User Survey 2011

December 2011

Prepared for:

INTERNATIONAL REGISTRY OF MOBILE ASSETS

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Background And Objectives

- International Registry of Mobile Assets launched March 2006.

- Once established, it was decided to conduct a User Establishment Survey during May 2007, the objectives of which were:

  - ❖ To understand how different features and usability levels were rated, and relative importance of each.

  - ❖ To understand Users' priorities for updating the Registry features.

  - ❖ To understand what the perception was as to the cost of usage versus its worth to their organisation.

  - ❖ To initiate a repeatable annual benchmark survey.

- Having addressed the key issues emerging from the 2007 exercise, decided to repeat the survey in 2008 and again in 2009, 2010 and 2011, with a view to assessing the state of play year on year.
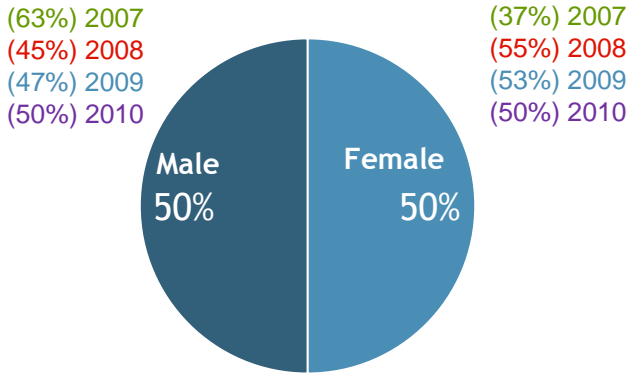
Methodology

- Online survey of Registry users, by way of structured questionnaire.

- Potential respondents initially contacted by Aviareto, with survey rationale explained.

- Questionnaire mailed to total contact sample of 2,623 users.

- Total achieved sample of 402 users (356 users in 2010, 371 in 2009, 308 in 2008; 339 in 2007), representing a response rate of 15%.

- 385 of the interviews were completed in English, 12 in Spanish, and 5 in French.

- Fieldwork took place between 24th November – 15th December, 2011.

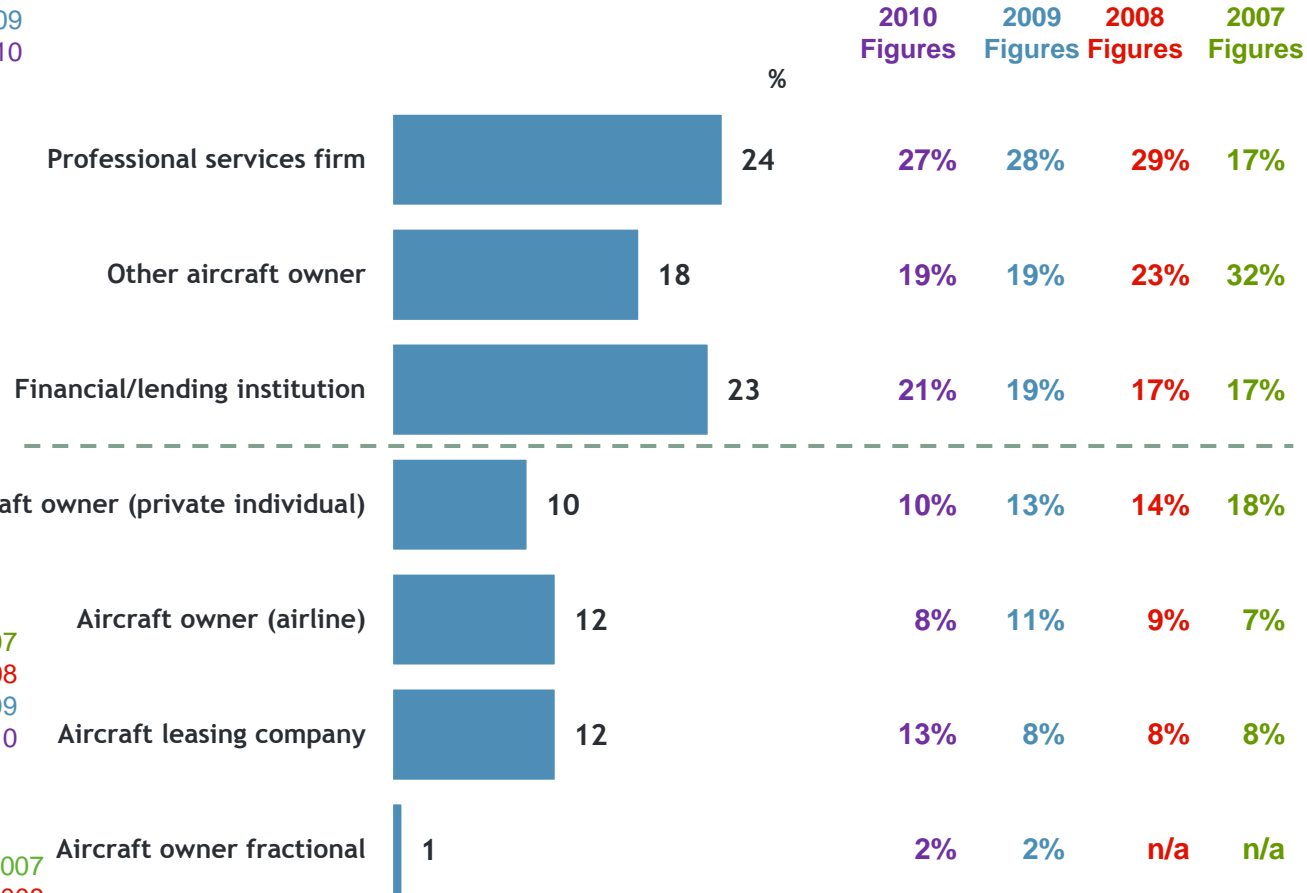- Incentive offered for the first time in 2009 (3 x draws for $250 Amazon voucher), and again in 2010 and 2011.

