

Registrar Satisfaction Survey

We conducted our second registrar satisfaction survey in September 2006. The aim of this survey was to give all our members and registrars the opportunity to tell us how satisfied they are with our customer facing support teams. 366 customers completed the web-based questionnaire and we would like to thank them for their participation.

We are very pleased to have achieved an overall satisfaction index of 85.2 %, which is an increase of 3.1 % over that of January 2006. This excellent score now places Nominet into the top quartile of suppliers in the Satisfaction Index™¹ League Table.

It is important to us that our teams provide you with a consistent level of support. Therefore the survey dealt with our four support teams individually; general support, technical support, credit support and payment administration. If you did not have experience of a team, we asked you not to answer specific questions.

The three areas we asked you about concerned 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).

We asked you to value the importance of each question as well as your satisfaction level. This enables us to determine where we need to concentrate our efforts in improving our service. In addition, we needed to see if your level of satisfaction with our services varied depending on the size of your business or the length of your experience with us. For that reason, as in our first survey, we asked you how long you had been a member or registrar and how many domain names were currently on your tag.

Quality and consistency of advice continue to be very important to you, whichever team you are dealing with. The average importance ratings for the teams in both these areas are over 9. You also feel that the helpfulness of our staff and the speed of our response to your enquiries are very important.

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

Payment Administration	increased to 85.9 % from 84.5 %
Credit Support	increased to 85.7 % from 81.6 %
General Support	increased to 85.2 % from 81.0 %
Technical Support	increased to 85.0 % from 83.5 %

The survey included a section with general questions and we summarise the results below. We also encouraged you to give your comments and suggestions in a free text format. Your responses to these questions are valuable to us.

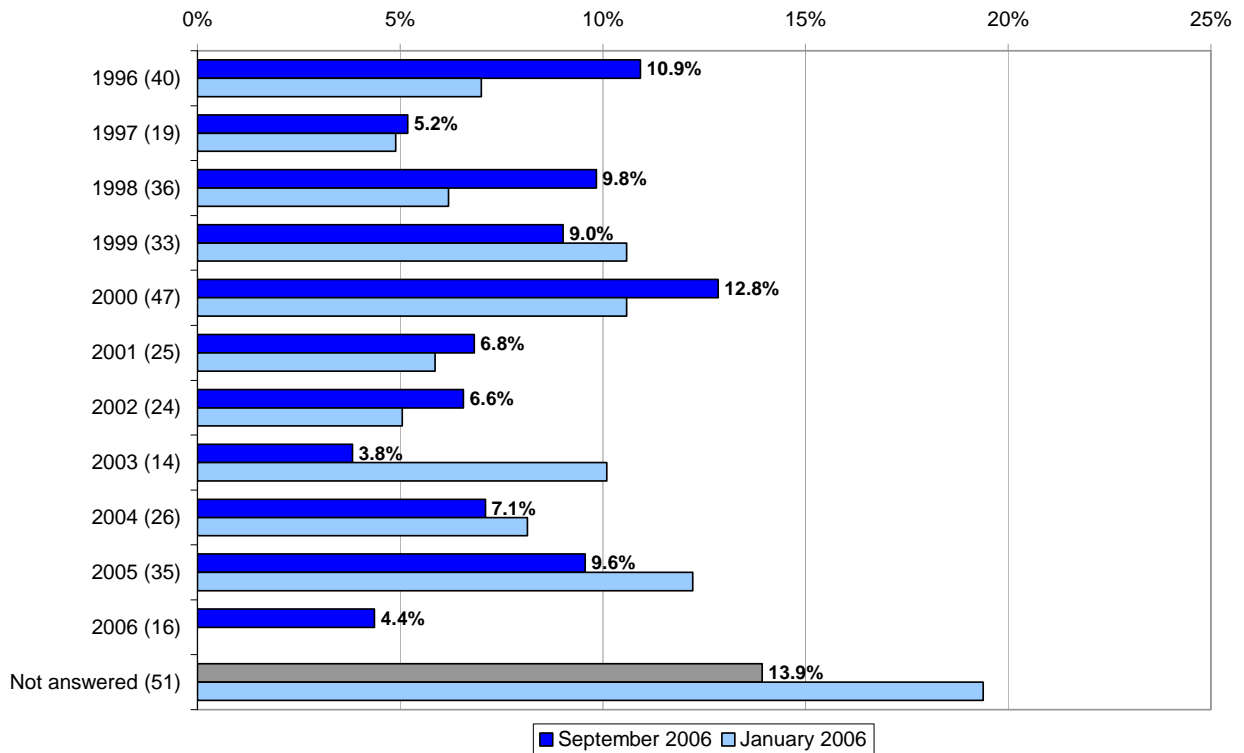
In the January 2006 survey you told us that you wanted to be able to manage your account and contact details. We have since introduced our Online Service, which enables you to do just that and has improved your means of paying online. Additionally you asked us to look at ways to increase registrant understanding of our renewals system, and we have now improved the clarity of the pro forma invoices that are sent to registrants.

