

## Registrar Satisfaction Survey

Our most recent registrar satisfaction survey was carried out during September 2010 and involved 200 telephone interviews with randomly selected registrars, who had recently contacted our General Support, Registrar Systems Support and Payments teams 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 your 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 a series of specific questions were answered, both rating your satisfaction levels and indicating how much importance you 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 200 customers does provide us with a reliable guide to registrars' satisfaction with our services because they were randomly selected by The Leadership Factor. The survey covered each of the teams within the department and was sufficient enough 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 91.8% from 91.0%. 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 3% of companies.

The overall satisfaction scores recorded in the survey range from 93.0% to 94.9%. 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 93% from 91%

Registrar Systems Support increased to 94.6% from 90%

Payment Administration decreased to 94.9% from 97%

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

As part of the Global effort to improve the security of DNS, amongst other registries we are implementing DNSSEC in the zones under our management. DNSSEC prevents the interception of and tampering with DNS queries between nameservers, making the internet safer.

We have added a reseller data service that allows registrars to submit data about any resellers that they use for .uk domain names. It will allow us to include contact information for the reseller in email that we send to registrants. It will also enable us to deal more effectively with queries relating to the domain name registration. As part of our reseller data service, the WHOIS and WHOIS2 will output any data that a registrar has supplied concerning a reseller associated to a domain name.

We have introduced the option to set a passphrase for the Online Services access. This will add a second level to the login section of the online service to enhance security to user accounts.

We have made further improvements to the look and feel of the online service to enhance usability. This has been done to make it easier and quicker to find the section you need and make any changes required.

We have released a beta version of a new PRSS. The new service introduces functions such as similarity searching and email alerts as well as significant performance improvements. We will look into feedback and hope to make this a permanent upgrade to release our current PRSS service.

## Results

### Overall satisfaction ratings

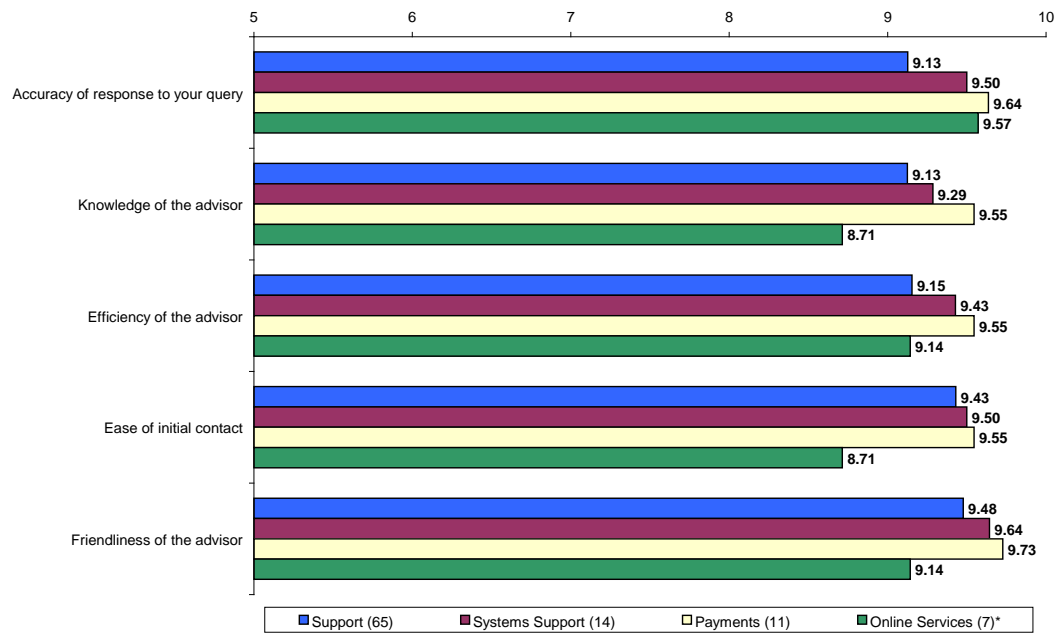
Registrars were asked to score their level of satisfaction with our performance on the same five criteria, giving a mark out of ten, where one signifies 'completely dissatisfied' and ten signifies 'completely satisfied'.