Sample Profile 2011

GENDER

(63%) 2007
(45%) 2008
(47%) 2009
(50%) 2010

(37%) 2007
(55%) 2008
(53%) 2009
(50%) 2010

Male 50%   Female 50%

%

	2010 Figures	2009 Figures	2008 Figures	2007 Figures
Professional services firm — 24	27%	28%	29%	17%
Other aircraft owner — 18	19%	19%	23%	32%
Financial/lending institution — 23	21%	19%	17%	17%
Aircraft owner (private individual) — 10	10%	13%	14%	18%
Aircraft owner (airline) — 12	8%	11%	9%	7%
Aircraft leasing company — 12	13%	8%	8%	8%
Aircraft owner fractional — 1	2%	2%	n/a	n/a

AGE

(26%) 2007
(26%) 2008
(21%) 2009
(22%) 2010

(13%) 2007
(17%) 2008
(19%) 2009
(20%) 2010

55yrs+ 22%   18-24 yrs 20%

45-55 yrs 31%   35-44 yrs 28%

(39%) 2007
(32%) 2008
(32%) 2009
(31%) 2010

(22%) 2007
(24%) 2008
(29%) 2009
(28%) 2010

Sample Profile 2011

%

Senior manager/partner	31
Lawyer	16
Finance professional	20
Legal assistant	13
IT/Systems analyst	0
General administration/Office support	20

Sample Profile 2011
Social Media Usage

	Total	Gender		Age		
		Male	Female	18-44	45-54	55+
Base:	*402*	*220*	*182*	*204*	*117*	*81*
	%	%	%	%	%	%
Facebook	54	47	63	66	48	35
Linkedin	41	44	37	47	37	32
Twitter	11	9	13	16	5	5
Other	3	3	3	2	5	2
None	31	36	25	20	37	51
Any Facebook/Linkedin	**66**	**62**	**72**	**77**	**61**	**47**
Any Facebook/Linkedin/Twitter	**69**	**64**	**75**	**80**	**63**	**49**

Sample Profile 2011

COUNTRY	%	2010 Figures %
United States (USA)	61	72
Ireland {Republic}	5	4
United Kingdom	3	6
New Zealand	3	-
China	2	1
Malaysia	2	1
Mexico	2	2
Australia	1	-
Canada	1	3
Colombia	1	-
Denmark	1	-
France	1	1
Germany	1	1
Japan	1	1
Netherlands	1	-
Singapore	1	-
United Arab Emirates	1	1

US STATES
Base: USA respondents - 246

US STATES	%	2010 Figures (258) %
Oklahoma	14	13
California	11	11
Florida	9	6
North Carolina	5	3
Ohio	5	5
Missouri	4	3
Texas	4	10
Illinois	3	2
Kansas	3	3
Alabama	2	1
Colorado	2	2
Connecticut	2	2
Indiana	2	2
Louisiana	2	1
Massachusetts	2	2
Minnesota	2	3
New York	2	3
Pennsylvania	2	0
Virginia	2	2
Washington	2	2
Wisconsin	2	1
Arkansas	1	1
Delaware	1	0
Georgia	1	3
Hawaii	1	1
Maryland	1	1
Michigan	1	2
Montana	1	0
Nevada	1	0
New Hampshire	1	1
New Jersey	1	1
New Mexico	1	1
Oregon	1	1
Tennessee	1	1

Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2011

	2011	2010	2009	2008	2007
Fit of Registry and business functionality	0.76	0.78	0.83	0.8	n/a
Overall ease of use of the Registry	0.64	0.73	0.67	0.67	0.71
Level of fee charged	0.60	0.69	0.74	0.7	0.67
Quality of information sent to you from the Registry Officials	0.55	0.62	0.57	0.52	0.56
Availability of the Registry Officials in Dublin	0.55	0.51	0.38	0.52	0.55
Reliability of technical aspects of the Registry	0.50	0.64	0.58	0.52	0.59
Technical knowledge of Registry Officials regarding the Registry.	0.47	0.62	0.48	0.56	0.52
Availability of Montreal help desk staff	0.47	0.45	0.44	0.53	0.48
Efficiency of resolution of queries by Montreal help desk staff.	0.47	0.4	0.36	0.47	0.49
Technological knowledge of Montreal help desk staff regarding the Registry.	0.47	0.34	0.34	0.45	0.51
Speed of Registry during use	0.45	0.59	0.56	0.56	0.57
Efficiency of resolution of queries by Registry Officials	0.44	0.61	0.49	0.6	0.58
Speed of approval for new Administrators/Users	0.42	0.53	0.45	0.59	0.49
Registry Officials language skills	0.42	0.44	0.36	0.35	0.36
Speed of refunds	0.39	0.51	0.56	0.48	0.47
Montreal helpdesk staff language skills	0.38	0.27	0.34	0.32	
Efficiency of credit card transactions	0.37	0.45	0.5	0.42	0.37

The closer the Pearson's correlation is to 1.0, the stronger the factor is as a driver of overall satisfaction. Differences in absolute correlation scores year-on-year are not significant. The relative importance of the various attributes remains broadly in line with previous years.

Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2011

	Aircraft Owner	Aircraft owner (private individual)	Aircraft owner (other)	Aircraft leasing company	Financial institution/lending body	Professional services firm	Aircraft owner (fractional)
Overall worth of the Registry	1	1	1	1	1	1	1
Availability of Montreal help desk staff	.616	.719	.408	.709	.518	.326	-1.000
Availability of the Registry Officials in Dublin	.637	.689	.536	.663	.621	.421	.792
Technological knowledge of Montreal help desk staff regarding the Registry	.495	.657	.365	.409	.453	.395	-.426
Technical knowledge of Registry Officials regarding the Registry	.493	.639	.432	.581	.621	.405	.627
Efficiency of resolution of queries by Montreal help desk staff	.661	.726	.331	.745	.645	.316	n/a
Efficiency of resolution of queries by Registry Officials	.643	.690	.391	.596	.615	.142	-.216
Speed of approval for new Administrators/Users	.388	.676	.464	.402	.487	.354	.680
Speed of refunds	-.065	.504	.419	.714	.793	.168	n/a
Montreal helpdesk staff language skills	.293	.725	.277	.715	.297	.226	n/a
Registry Officials' language skills	.434	.655	.292	.728	.206	.481	n/a
Quality of information sent to you from the Registry Officials	.705	.752	.545	.643	.423	.494	.117
Overall ease of use of the Registry.	.706	.655	.791	.659	.643	.372	.902
Speed of Registry during use.	.519	.661	.557	.372	.638	.245	.774
Reliability of technical aspects of the Registry.	.543	.701	.509	.705	.540	.307	.774
Efficiency of credit card transactions.	.323	.536	.436	.344	.398	.364	.680
Level of fee charged.	.429	.718	.709	.688	.623	.575	.849
The degree to which the functionality of the Registry fits with the way your business functions.	.847	.829	.839	.821	.705	.589	.955

Key Service Aspects: Relative Contribution Towards Worth To Business (Pearson's Correlations) 2011 vs 2010 vs 2009 vs 2008

