

Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out in February 2009 and involved 90 telephone interviews with 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 gaining valuable feedback. We would like to thank everyone who participated.

It is vital to us that our Member and Registrar Support, Systems Support and Payments teams give a consistently high level of support. Therefore in the interviews we asked registrars to answer a series of specific questions only about the team that they had recently had experience of. As well as rating satisfaction levels, we also asked them to let us know how much importance they place on our services. Any discrepancies between your expectations and our performance make us aware of areas for improvement that we need to focus on.

The sample of 90 customers can provide us with a reliable guide to the satisfaction of our customers because, not only 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 areas we asked about in our survey were ease of initial contact and the knowledge, accuracy, efficiency and friendliness of our staff. All five areas have recorded an increase in average satisfaction since the previous survey.

Consequently our overall satisfaction index has increased to 92.1%. 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, and represents an above average performance.

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. As in previous surveys, your most important requirements are accuracy of response to your queries and ease of initial contact.

Your level of satisfaction is generally very good, with all five requirements being given an average satisfaction score of over 9.00. We are pleased to see increases in satisfaction levels for all our teams, which indicates that they are providing a high level of service to our members and registrars.

Member and Registrar Support	increased to 92.1 %
Registrar Systems Support	increased to 88.3 %
Payment Administration	increased to 95.7 %

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

Improvements in response to your feedback

Following our trial earlier this year, we have now extended the opening times of the support lines for both our member and registrar and our registrant services. Support lines are now open from 8am – 6pm Monday to Friday.

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

We have implemented the next stage of changes to our renewals process. Now that we no longer send pro forma invoices to registrants for direct renewal at the full £80 rate, we have developed a series of reminder emails, sent at various stages after the domain name has expired. You can supply us with a message and link that will be included in these renewal reminders to registrants on your account. This message will supplement your existing renewal reminder process to encourage your registrants to renew through you. If one of your customers does try to renew directly with us, you can now display your own message and renewal link on our renewal payment page, giving you a final attempt to retain your customer.

We have launched a beta version of our registrar dashboard. As part of our registrar resources, the dashboard is available in the registrar section of your online service account. It is intended to give you information and statistics about how your business is performing. You can view raw data and charts on new registrations, transfers and renewals on your account or, if you use more than one tag, by tag. Registrars are segmented by number of domain names, and benchmarking data is provided to help you evaluate your .uk business.

In response to customer requests we have developed an alternative set of EPP schemas that more closely match those used by other gTLDs.. Using our standard EPP schemas will give you basic access to the register via EPP, whilst using Nominet EPP schemas will give you a greater level of control. Both systems use the same EPP server and can be used either in isolation or in conjunction.

We have introduced a new function that allows you to lock a domain name that you suspect is involved in phishing activity. The phishing lock can be applied to individual domain names or whole accounts containing any number of domain names. It removes the domain name from the zone file and prevents any further changes being made, such as registrar changes or nameserver modifications. There is also an unlock operation to remove the phishing lock.