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

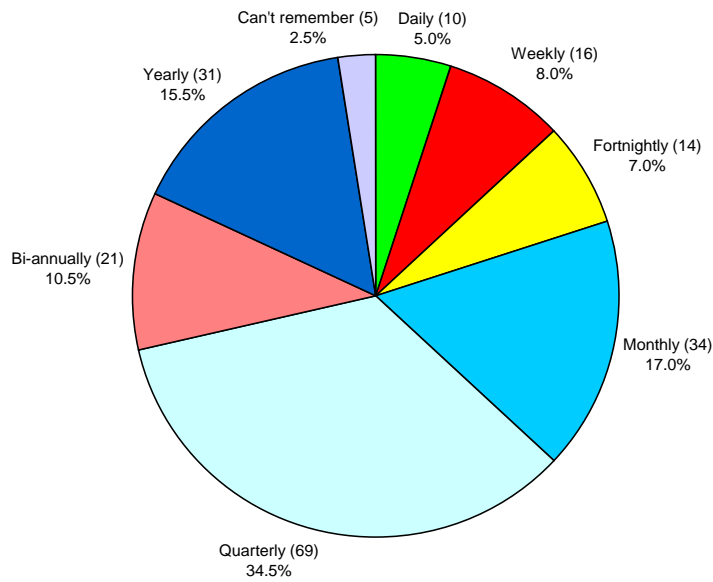
The league table shows our success in satisfying customers compared with other organisations in general. This is the most useful benchmark of customer satisfaction by comparing our performance against other organisations.



