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

Number of Responses

Trend

Evolution of responses

2007: 130
2008: 60
2009: 110
2010: 100
2011: 110
2012: 140
2013: 100
2014: 90
2015: 80
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