Summary of responses

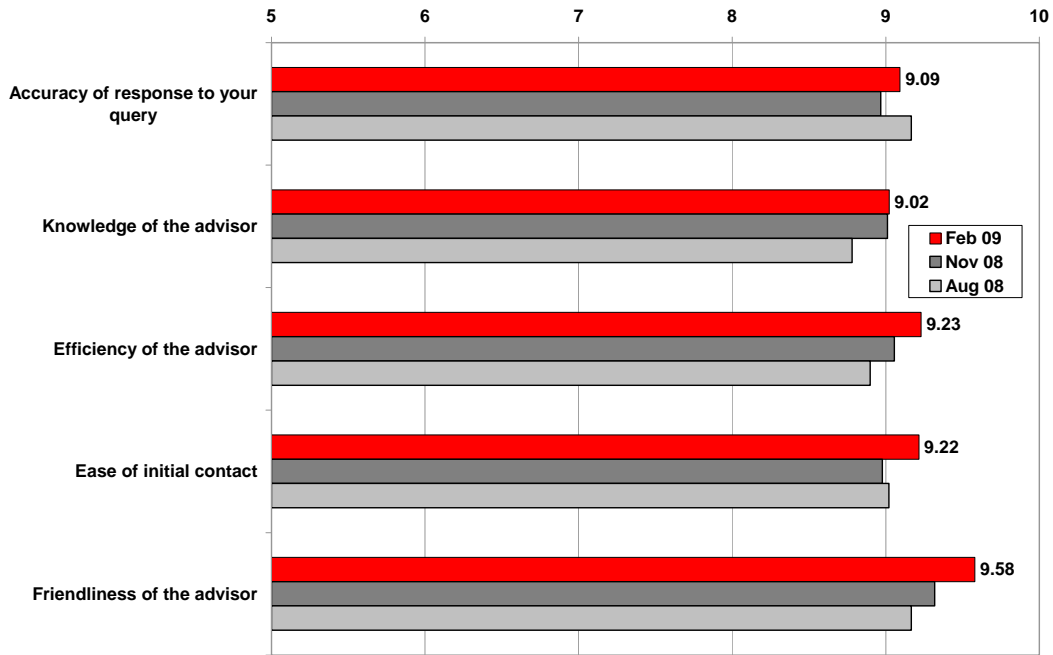
The survey included additional questions and we summarise your answers below. We also encouraged you to give us your comments, compliments and criticisms about Nominet and our services. Your responses to all of these questions and your suggestions are of value to us.

Results

Overall satisfaction ratings

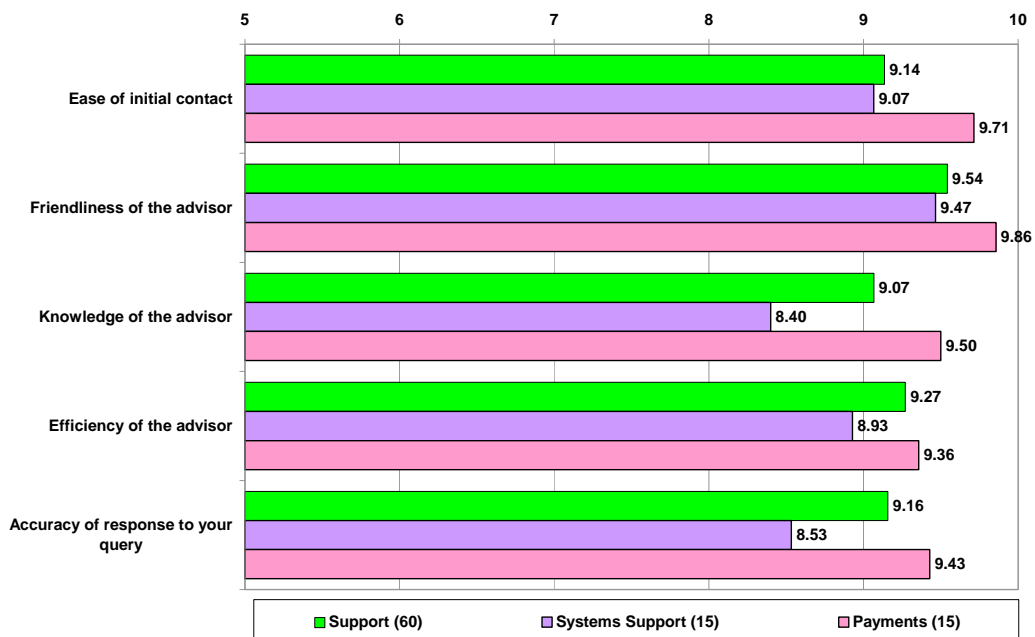
Registrars were asked to score their level of satisfaction with our performance on the same five criteria, giving a mark out of ten, where one signifies 'completely dissatisfied' and ten signifies completely satisfied.

