

Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out during September 2009 and involved 70 telephone interviews with randomly selected registrars, who had recently contacted three teams (General Support, Registrar Systems Support and Payments) in our Member and Registrar Services Department. The Leadership Factor conducted the interviews, asking questions that covered the five criteria of most importance to customers. We would like to thank all who participated for giving us their valuable feedback.

It is important to us that our three customer facing 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 contacted. 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 70 customers does provide us with a reliable guide to registrars' satisfaction with our services 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 accurate results at an overall level.

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.

Accuracy of response continues to be your most important requirement, although the three requirements of knowledge, efficiency and friendliness of the advisor have all shown an increase in stated importance since the previous survey. As your satisfaction level has also increased for these requirements, this means that satisfaction for all five requirements is now at or above the 90% level.

Consequently, our overall satisfaction index has increased to 91% from 89.6%. This score represents an above average performance that keeps 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, and places us in the top 4% of companies.

The overall satisfaction scores recorded in the survey range from 90% to 93.5%. This indicates a good level of satisfaction with each of the five requirements and suggests that our teams are continuing to provide a high level of service to our members and registrars.

Member and Registrar Support	increased to 91% from 88%
Registrar Systems Support	maintained at 90%
Payment Administration	increased to 97% from 95%

The requirement you are once again most satisfied with and scored most highly is friendliness of the advisor, and your comments still show that you value being able to talk to us. It remains important that we examine and understand the reasons for dissatisfaction behind any low scores. Therefore we have encouraged our registrars to tell us why they have awarded any low satisfaction scores for any requirement

Improvements in response to your feedback

In their feedback, some registrars continue to ask for telephone support outside of office hours. We have been providing this type of support for some time to registrars for technical emergencies preventing the registration and renewal of domain names. The telephone number to call is 01606 866663 and it can be found in the registrar section of your online service account (in the panel on the right hand side).

¹ Satisfaction Index™ is a registered trade mark of The Leadership Factor

Our standard version of EPP has now gone live. Although this standard version of EPP has more limited functionality than that offered by Nominet EPP, it does use data structures that match those used by many other registry operators and may be an easier solution to implement for registrars familiar with EPP from other registries.

Registrars can now download a list of all tags that accept tag changes. This list also includes the registrars' trading names and the handshake settings appropriate for each tag. We have excluded tags that do not accept tag changes from the list. This function will enable our registrars to help customers change registrar.

We have made some further changes to the welcome email, removing the secure link for the registrant to log into Nominet Online Service. Removing this link reduces confusion and also encourages the registrant to continue to manage their domain name via their registrar. Please also remember that registrars do have the ability to add custom messages to welcome emails.

We have developed a new process for dealing with domain names that are incorrectly [opted out](#) of the WHOIS. There is no change to our policy, however the new process provides a more structured approach to managing incorrect opt-out and improves the level of communication with registrars and registrants in resolving incorrect opt-out and enforced opt-in to the WHOIS where appropriate.

Please note that we will shortly be making some changes to the Acceptable Use Policies for our registrar systems ([Automaton](#), [EPP](#) and [Web Domain Manager](#)). Although our systems are robust, we will take steps to protect them if any registrar uses them in such a way that it affects performance. In future the new AUPs will help minimise the impact of this kind of occurrence on our registrars.

Summary of responses

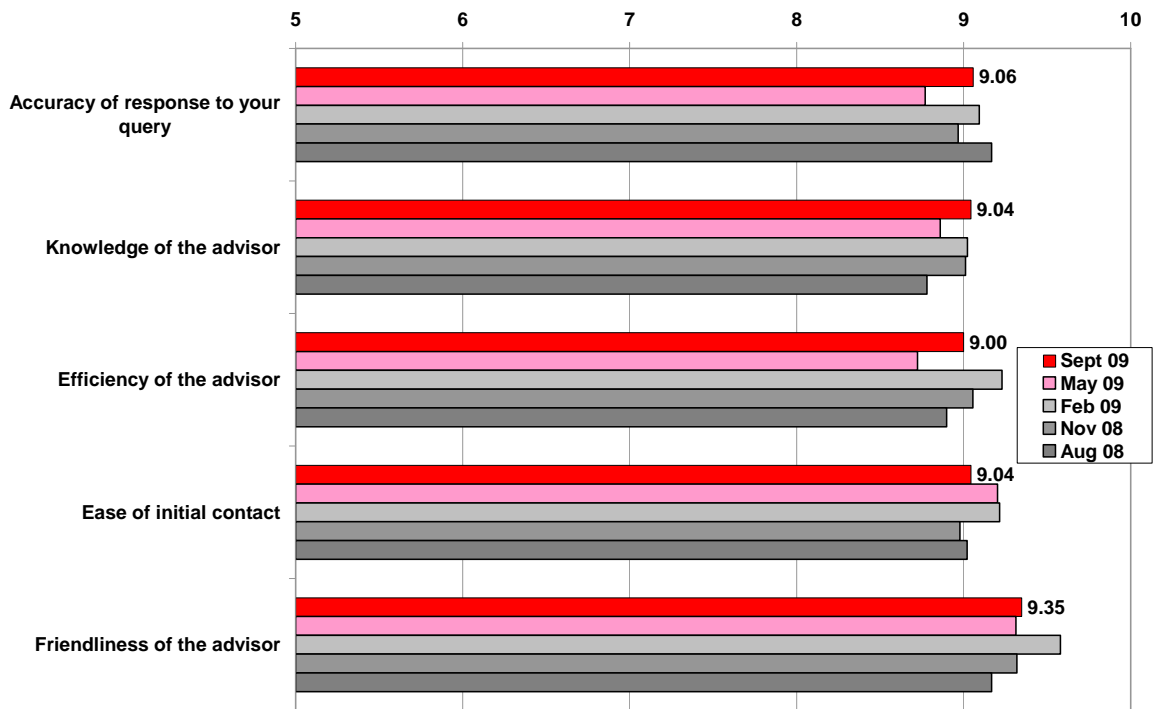
The survey included additional questions and we summarise your answers below. We also encouraged you to give us your comments, compliments and criticisms about Nominet and our services. Your responses to all of these questions and your suggestions are of value to us.