	All Users				Airline				Private Aircraft Owner				Other Aircraft Owner			
	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008
Base:	402	335	371	308	49	29	41	27	39	35	40	44	77	61	67	71
		%	%			%	%	%		%	%	%		%	%	%
Fit of Registry and business functionality	0.76	0.78	0.83	0.8	0.84	0.86	0.88	0.93	0.83	0.86	0.94	0.81	0.84	0.67	0.81	0.93
Overall ease of use of the Registry	0.64	0.73	0.67	0.67	0.71	0.74	0.74	0.68	0.65	0.89	0.82	0.61	0.79	0.57	0.68	0.84
Level of fee charged	0.6	0.69	0.74	0.7	0.43	0.75	0.56	0.63	0.72	0.85	0.81	0.74	0.71	0.57	0.83	0.74
Quality of information sent to you by the Registry Officials	0.55	0.62	0.57	0.52	0.7	0.67	0.64	0.76	0.75	0.7	0.64	0.52	0.54	0.55	0.57	0.62
Availability of the Registry Officials in Dublin	0.55	0.51	0.38	0.52	0.64	0.56	0.66	0.58	0.69	0.61	0.5	0.62	0.54	0.47	0.46	0.71
Reliability of technical aspects of the Registry	0.5	0.64	0.58	0.52	0.54	0.77	0.72	0.68	0.7	0.82	0.59	0.56	0.51	0.6	0.6	0.63
Technical knowledge of Registry Officials regarding the Registry	0.47	0.61	0.48	0.56	0.49	0.79	0.75	0.68	0.63	0.7	0.68	0.63	0.43	0.53	0.42	0.67
Availability of Montreal help desk staff	0.47	0.45	0.44	0.53	0.62	0.91	0.8	0.37	0.72	0.78	0.58	0.51	0.41	0.17	0.5	0.75
Efficiency of resolution of queries by Montreal help desk staff	0.47	0.4	0.36	0.47	0.66	0.76	0.78	0.62	0.73	0.76	0.83	0.6	0.33	0.29	0.24	0.69
Technological knowledge of Montreal help desk staff regarding the Registry	0.47	0.34	0.34	0.45	0.49	0.82	0.74	0.72	0.66	0.7	0.81	0.73	0.36	0.2	0.19	0.68
Speed of registry during use	0.45	0.59	0.56	0.56	0.52	0.71	0.8	0.64	0.66	0.74	0.64	0.64	0.56	0.55	0.64	0.65
Efficiency of resolution of queries by Registry Officials	0.44	0.61	0.49	0.6	0.61	0.68	0.72	0.75	0.73	0.7	0.64	0.6	0.33	0.58	0.48	0.71
Speed of approval for new Administrators/Users	0.42	0.53	0.45	0.59	0.39	0.76	0.72	0.62	0.68	0.57	0.61	0.58	0.46	0.48	0.44	0.82
Registry Officials language skills	0.42	0.44	0.36	0.35	0.43	0.74	0.58	0.34	0.65	0.47	0.36	0.32	0.29	0.44	0.31	0.11
Speed of refunds	0.39	0.51	0.56	0.48	-0.65	0.71	0.63	0.82	0.5	0.32	0.79	0.71	0.42	0.8	0.69	0.87
Montreal helpdesk staff language skills	0.38	0.27	0.33	0.34	0.29	0.51	0.54	0.73	0.72	0.21	0.6	0.3	0.28	0.34	0.45	0.34
Efficiency of credit card transactions	0.37	0.45	0.5	0.42	0.32	0.55	0.73	0.55	0.54	0.63	0.58	0.45	0.44	0.5	0.51	0.54

Key Service Aspects: Relative Contribution Towards Worth To Business (Pearson's Correlations) 2011 vs 2010 vs 2009 vs 2008