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

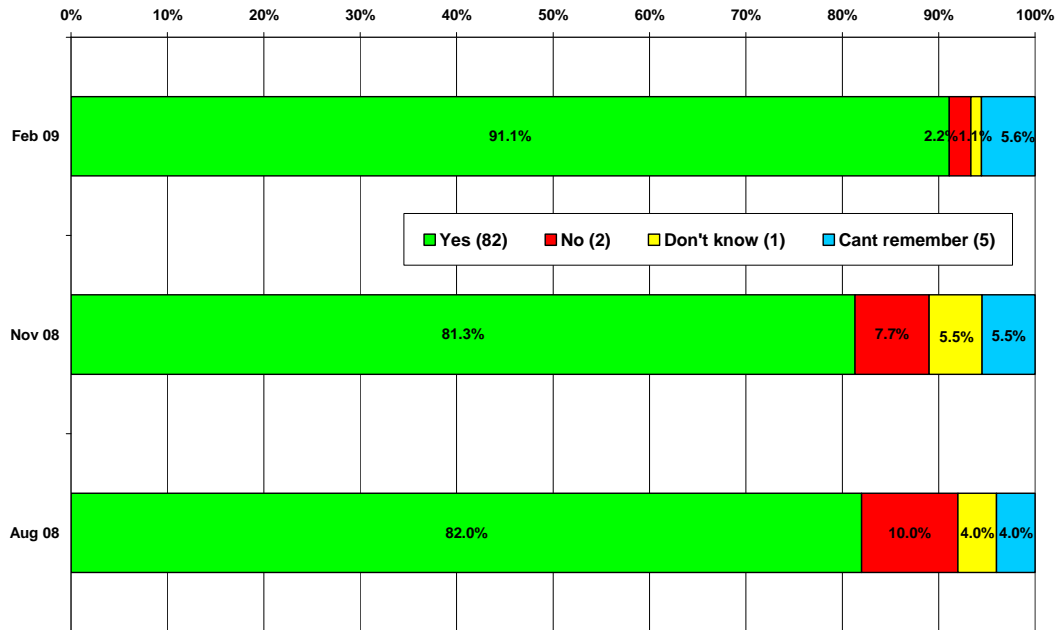
The league table shows our success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing our performance against that of all other organisations that they have used.