Results

Overall satisfaction ratings

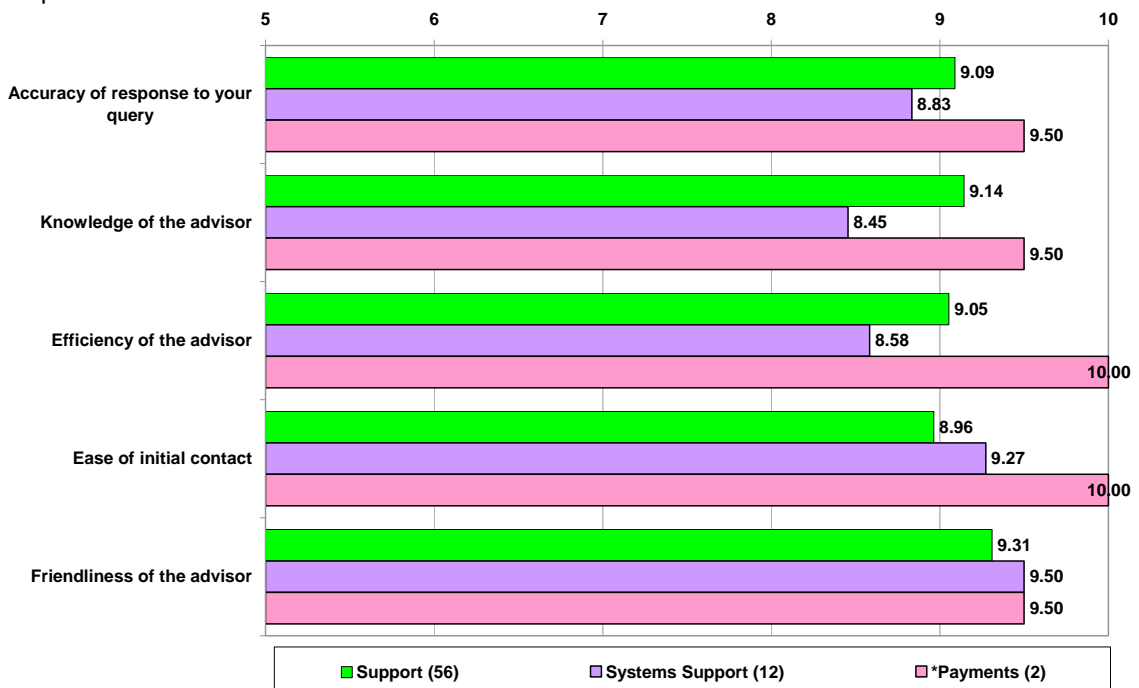
Registrars were asked to score their level of satisfaction with our performance on the same five criteria, giving a mark out of ten, where one signifies 'completely dissatisfied' and ten signifies completely satisfied.

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.



