

Measuring the level of satisfaction of .be registrars and results for 2015

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History

- Pre 2007
 - No measurements
- First time in Jan 2008 about 2007
 - Interviewed 130 people (specialized agency)
 - Total score was 8,42/10
- Edition 2015 is 9th edition
 - Extended for new gTLD RARs/Resellers

Topics

- Overall satisfaction
- Satisfaction per contact topic
 - Technical
 - Legal
 - Admin (finance and support)
 - Marcom
- Satisfaction on technical aspects
 - EPP interface
 - Web interface
- Comparative satisfaction score of other registries
- Specific questions on specific changes/features

Current Methodology

- Anonymous
- SurveyMonkey, 3 languages (NL, FR, EN)
- Invite to all communication contacts of all RARs
- Up to 2 reminders
 - starting in January of year N+1
- Scoring on /10 + optional comments
- Article on public website
- Follow-up of similar comments via RAR Forum

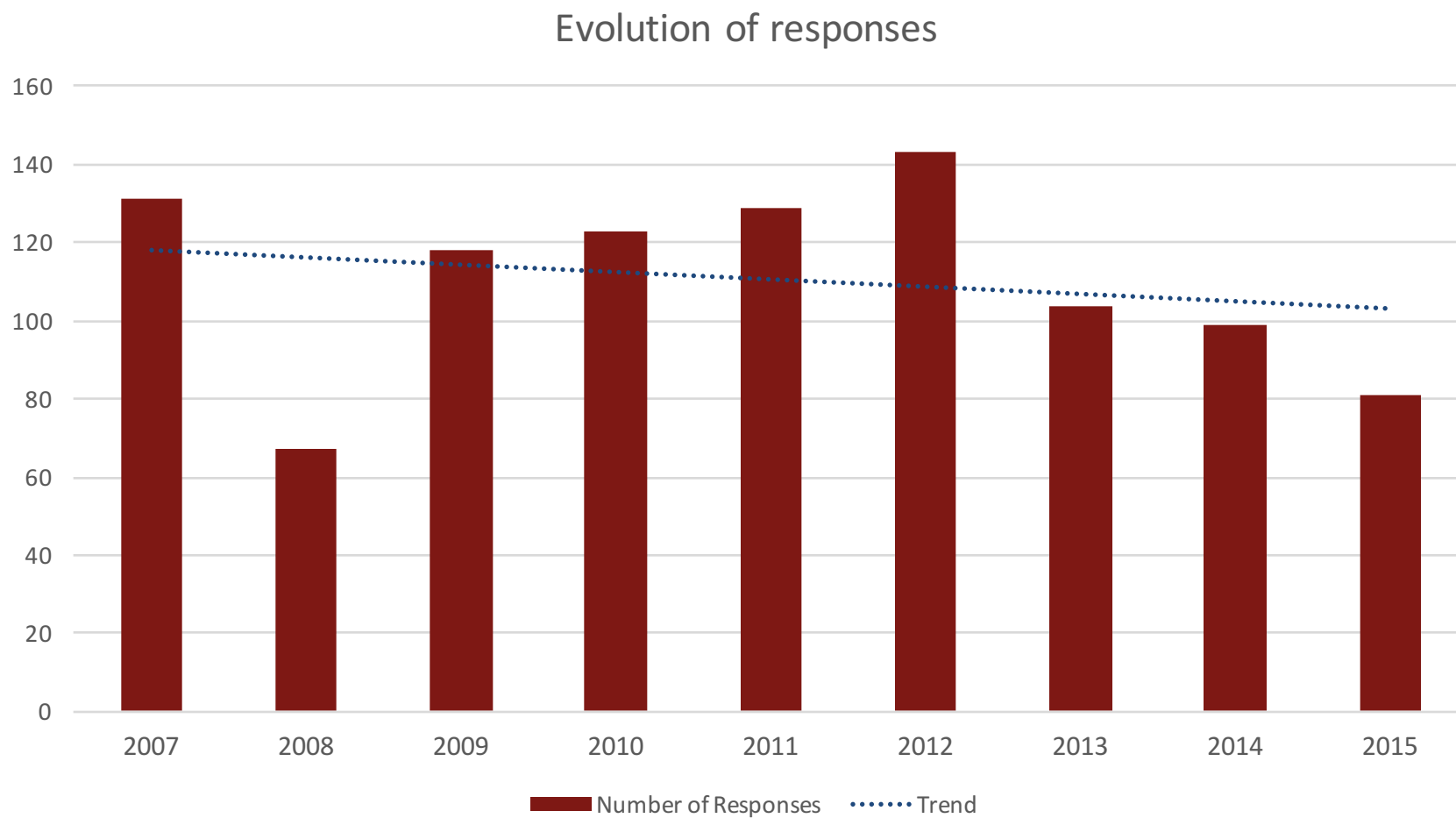
Results 2015

- Number of respondents is declining
- Overall satisfaction is more or less stable