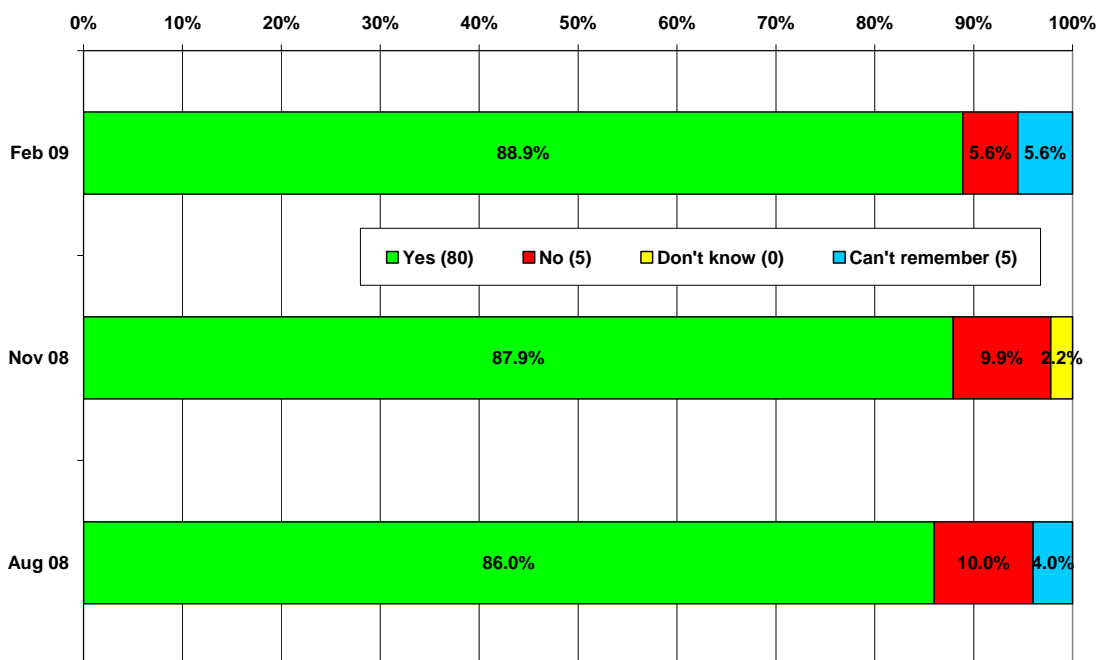
Additional questions

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

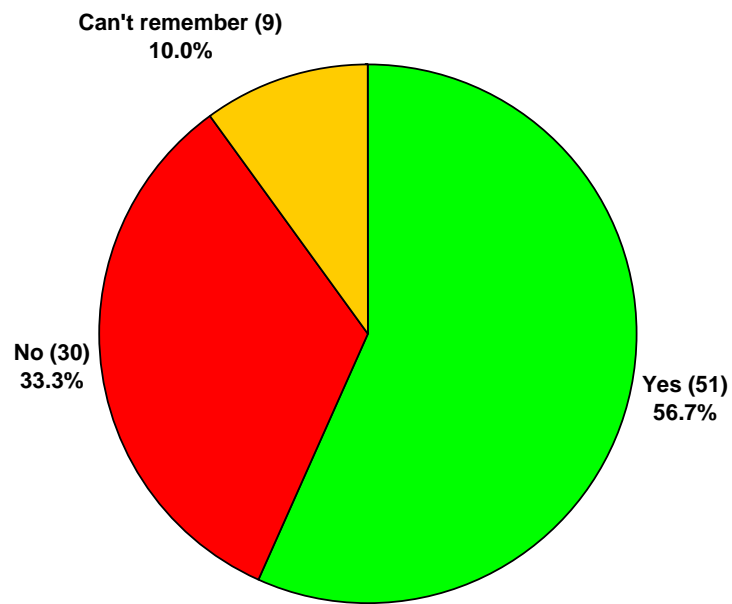
When you called us, did you get through to the department you wanted first time?



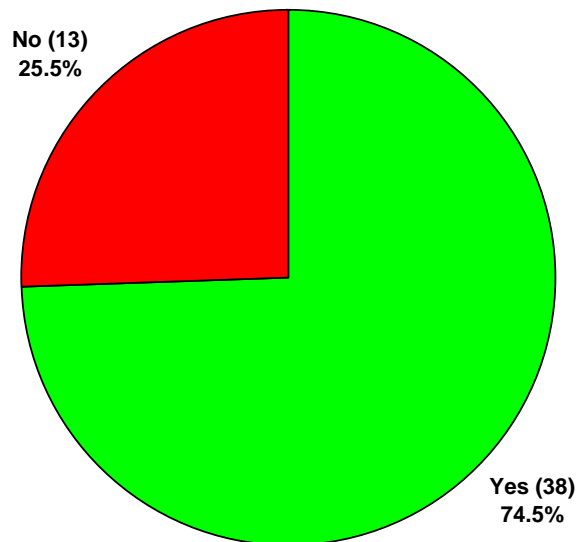
Was the advisor able to solve the query?



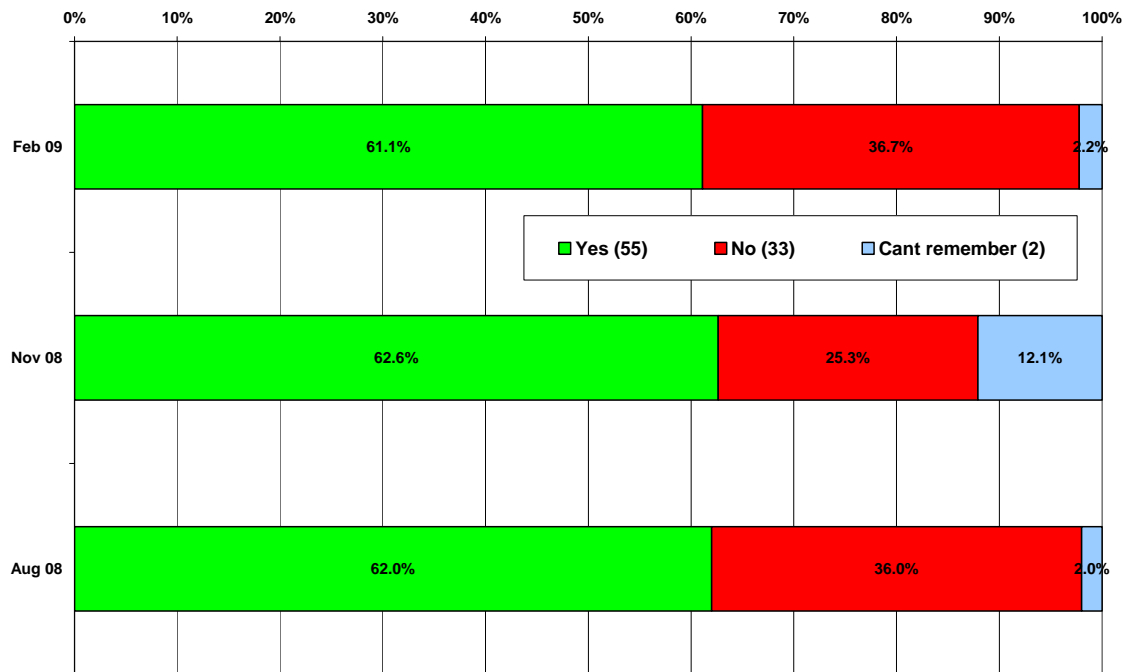
Did you visit our online service before calling us?