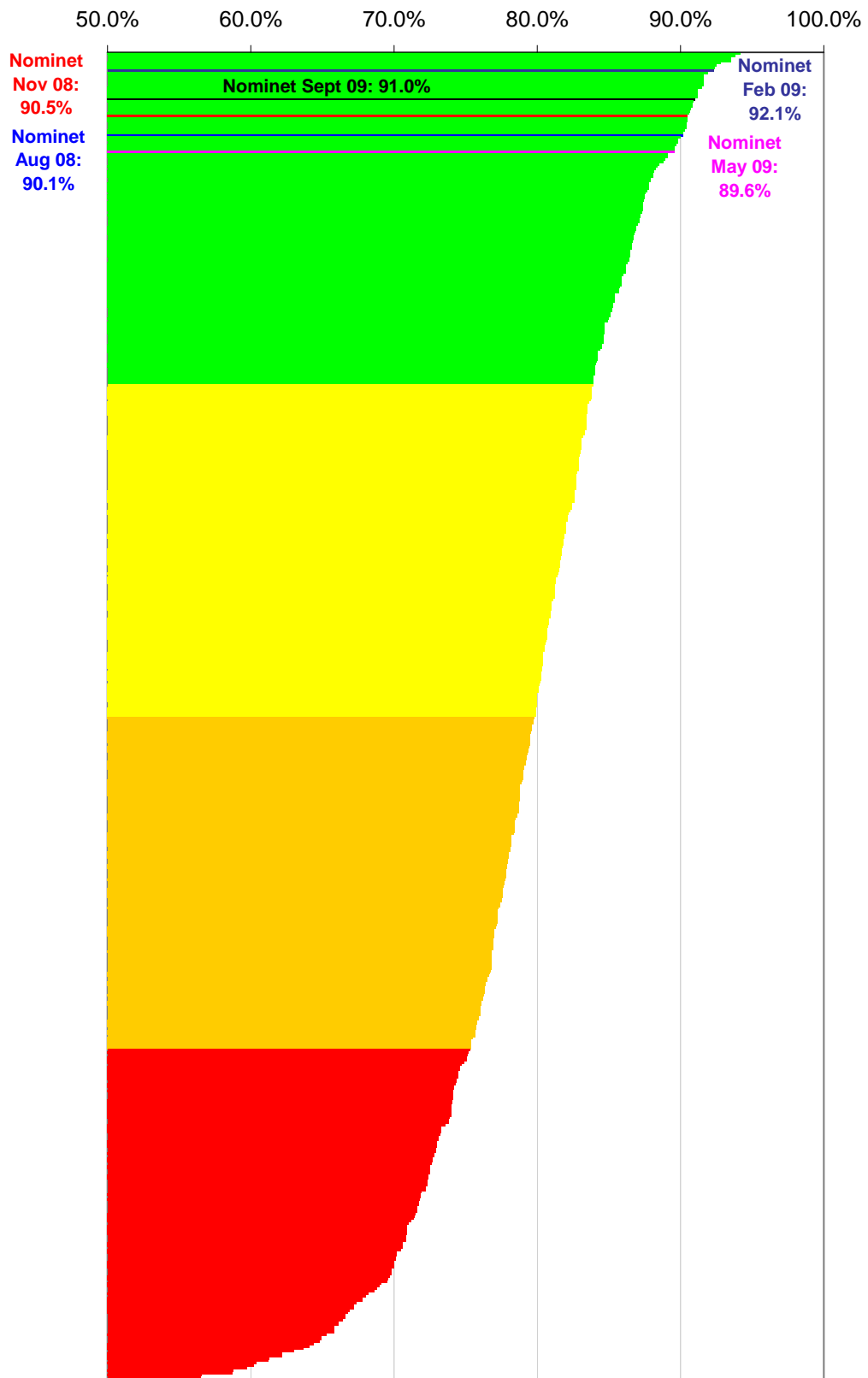
Comparison across teams

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



Satisfaction Index™ League Table

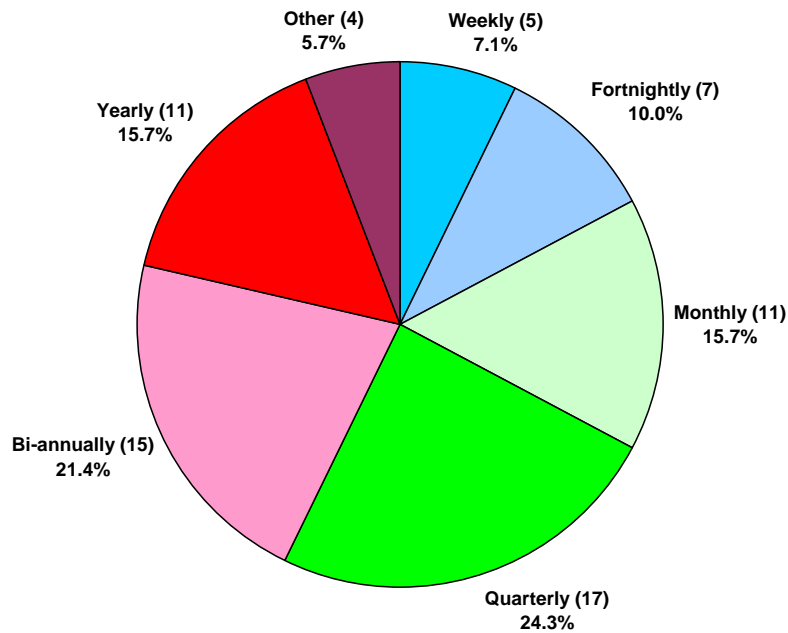
The league table shows our success in satisfying customers compared with other organisations generally. This is the most useful benchmark of customer satisfaction since customers make these judgements by comparing our performance against that of all other organisations that they have used.