Your suggestions and comments in the September survey indicate that many of you are interested in EPP. Our technical department are developing an EPP server to allow domain name, account, contact and nameserver objects to be modified. Many of you have also asked for us to consider alternative payment methods, and we are currently applying to have the facility to take payments by Direct Debit. Other areas that concerned you were the Dispute Resolution Service and the Tag Holder Agreement, both of which we are in the process of updating

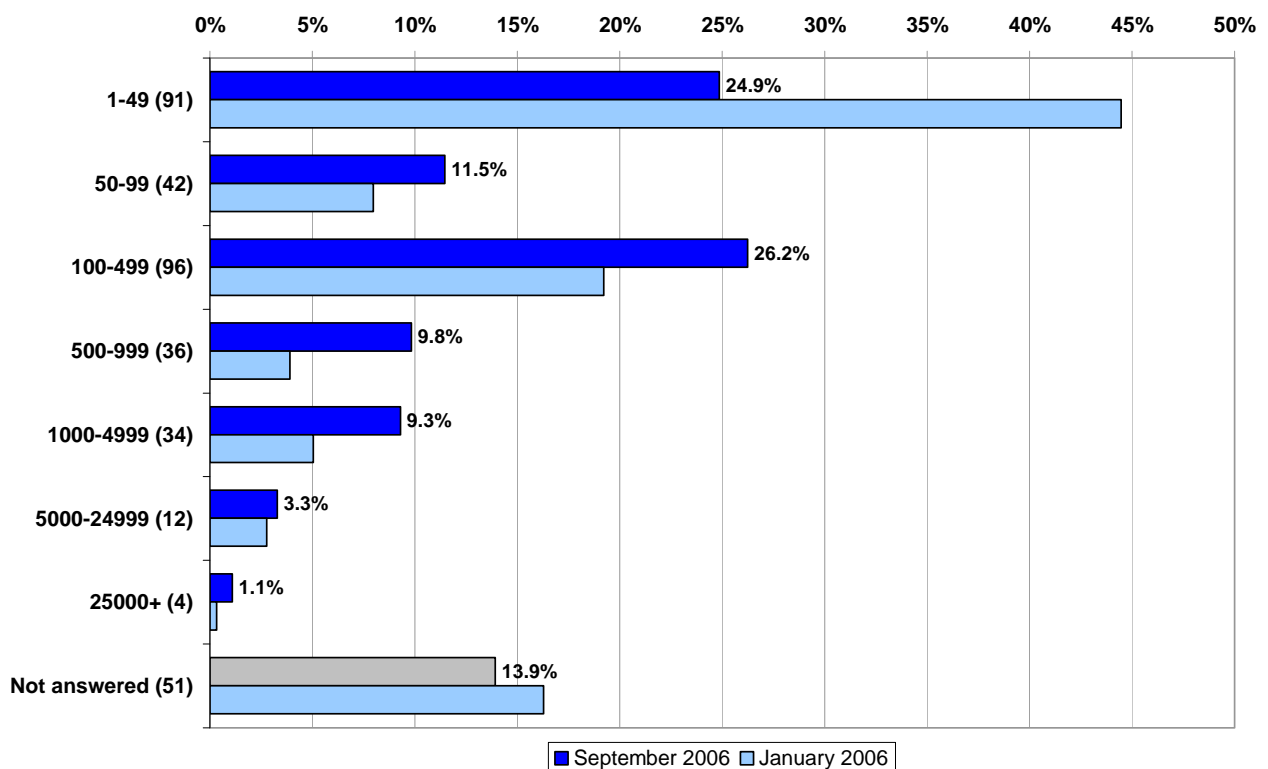
Who responded?

The charts below show how long respondents have been registrars/members and how many domain names are held on their tag(s). Both charts give comparisons with the results of the January 2006 survey.