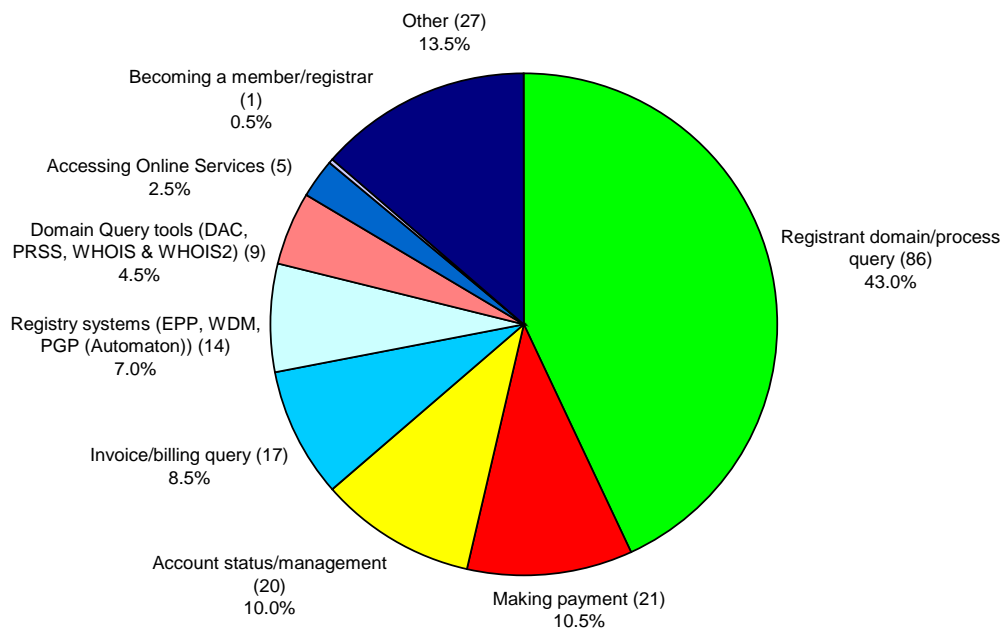
## Additional questions

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

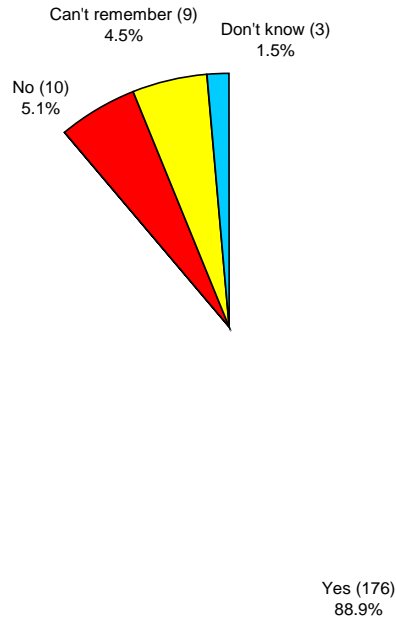
### How often do you call Nominet?



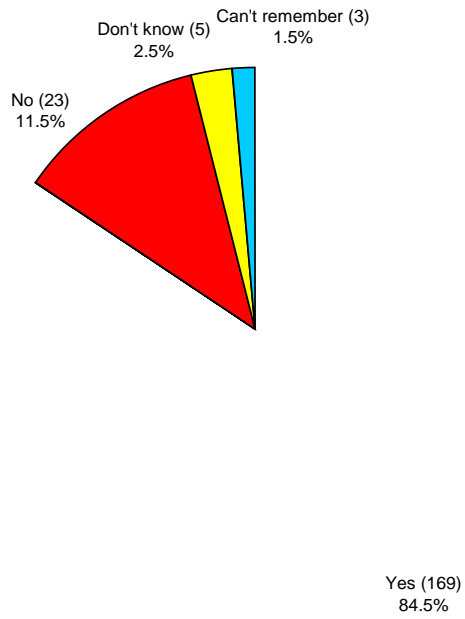
### Why did you contact Nominet?



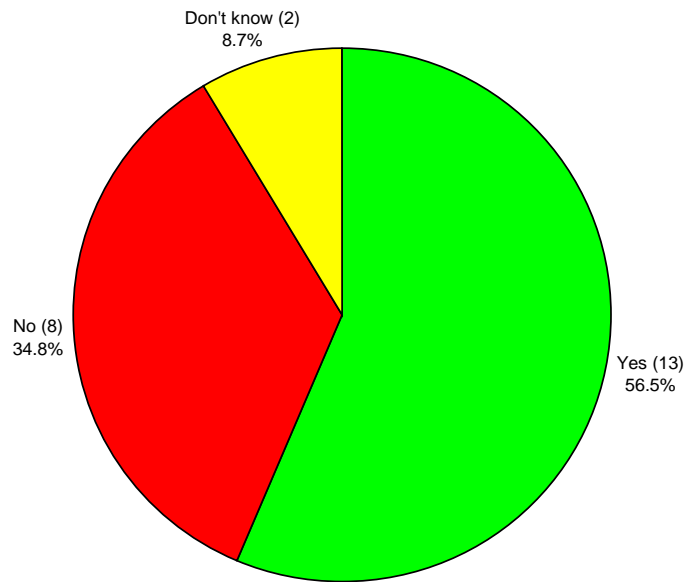
### When you called us, did you get through to the department you wanted first time?



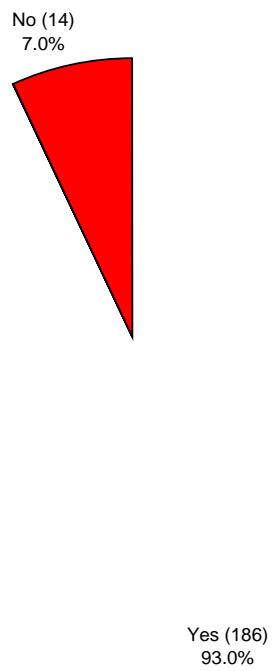
### Was the advisor able to solve the query?



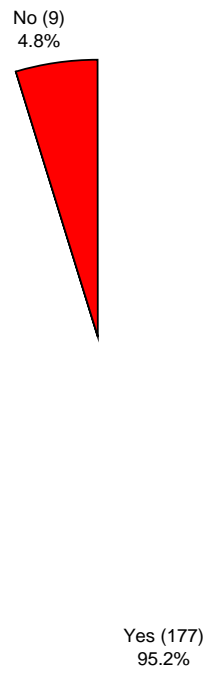
### If not, did the advisor offer you further help?