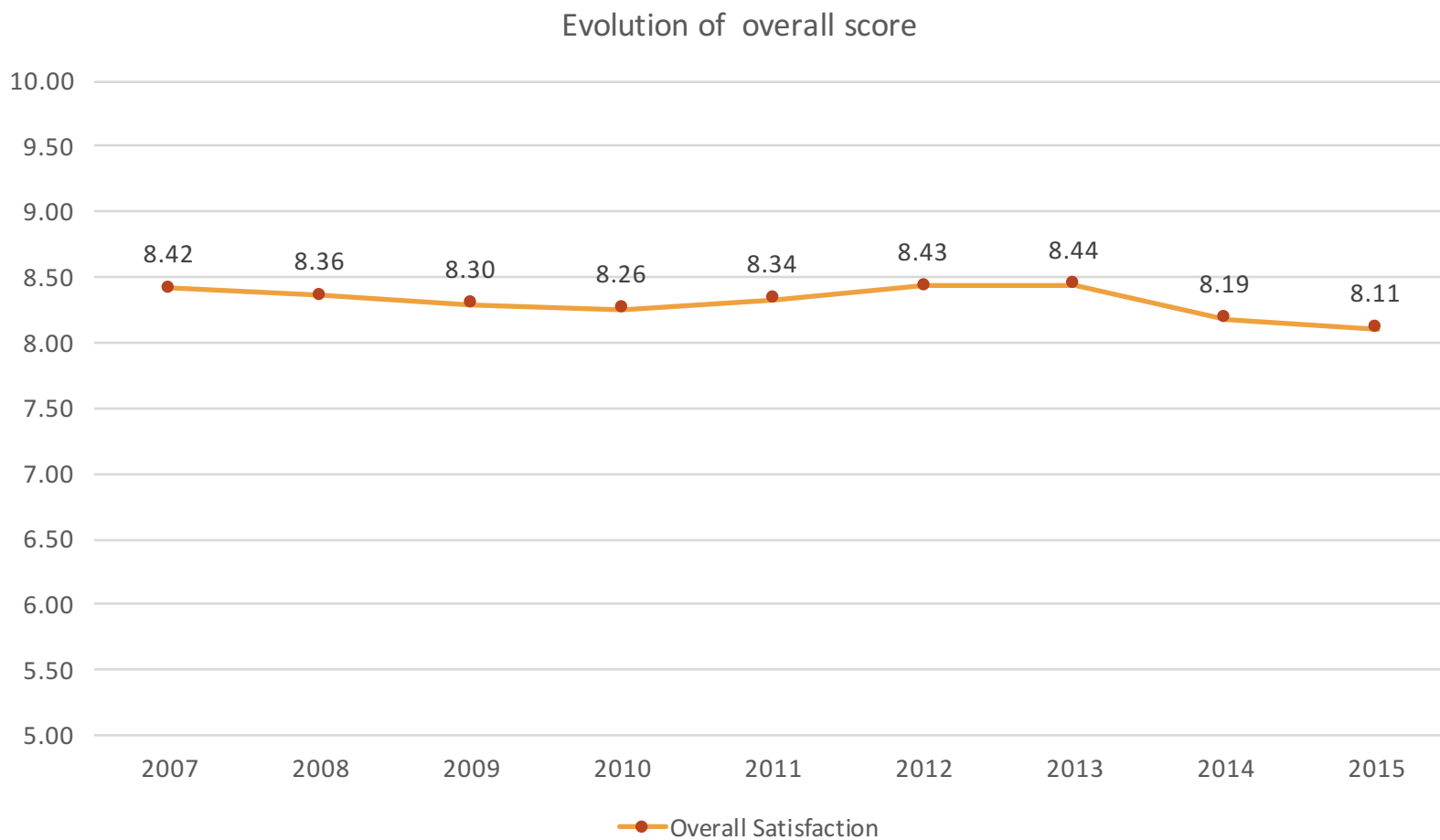
and

- Satisfaction of individual “contact points” is up
- Lots of positive comments on service
- As usual, some useful remarks