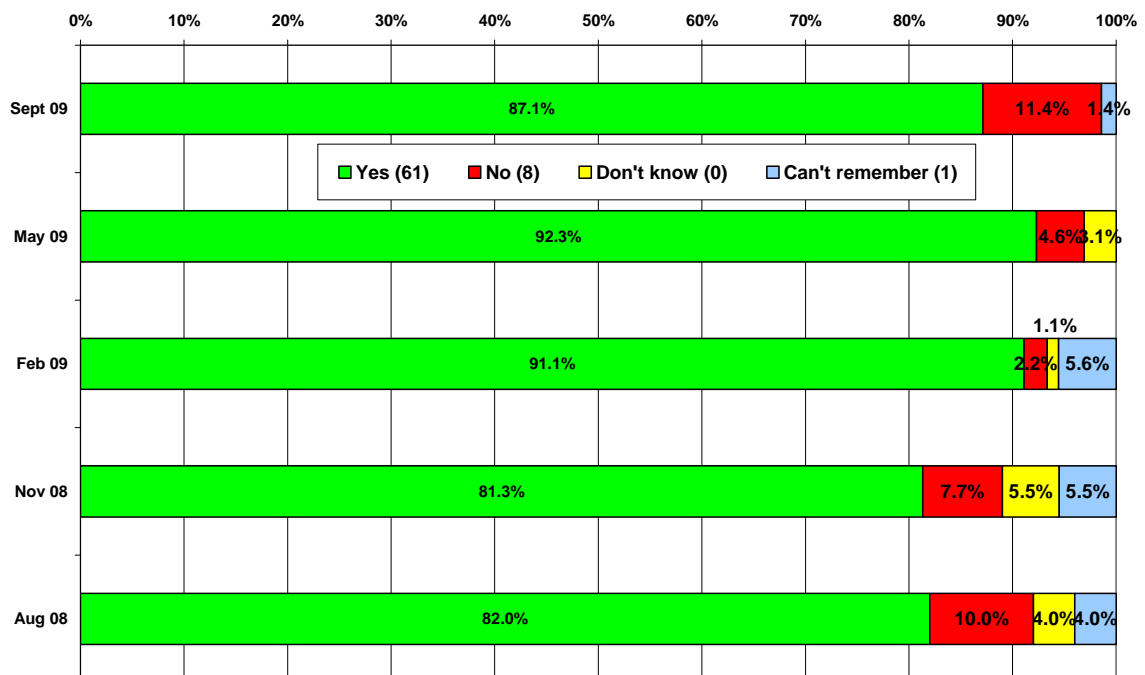
Additional questions

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

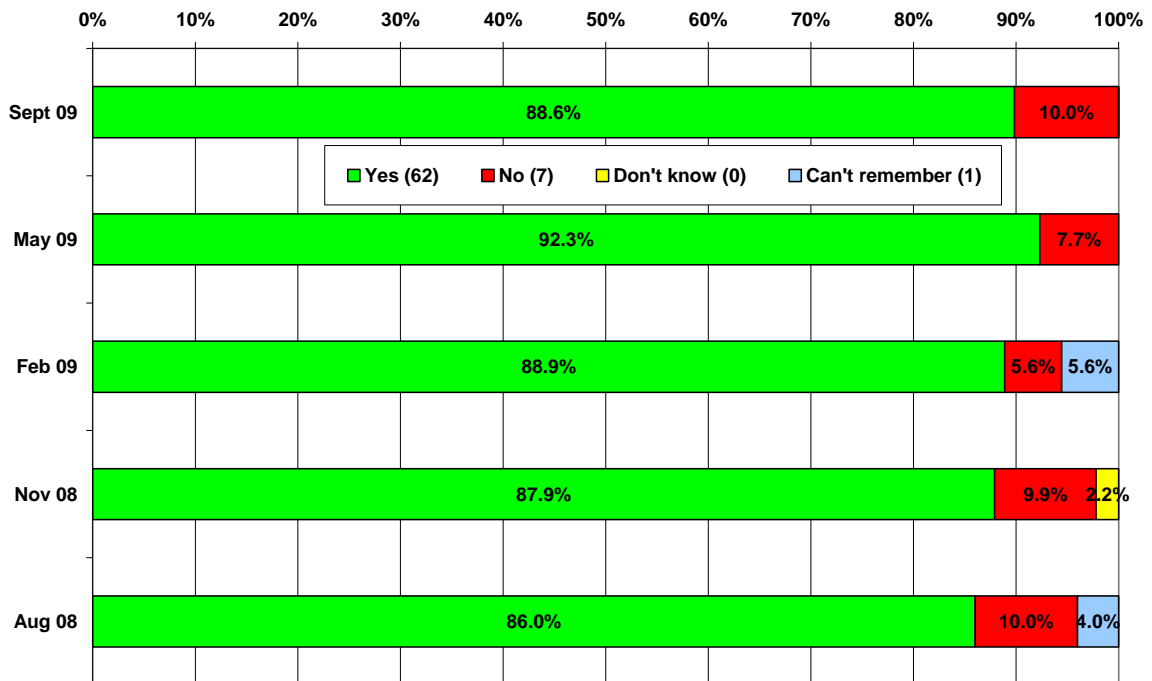
How often do you call Nominet?