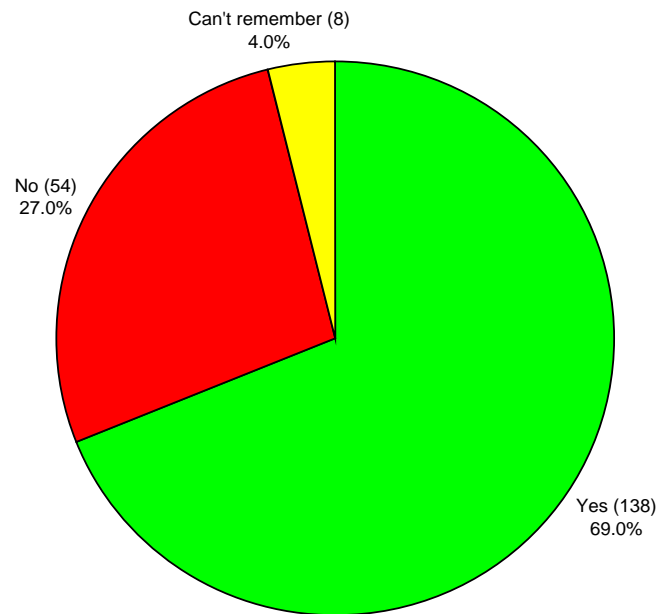
### Did you visit our online service before calling us?



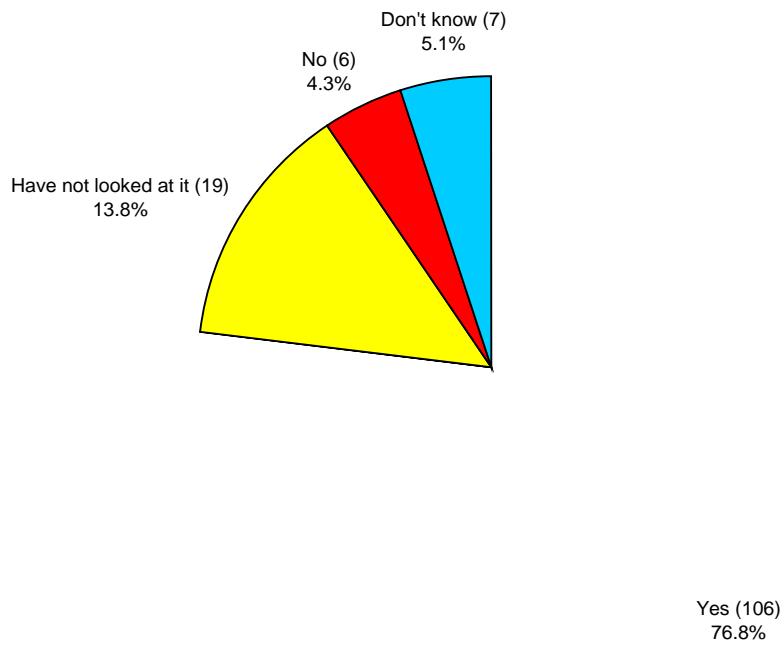
### Do you find it easy to access information you need in our online service?