Evolution of responses

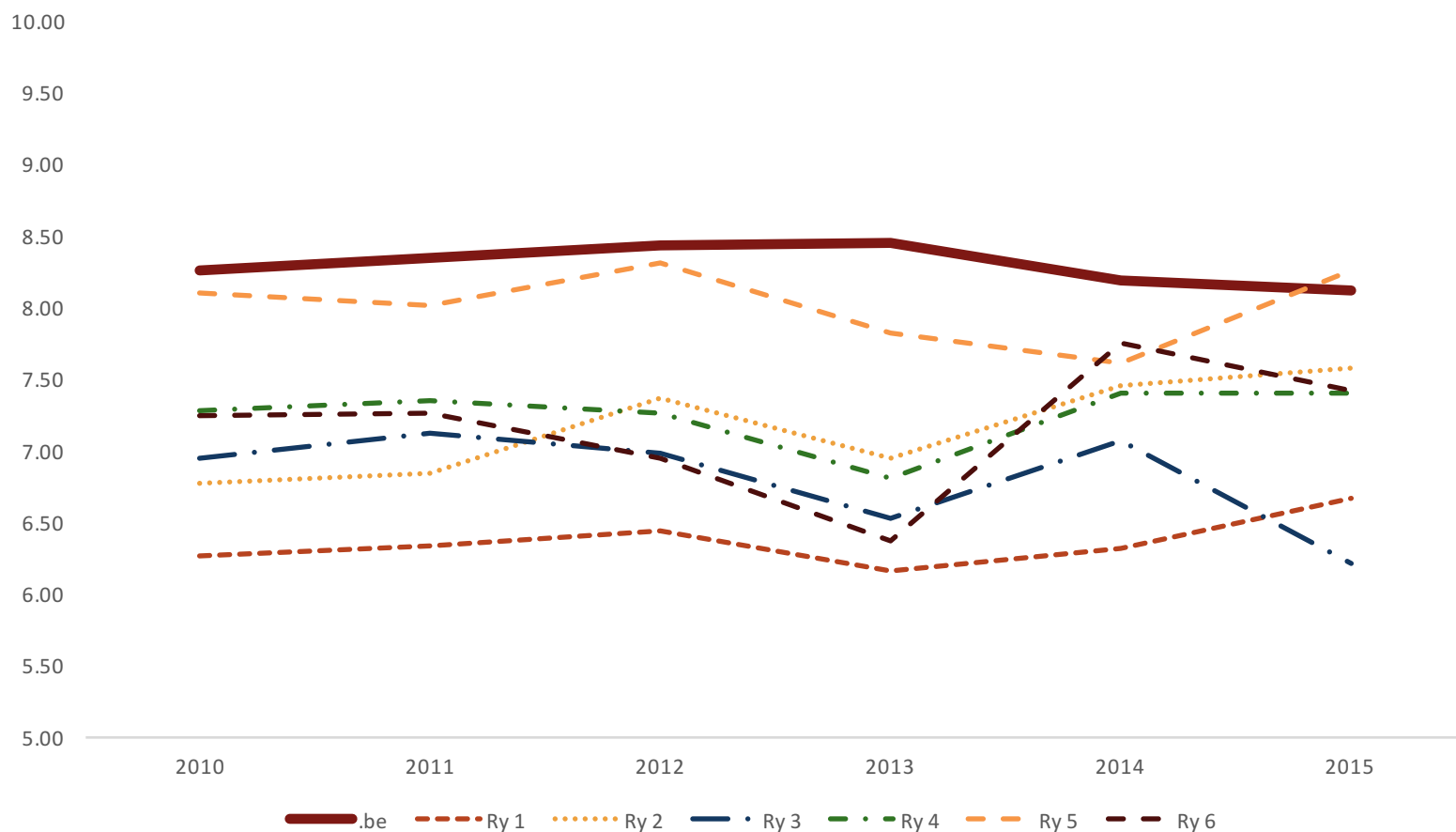


Evolution in overall score



Comparison with other registries

Comparison to some other registries active in Belgium



Conclusions

- Overall satisfaction is stable
- Everything above 8 is considered good
- Each year we keep on getting useful suggestions for improvements

Future

- Keep on measuring yearly
- Increasing efforts on channel relations
- Additional continuous measurements for direct customer support contacts



Thank you

For your attention