	All Users				Leasing				Financial Institution				Professional Services Firm			
	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008
Base:	402	335	371	308	48	41	23	26	91	70	63	52	98	93	96	88
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fit of Registry and business functionality	0.76	0.78	0.83	0.8	0.82	0.85	0.93	0.71	0.7	0.78	0.57	0.85	0.59	0.75	0.73	0.62
Overall ease of use of the Registry	0.64	0.73	0.67	0.67	0.66	0.75	0.59	0.73	0.64	0.72	0.26	0.82	0.37	0.71	0.54	0.42
Level of fee charged	0.6	0.69	0.74	0.7	0.69	0.81	0.76	0.76	0.62	0.7	0.63	0.81	0.57	0.62	0.69	0.6
Quality of information sent to you by the Registry Officials	0.55	0.62	0.57	0.52	0.64	0.72	0.77	0.7	0.42	0.62	0.22	0.61	0.49	0.62	0.42	0.17
Availability of the Registry Officials in Dublin	0.55	0.51	0.38	0.52	0.66	0.74	0.33	0.65	0.62	0.49	0.03	0.8	0.42	0.45	0.27	0.16
Reliability of technical aspects of the Registry	0.5	0.64	0.58	0.52	0.7	0.7	0.79	0.85	0.54	0.65	0.4	0.6	0.3	0.52	0.51	0.24
Technical knowledge of Registry Officials regarding the Registry	0.47	0.61	0.48	0.56	0.58	0.76	0.3	0.73	0.62	0.59	0.45	0.72	0.4	0.64	0.31	0.26
Availability of Montreal help desk staff	0.47	0.45	0.44	0.53	0.71	0.92	0.42	0.5	0.52	0.64	0.16	0.71	0.33	0.23	0.29	0.33
Efficiency of resolution of queries by Montreal help desk staff	0.47	0.4	0.36	0.47	0.74	0.82	0.37	0.32	0.64	0.66	0.22	0.7	0.31	0.08	0.08	0.15
Technological knowledge of Montreal help desk staff regarding the Registry	0.47	0.34	0.34	0.45	0.41	0.75	0.48	0.43	0.45	0.39	0.48	0.52	0.4	0.13	0.1	0.13
Speed of registry during use	0.45	0.59	0.56	0.56	0.37	0.54	0.38	0.8	0.64	0.6	0.41	0.55	0.24	0.53	0.48	0.19
Efficiency of resolution of queries by Registry Officials	0.44	0.61	0.49	0.6	0.74	0.79	0.66	0.68	0.64	0.68	0.22	0.7	0.31	0.47	0.3	0.25
Speed of approval for new Administrators/Users	0.42	0.53	0.45	0.59	0.4	0.61	0.34	0.76	0.49	0.53	0.19	0.66	0.35	0.55	0.41	0.3
Registry Officials language skills	0.42	0.44	0.36	0.35	0.73	0.44	0.51	0.71	0.21	0.31	0.23	0.61	0.48	0.52	0.32	0.19
Speed of refunds	0.39	0.51	0.56	0.48	0.71	0.35	0.84	0.69	0.79	0.59	0.4	0.68	0.17	0.5	0.4	0.33
Montreal helpdesk staff language skills	0.38	0.27	0.33	0.34	0.71	0.77	0.36	0.59	0.3	0.25	0.21	0.57	0.23	0.27	0.18	0.12
Efficiency of credit card transactions	0.37	0.45	0.5	0.42	0.34	0.45	0.41	0.68	0.4	0.48	0.46	0.78	0.36	0.41	0.4	0.14

Key Service Aspects:
Overall Performance Rating (10 Point Scale) 2011 vs 2010 vs 2009