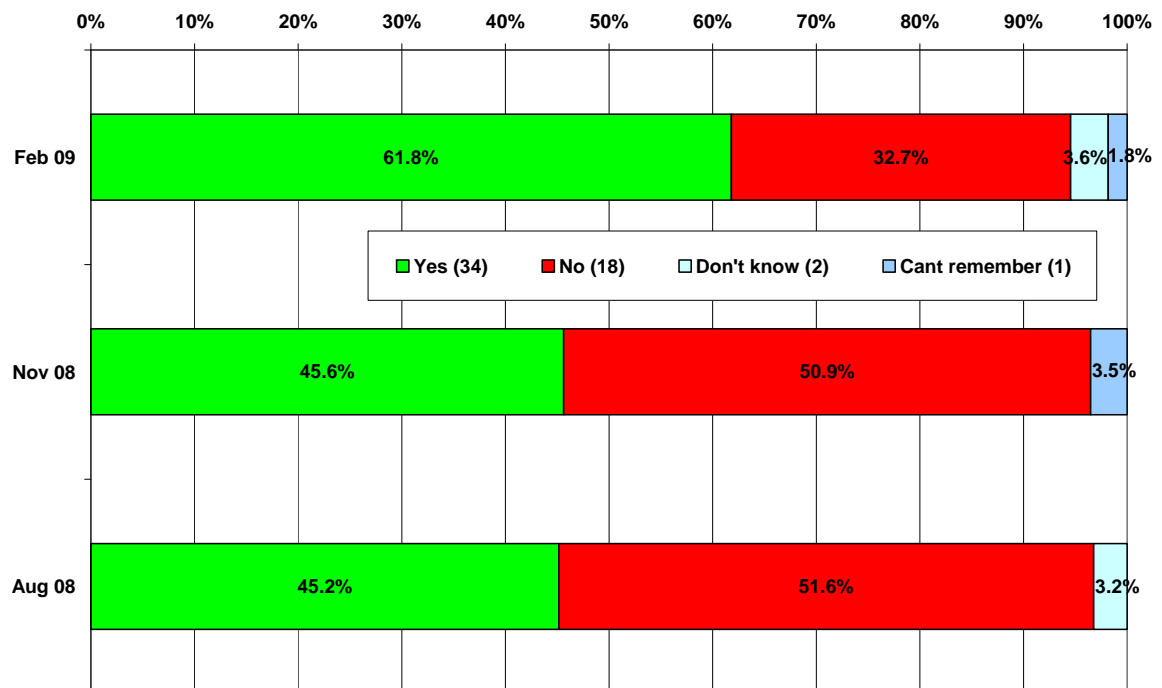
Do you find it easy to access information you need in our online service?



Did you visit our web site before calling us?