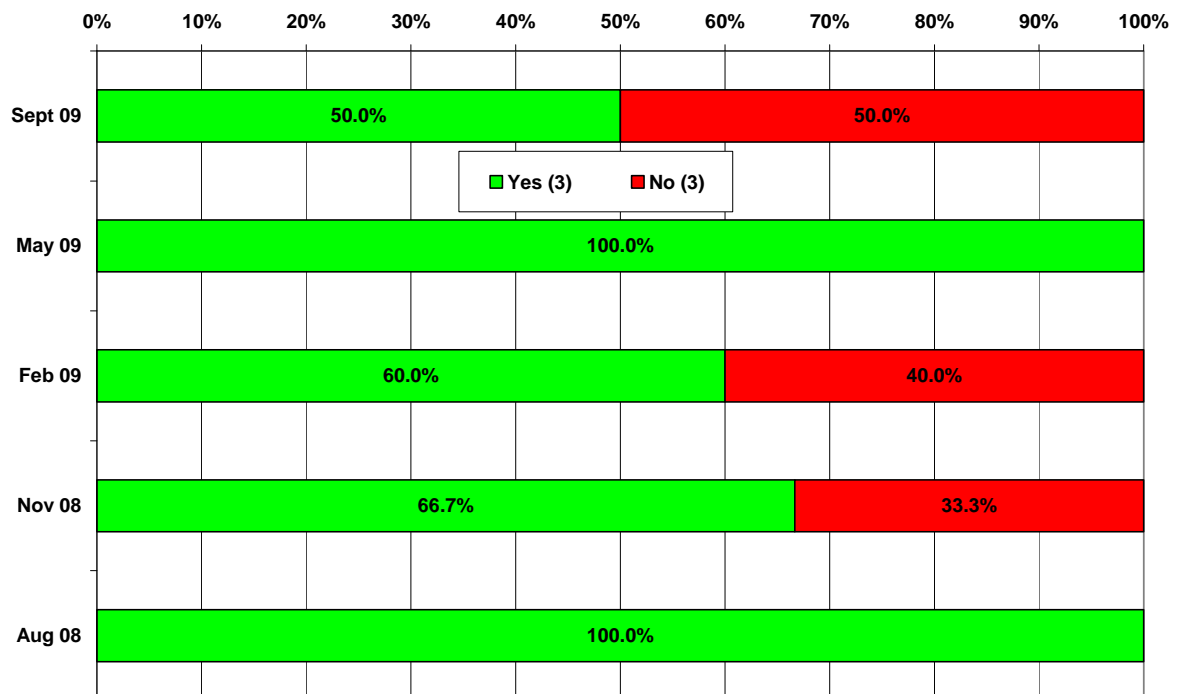
When you called us, did you get through to the department you wanted first time?



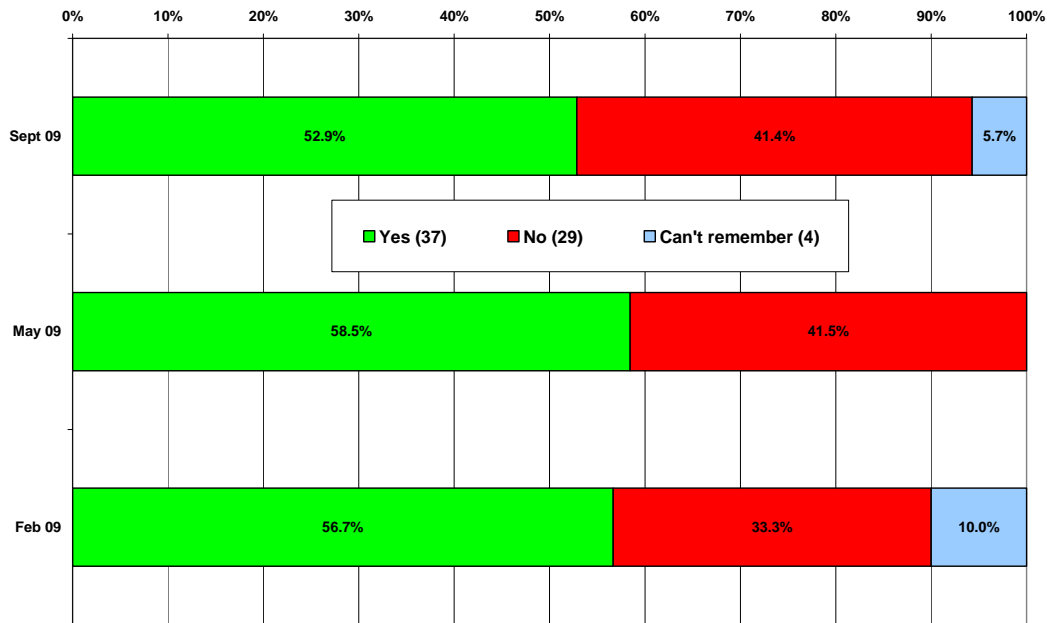
Was the advisor able to solve the query?