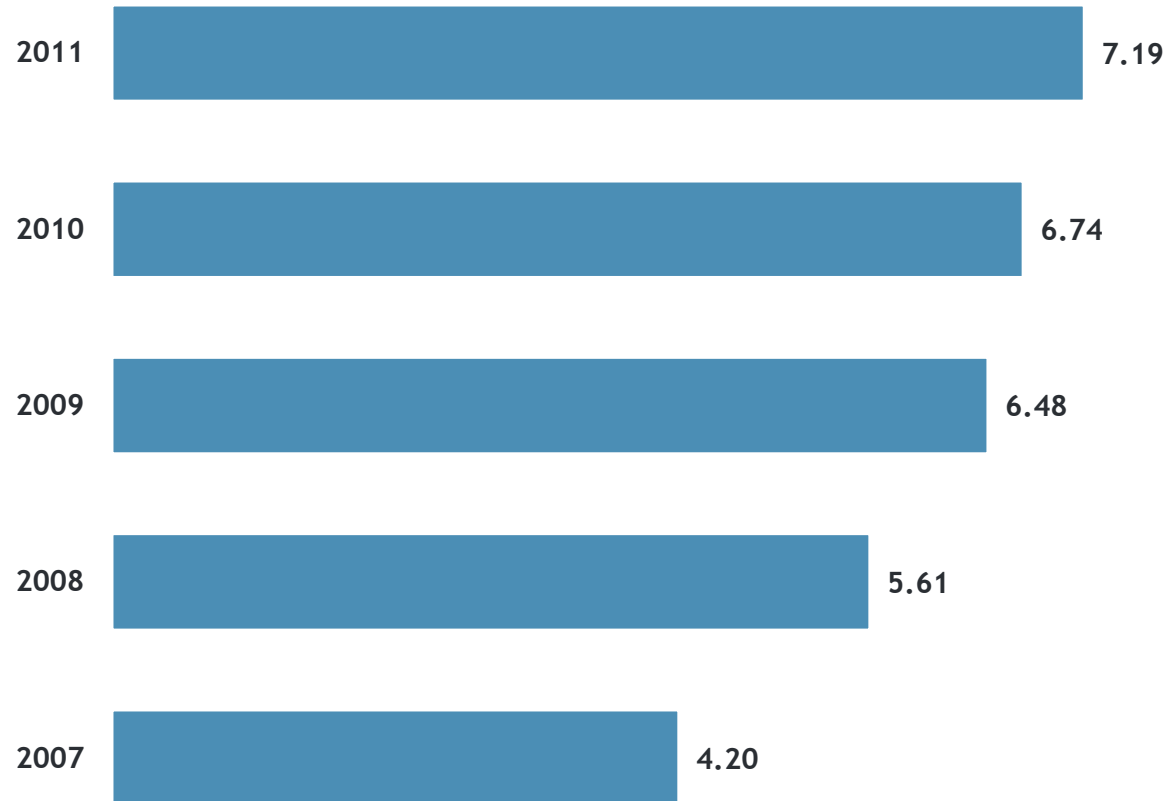|	Mean Performance Rating		
	2011	2010	2009
Registry Officials' language skills	8.96	8.76	8.73
Montreal helpdesk staff language skills	8.54	8.36	7.98
Efficiency of credit card transactions.	8.48	8.22	8.28
Technical knowledge of Registry Officials regarding the Registry	8.40	8.2	7.86
Quality of information sent to you from the Registry Officials	8.32	8.11	7.93
Speed of approval for new Administrators/Users	8.27	8.09	7.92
Speed of refunds	8.14	7.01	6.69
Availability of the Registry Officials in Dublin	8.08	7.64	7.41
Efficiency of resolution of queries by Registry Officials	8.06	7.82	7.61
Reliability of technical aspects of the Registry.	7.89	7.3	7.22
Speed of Registry during use.	7.73	7.17	7.1
Availability of Montreal help desk staff	7.62	7.46	7.08
Technological knowledge of Montreal help desk staff regarding the Registry	7.62	7.12	6.27
Efficiency of resolution of queries by Montreal help desk staff	7.34	7.01	6.23
The degree to which the functionality of the Registry fits with the way your business functions.	7.12	6.7	6.42
Overall ease of use of the Registry.	7.01	6.64	6.52
Level of fee charged.	6.64	5.51	6.18

Key Service Aspects:
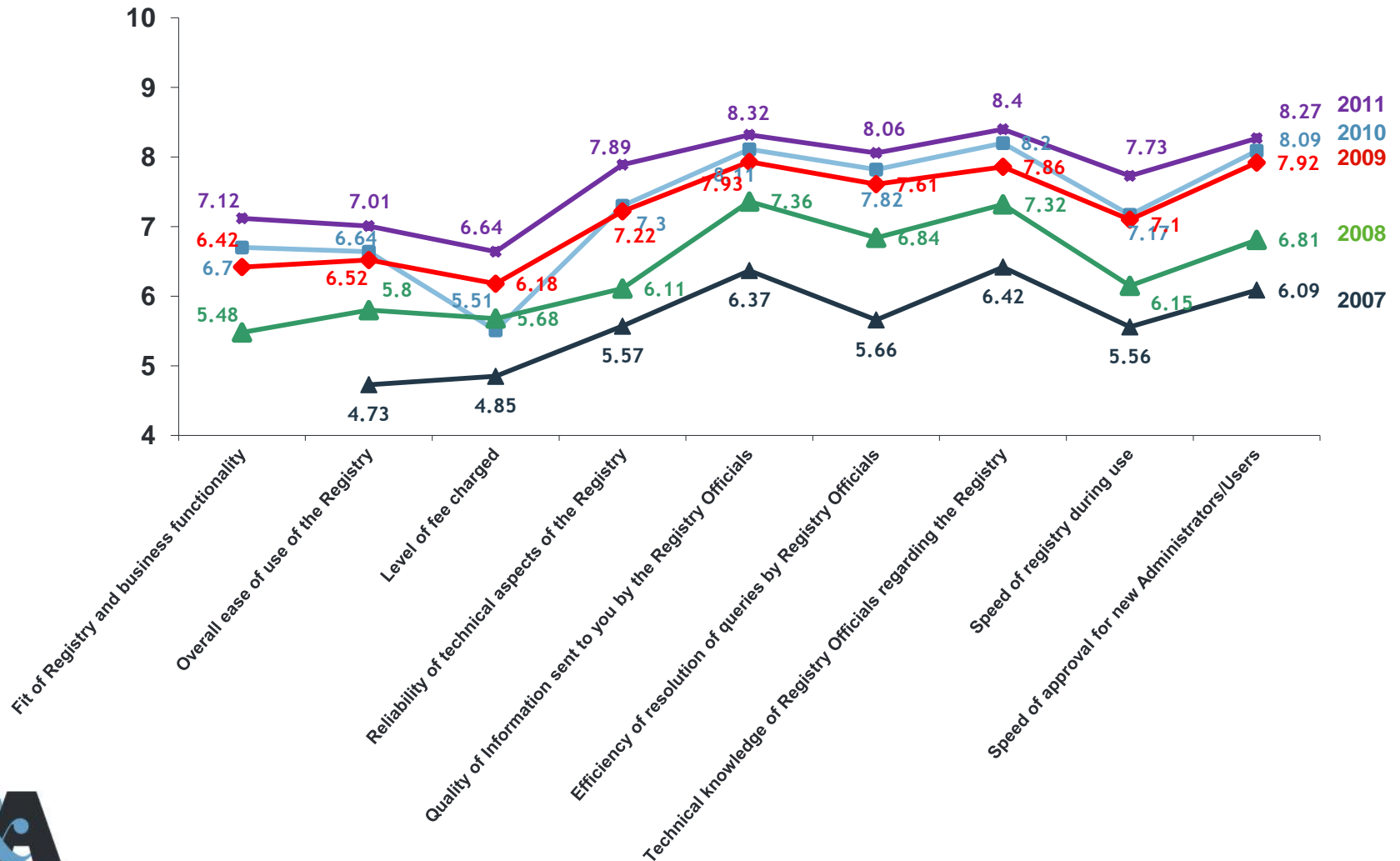## Overall Performance Rating (10 Point Scale) 2011 vs 2010 vs 2009 vs 2008