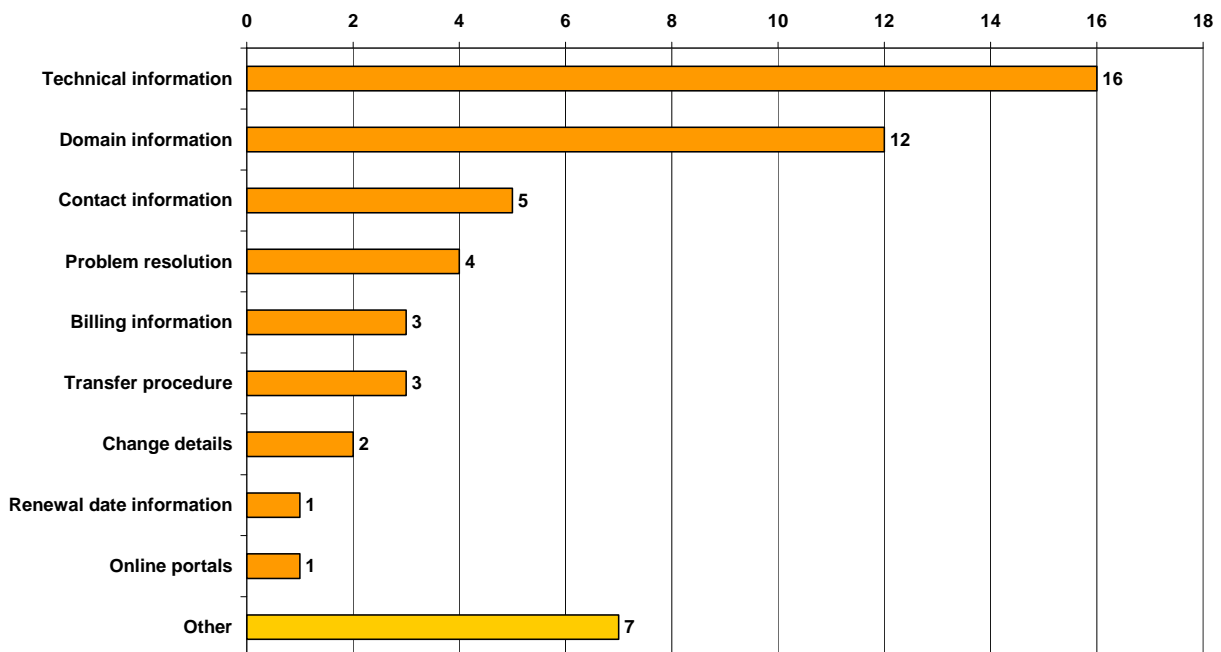
Did you find the information you were looking for on the web site?



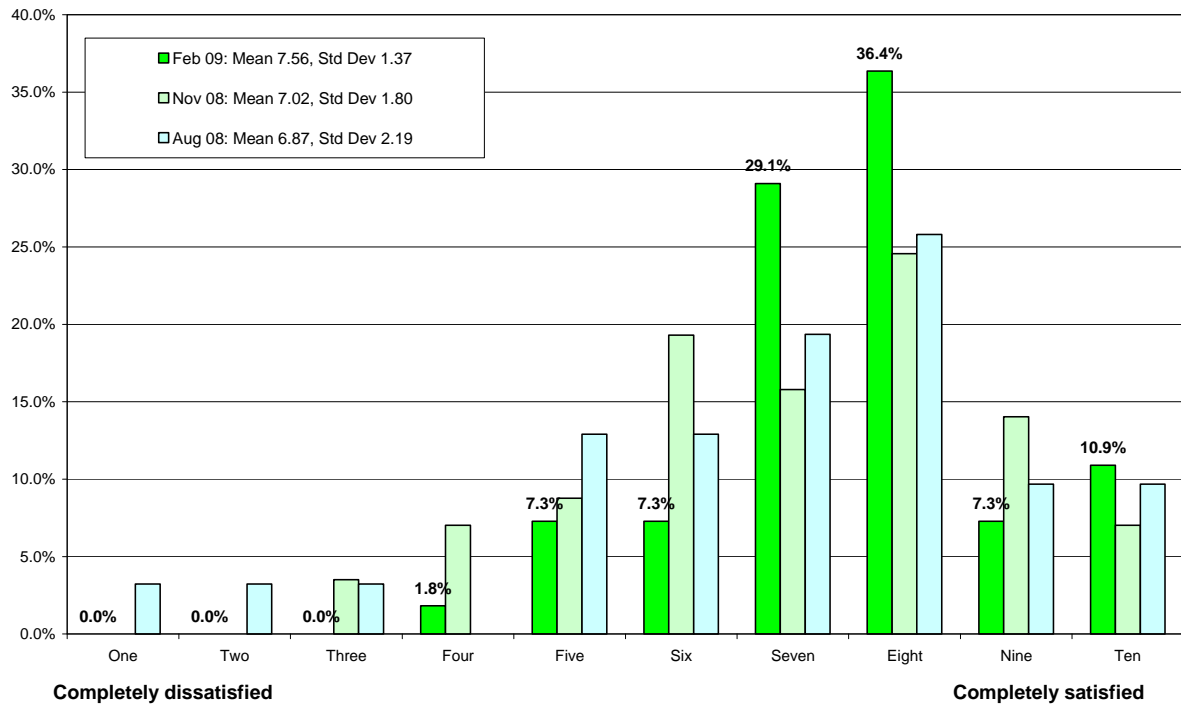
If you did not find the information you were looking for on the web site, is this the reason you called us?