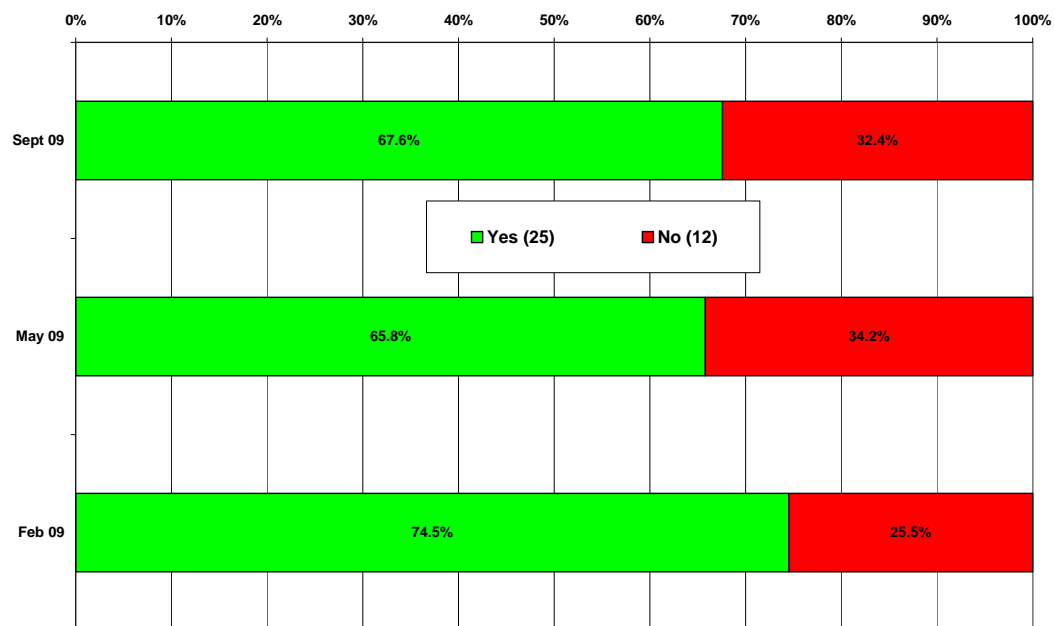
If not, did the advisor offer you further help?



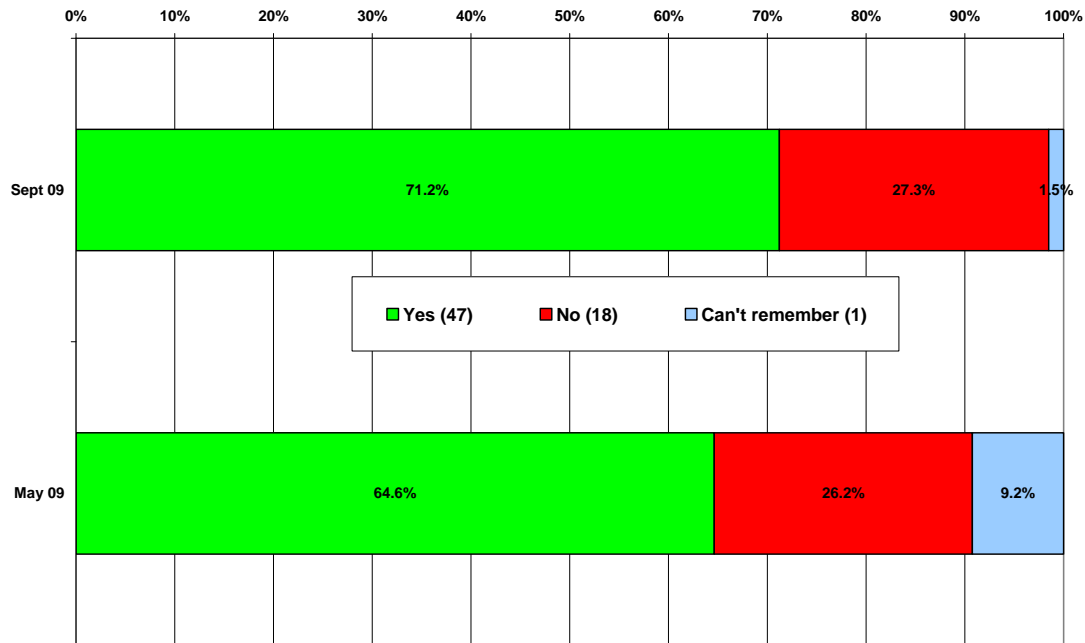
Did you visit our online service before calling us?



