site provides understandable information?



If we could do one thing to improve the quality of our service, what should it be?