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



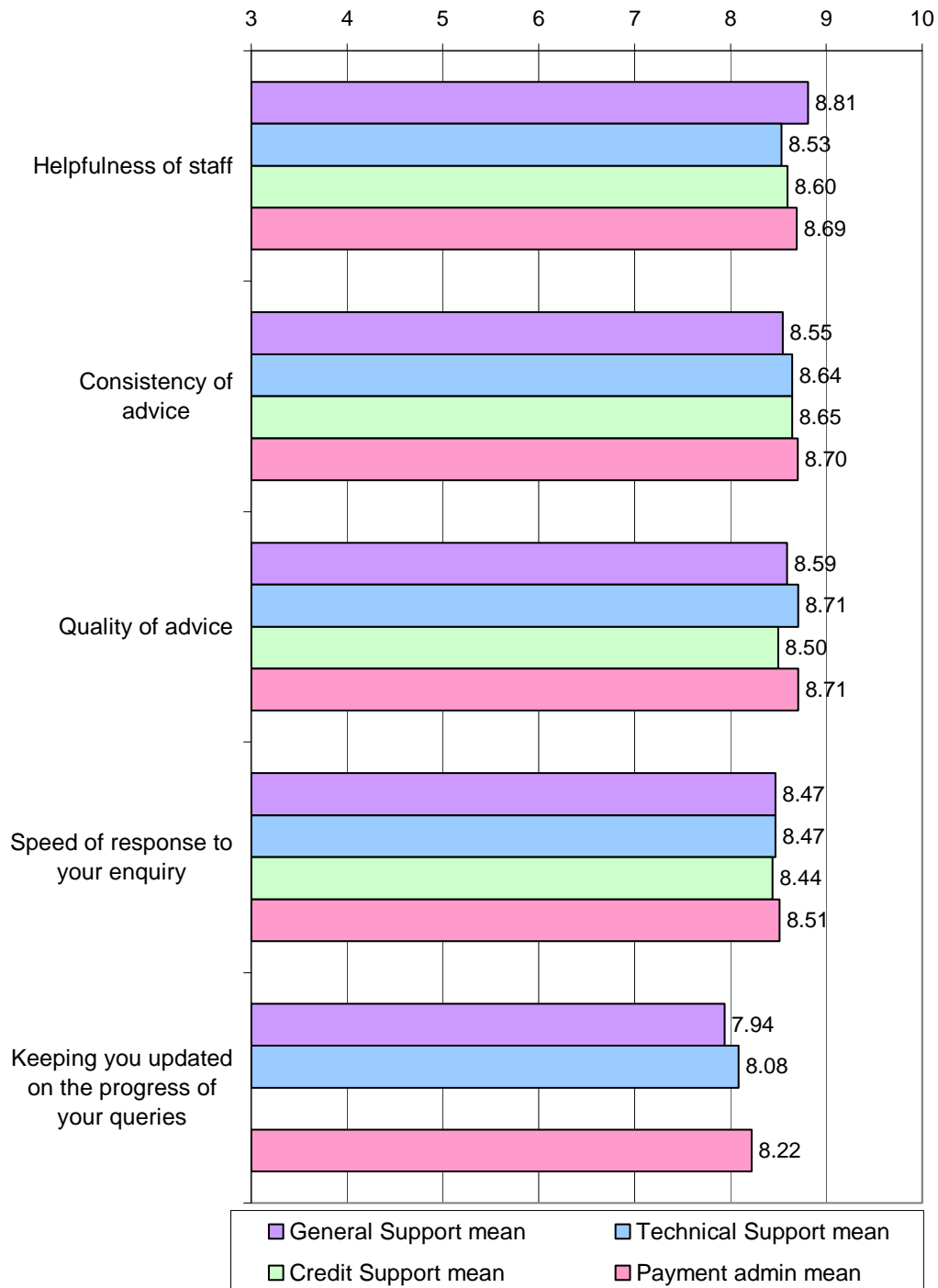
How many domain names are currently held on your tag/tags?