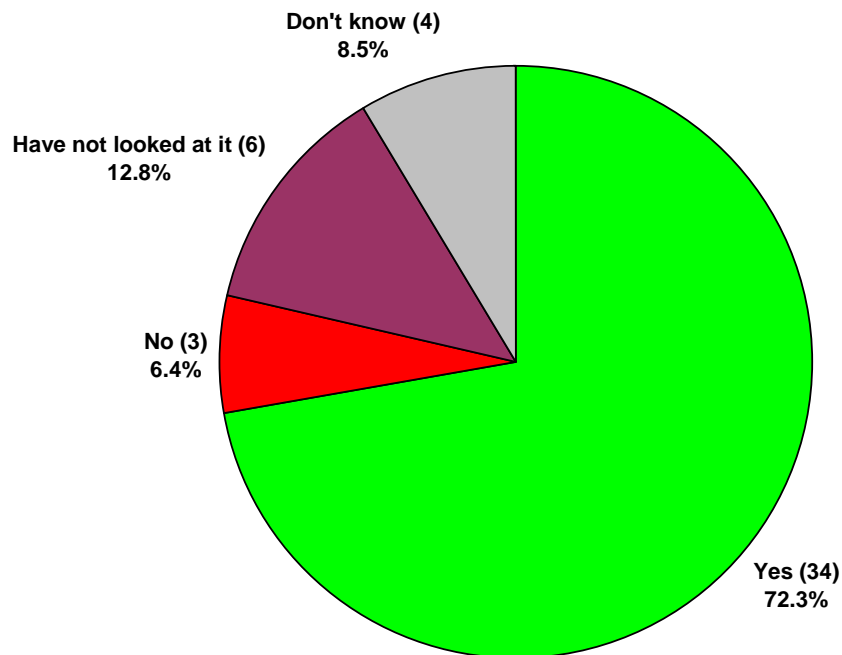
Do you find it easy to access information you need in our online service?



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



Did you find this information useful?



Did you visit our web site before calling us?



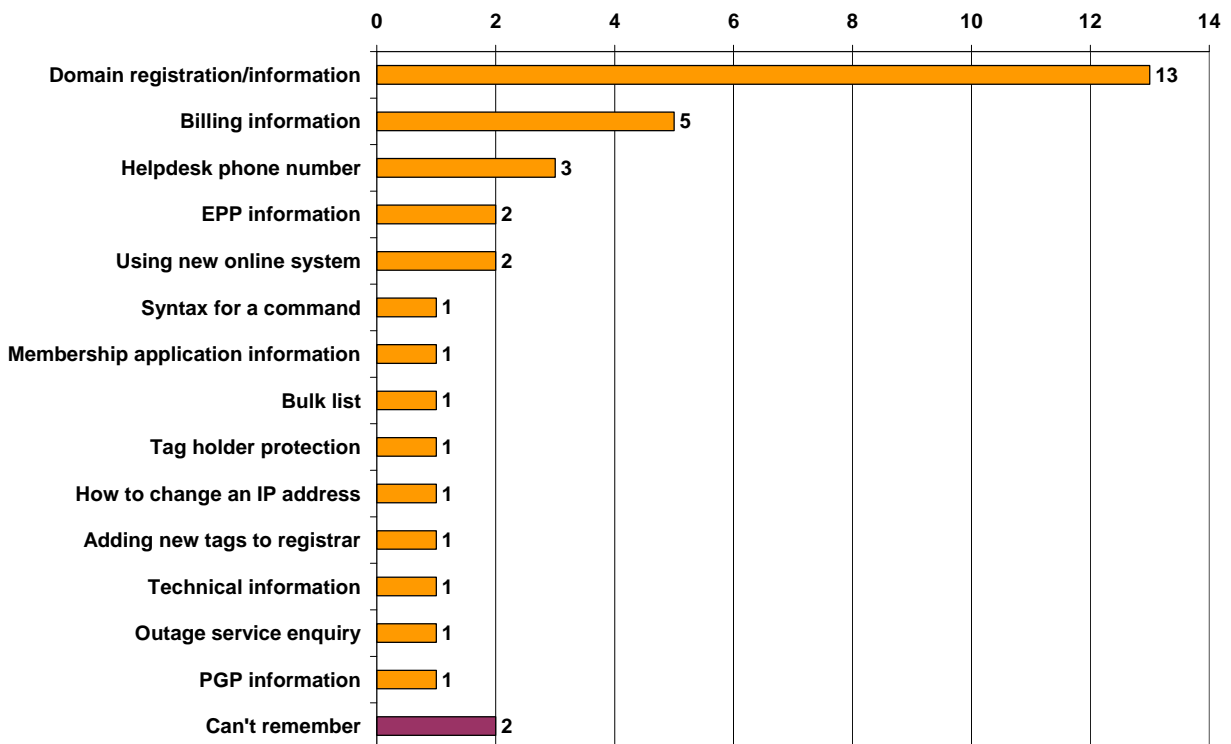
Did you find the information you were looking for on the web site?