MOST IMPORTANT

	Mean Performance Rating				% Scoring 1-2				% Scoring 9-10				% of No Opinion				YEAR ON YEAR CHANGE 2011 vs 2010
	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008	2011	2010	2009	2008	
Fit of Registry and business functionality	7.12	6.70	6.42	5.48	7	11	13	24	33	29	28	28	2	4	6	6	+.42
Overall ease of use of the Registry	7.01	6.64	6.52	5.8	6	12	12	20	27	27	27	19	1	2	1	4	+.37
Level of fee charged	6.64	5.51	6.18	5.68	8	6	11	19	24	25	20	18	6	7	7	10	+1.13
Reliability of technical aspects of the Registry	7.89	7.30	7.22	6.11	2	6	5	14	39	33	30	22	7	12	15	16	+.50
Quality of information sent to you by the Registry Officials	8.32	8.11	7.93	7.36	1	1	3	7	53	50	48	37	5	6	6	9	+.21
Efficiency of resolution of queries by Registry Officials	8.06	7.82	7.61	6.84	3	3	10	10	44	40	15	31	11	17	48	19	+.21
Technical knowledge of Registry Officials regarding the Registry	8.40	8.20	7.86	7.32	1	2	3	7	46	41	37	31	14	24	25	23	+.20
Speed of registry during use	7.73	7.17	7.1	6.15	2	7	7	15	43	34	32	25	2	23	4	4	+.60
Speed of approval for new Administrators/Users	8.27	8.09	7.92	6.81	2	2	4	10	45	46	46	31	11	12	14	12	+.18
Speed of refunds	8.14	7.01	6.69	5.03	1	3	3	7	21	12	13	4	61	66	67	68	+1.13
Availability of the Registry Officials in Dublin	8.08	7.64	7.41	6.61	2	3	5	10	41	35	32	25	17	23	22	23	+.44
Efficiency of credit card transactions	8.48	8.22	8.28	7.52	1	2	1	5	53	50	49	41	10	12	15	15	+.26
Availability of Montreal help desk staff	7.62	7.46	7.08	5.92	2	22	4	10	21	20	18	13	52	36	49	44	+.16
Registry Officials language skills	8.96	8.76	8.73	8.36	0	1	1	2	62	55	51	46	14	20	21	21	+.20
Efficiency of resolution of queries by Montreal help desk staff	7.34	7.01	6.23	5.02	4	6	10	18	19	20	15	12	49	49	48	44	+.33
Technological knowledge of Montreal help desk staff regarding the Registry	7.62	7.12	6.27	5.11	3	3	9	15	19	20	16	10	52	54	49	47	+.50
Montreal helpdesk staff language skills	8.54	8.36	7.98	7.35	0	1	1	4	28	27	22	23	55	55	54	48	+.18