Overall Results

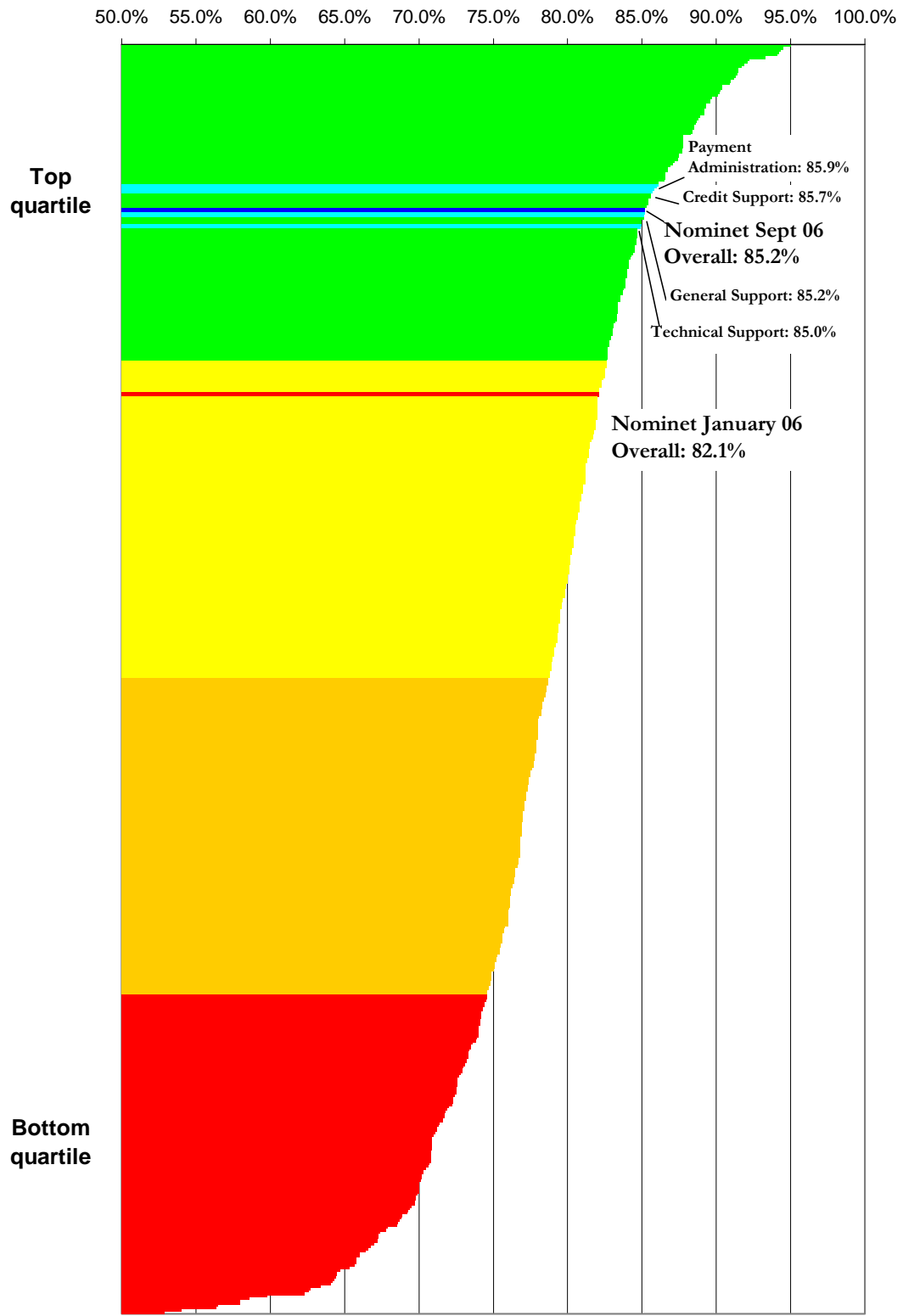
Comparison across teams

Some of the same requirements appeared in different sections of the questionnaire. The chart below shows a satisfaction score for each team against the five criteria that were common to most of them. This allows us to identify best practice within the teams.



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 related to each section of the questionnaire. The responses to these questions are reported below.

Have you used our Online Service to make modifications to your contact details?

No 50.2 % Yes 49.8 %

Have you used our Online Service to give us your organisation's public contact information and public advert?

No 75.7 % Yes 24.3 %

If you are a member of Nominet, do you know that you can apply to display our Membership Logo on your web site and printed materials?

Yes 57.1 % No 42.9 %

Do you know that you can use our Online Service to add more contacts to our mailing lists?

Yes 49.7 % No 44.9 % Not answered 5.4 %

Are you aware that Nominet holds tag information days around the country?

Yes 75.4 % No 19.2 % Not answered 5.4 %

Have you used our Online Service to reconcile your account?

No 63.6 % Yes 35.7 % Not answered 0.07 %

Have you used our Online Service to obtain copy invoices?

No 61.4 % Yes 37.9 % Not answered 0.07 %

Are you aware that you can use our Online Service to opt in or opt out of receiving advance warnings for domain name renewals?

No 62.1 % No 37.2 % Not answered 0.07 %

Do you know that we will send you an email to warn you if you are approaching your credit limit?