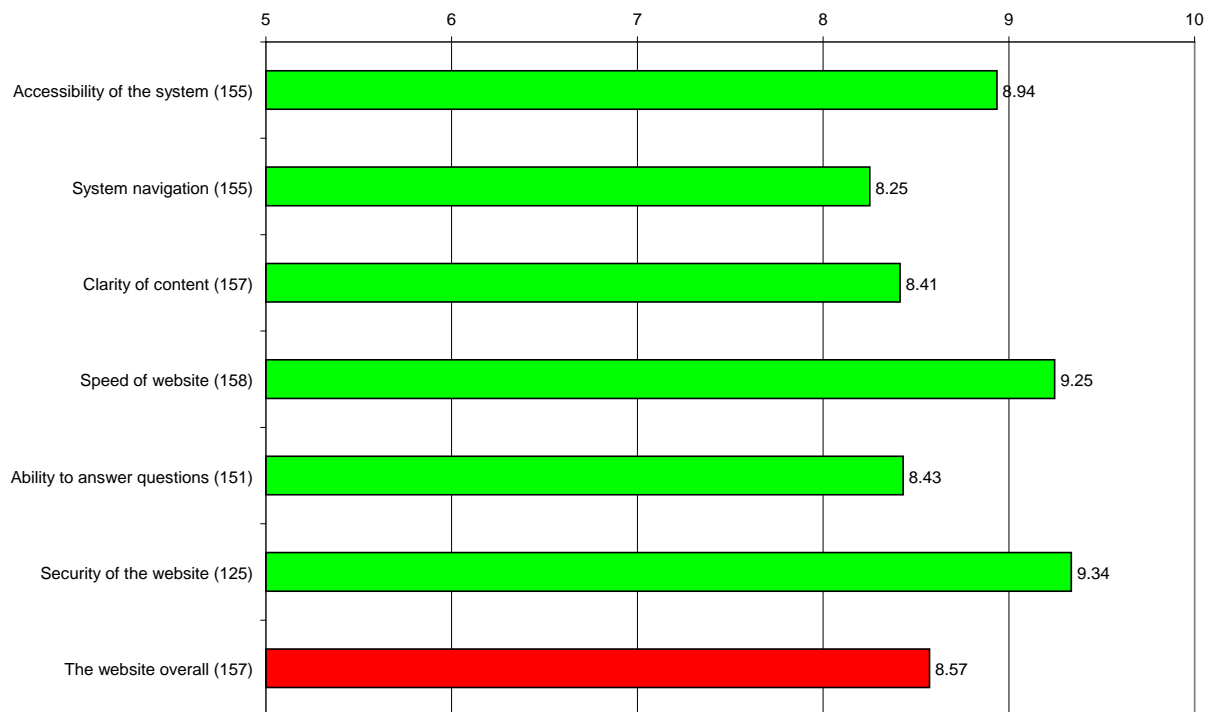
### Are you aware of the registrar Resources section within our online service?



### Did you find this information useful?



### How satisfied were you with the website?



## Customer comments

*“I have been in business for 20 years. In this time Nominet are the best company that I have dealt with for the high quality of their customer service. The staff are well trained, straightforward, friendly and knowledgeable.”*

*“I am very satisfied overall with the level of service that I receive. In comparison with other domain name registrars they are so much better. This is due to the friendly, helpful and professional attitude of the staff who work at Nominet.”*

*“My experience of calling the support staff is that they are friendly and helpful. They are able to resolve my problems quickly.”*

*“I have always been impressed with their phone service. They answer quickly with a real person who is intelligent and can answer my questions and resolve them. The people at Nominet are their shining asset.”*

*“I would like to compliment Nominet for the positive way that their staff deal competently with my queries in comparison with other domain name providers, those that are overseas.”*

*“I am quite impressed by the level of the customer service support team. They are all friendly, professional and keen to help the customer. I would say that they are one of the top companies for customer service in the IT sector.”*

*“I would like to compliment the staff who work for Nominet as I have always found them to be friendly, helpful and efficient. The level of customer service is of an extremely high standard.”*

*“I have had a really excellent standard of customer service. The help desk staff are knowledgeable and they are quick to assist with query resolution.”*

*“I find that the website is easy to use. I feel that Nominet’s systems are the easiest to access and use compared with other registrars.”*

*“My experience is that the customer service is exceptionally good. I find that their staff are very easy to deal with as they are both friendly and knowledgeable.”*

*“Nominet are the best registrar agency to work with as their staff are easy to get hold of. They always answer the phone promptly and the necessary information is posted on the website. In addition the online services such as domain availability checker are reliable in comparison with those of competitor registrars.”*

*“I would like to compliment the staff at Nominet as whenever I telephone them they are always very courteous and helpful. They are good at listening to the needs of their customers.”*