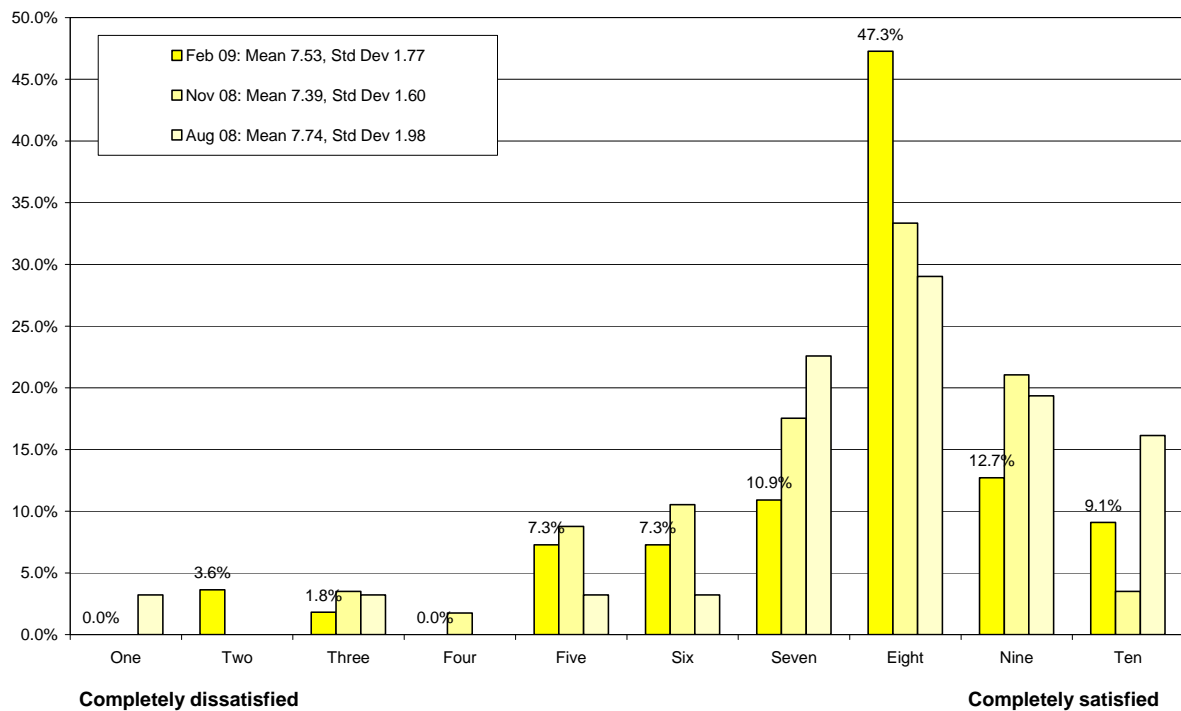
What type of information were you looking for?



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?