Yes 52.9 % No 46.4 % Not answered 0.07 %

Do you know that we have a direct phone line (+44 (0) 1865 332348) for payments and enquiries?

Yes 54.1 % No 44.6 % Not answered 1.4 %

Do you know that we have a secure fax (+44 (0) 1865 332401) for payments by credit card?

No 63.5 % Yes 35.1 % Not answered 1.4 %

General questions

We also asked a series of more general questions. The responses to these questions are reported below.

Should Nominet promote the .uk brand?

Yes 59.6 % No 15.0 % Not answered 25.4 %

Do you work with resellers (i.e. agents who sell domain names on your behalf)?

No 67.5 % Yes 24.6 % Not answered 7.9 %

If yes, how many are you working with?

1-10 56.7 % 11-50 23.3 % 51-100 6.7 % 100+ 13.3 %

How informative is Nominet News?

Very informative 22.2 % Informative 44.8 % Not very informative 5.2 % Not answered 27.8 %

We asked you what further topics you would like to read about in Nominet News. The three main topics were: legal cases and Internet law (52.2 %), technology (42.9 %) and security (41.8 %). Other topics of interest included: industry developments, updates and comments on industry events, future gazing stories.

Do you participate in nom-steer?

No 62.0 % Yes 18.3 % Not answered 19.7 %

The three main reasons for not participating in nom-steer were given as: lack of awareness, lack of time, and of no relevance.

Do you receive nom-announce emails?

Yes 92.5 % No 3.0 % Not answered 4.5 %

How informative are nom-announce emails?

Very informative 49.3 % Informative 44.1 % Not very informative 5.0 % Not answered 1.6 %

For what purpose do you most commonly use our web site?

The three main reasons given for using our web site were: accessing our online services (54.6 %), accessing other tools and services (41.3 %) and finding information or advice for your clients (39.3 %). Other reasons for use were: referring to Terms and Conditions, keeping up to date with Nominet news, checking acceptable use policies, finding out about the Dispute Resolution Service.

Do you find it easy to find the information you are looking for from our web site?

Very easy 40.3 % Easy 45.4 % Difficult 4.7 % Not answered 9.6 %

How would you describe our web site?

Very informative 31.0 % Informative 48.0 % Not very informative 11.0 % Not answered 10.0 %

How easy is it to navigate our web site?

Very easy 21.0 % Easy 57.5 % Difficult 11.5 % Not answered 10.0 %

What one improvement should Nominet make to the service they provide?

Suggestions given were: web based administration/management of domain names/account (27.0%), update/improve procedures (20.8%), improve payment of account procedures (5.1%), review costs (5.1%), introduce an API (2.2), improve response times (2.2%), introduce EPP (2.2%).

What other benefits would you like to see Nominet make to the service they provide?

Other benefits you would like to see us make to the service we provide were:

Member/registrar specific newsletter (47.3%)

Access to Internet and domain name market intelligence on a regular basis (39.6%)

The opportunity to improve the profitability of your organisation through the exchange of best practice (22.7%)

The opportunity to take part in workshops and seminars on various Internet and domain name issues (22.1%)

Co-marketing – i.e. joint marketing activities with Nominet (18.3%)

Networking opportunities with peer groups (16.9%)

The opportunity to meet senior industry and government leaders and opinion formers (9.6%)

Communication of collective member messages to the media industry/government/society at both national and global levels (8.5%)

The opportunity to contribute articles/interviews/book reviews to an industry specific magazine (7.7%).

What, if any, action should be taken with regard to .net.uk?

Restrict .net.uk for ISPs/network operators who meet strict eligibility criteria (30.9%)

Open .net.uk with a charter to indicate its suggested use for ISPs/network operators but without restrictions to enforce (16.9%)

Open .net.uk completely with everyone encouraged to register (10.7%)

Close .net.uk to new registrations (1.6%)

How does Nominet's service compare to your other gTLDs?

Better 38.5% Same 27.9% Worse 15.3% Not applicable 4.6% Not answered 13.7%

Reasons given by those who think our service is better include: easy/effective systems, automaton system, contactable and approachable, helpful staff, supportive, responsive to queries, quicker, UK based, pricing and web site.

Reasons given by those who think our service is worse include: processes/systems too complicated, limited services/online tools, old-fashioned systems, pricing, not customer oriented and poor policies.

How important is membership of Nominet to you?

Very important 51.4%

Just a supplier 19.4%

Just a way to get discount 7.4%

Most important supplier 2.5%

Other 5.5%

Not answered 13.9%

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