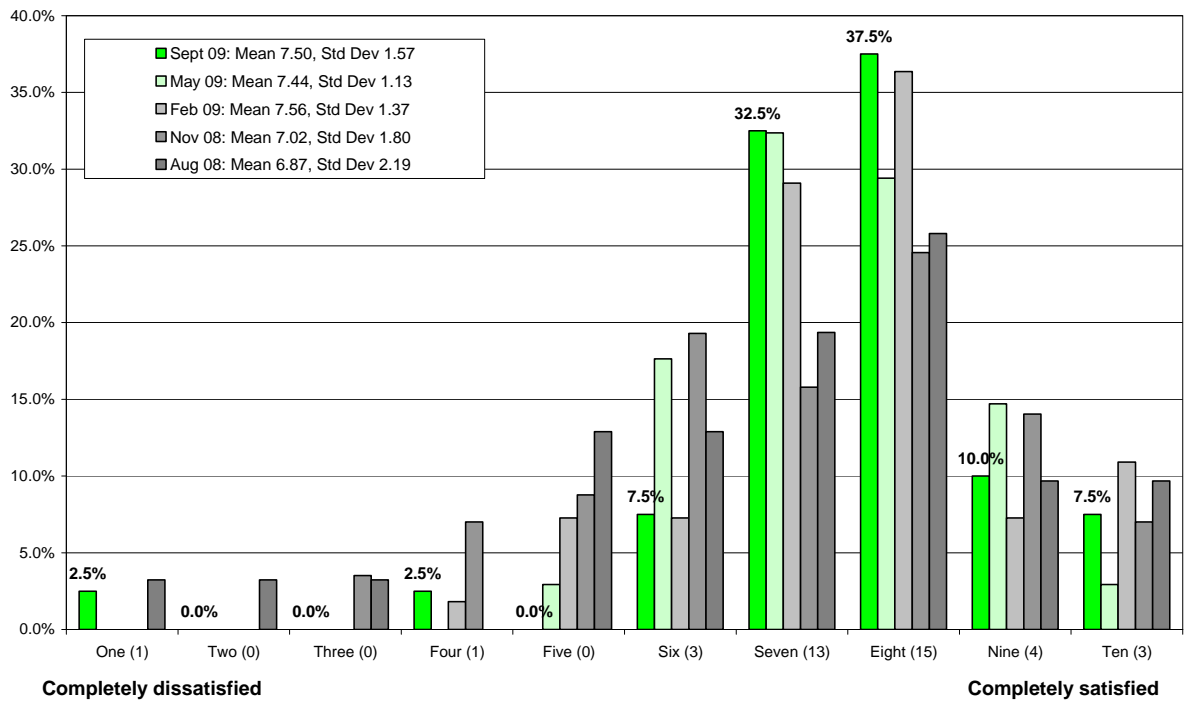
If you did not find the information you were looking for on the web site, is this the reason why you called us?



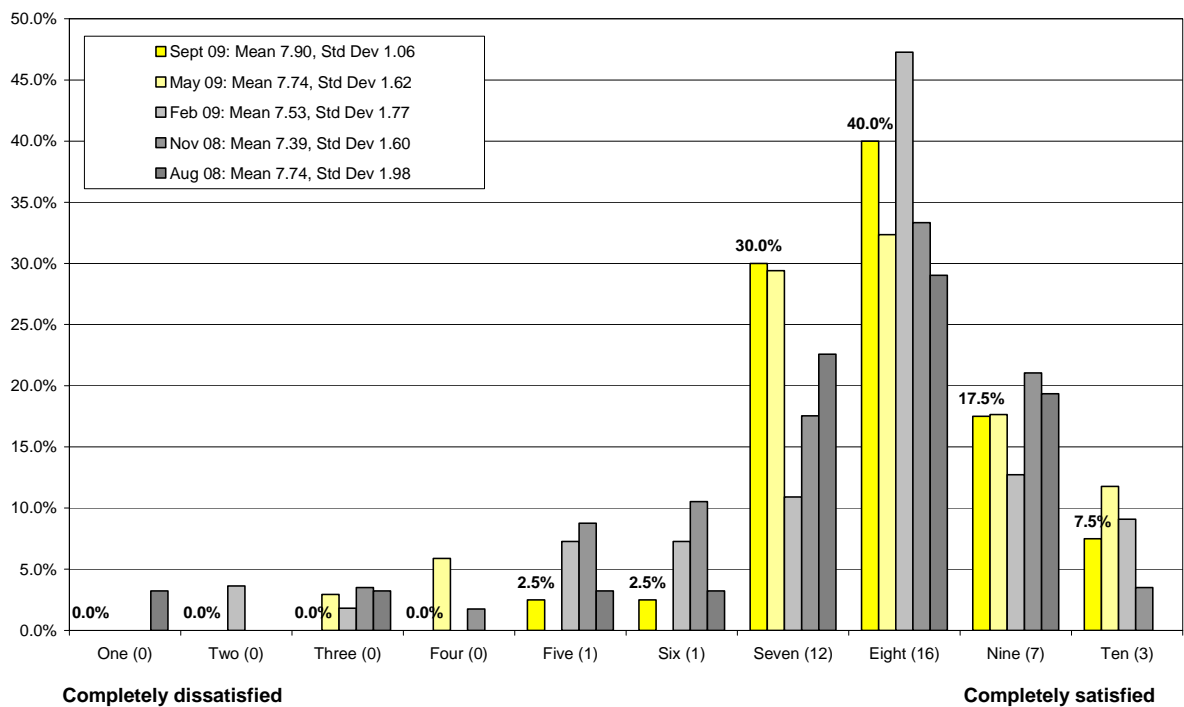
What type of information were you looking for?



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?