LEAST IMPORTANT

Overall worth of registry to business: Ten point Rating Scale

Year	Rating
2011	7.19
2010	6.74
2009	6.48
2008	5.61
2007	4.20

Key Service Aspects:
Overall Performance Rating (Ten Point Scale)

Key Service Aspects:
Overall Performance Rating (Ten Point Scale)
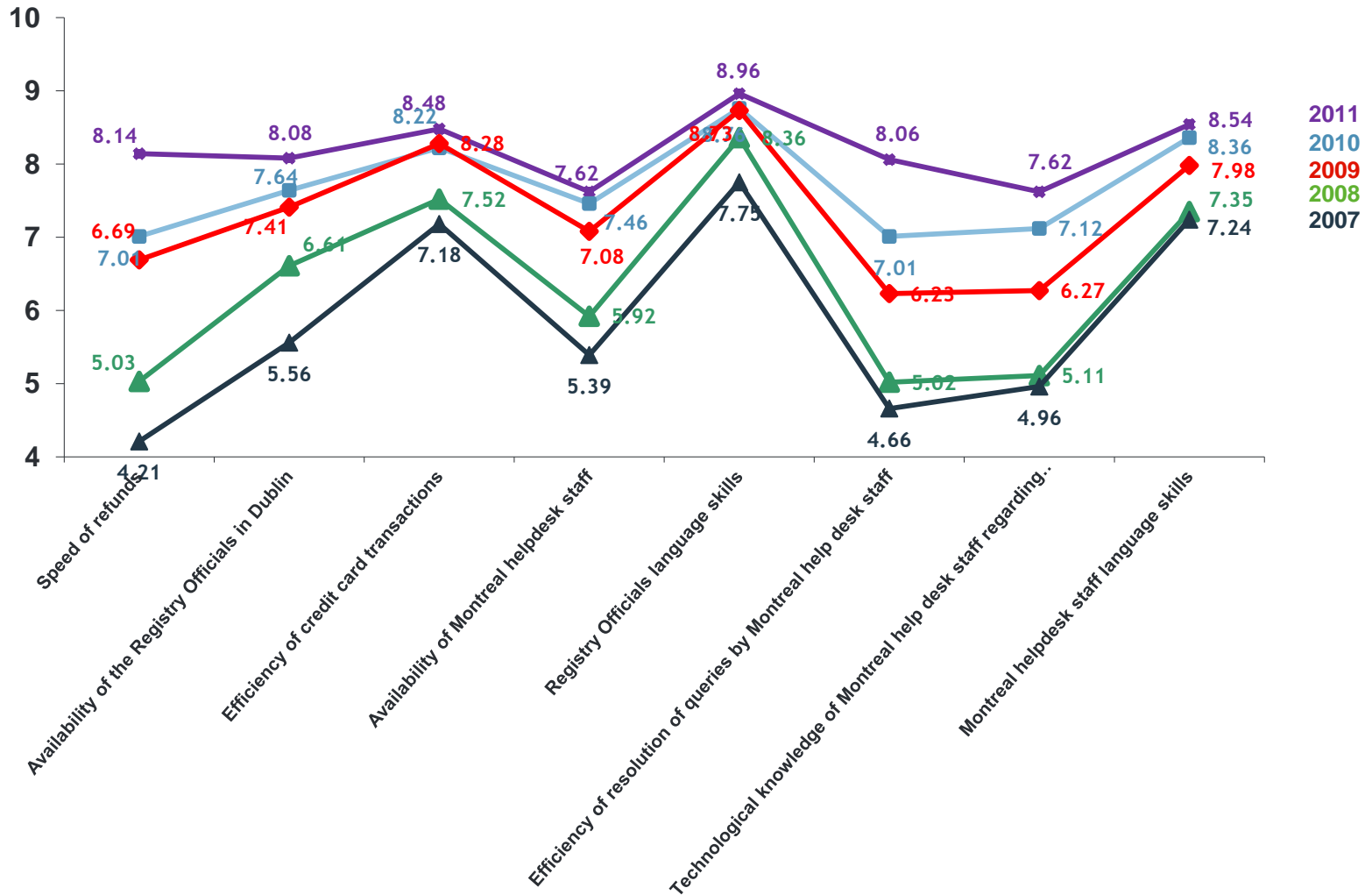
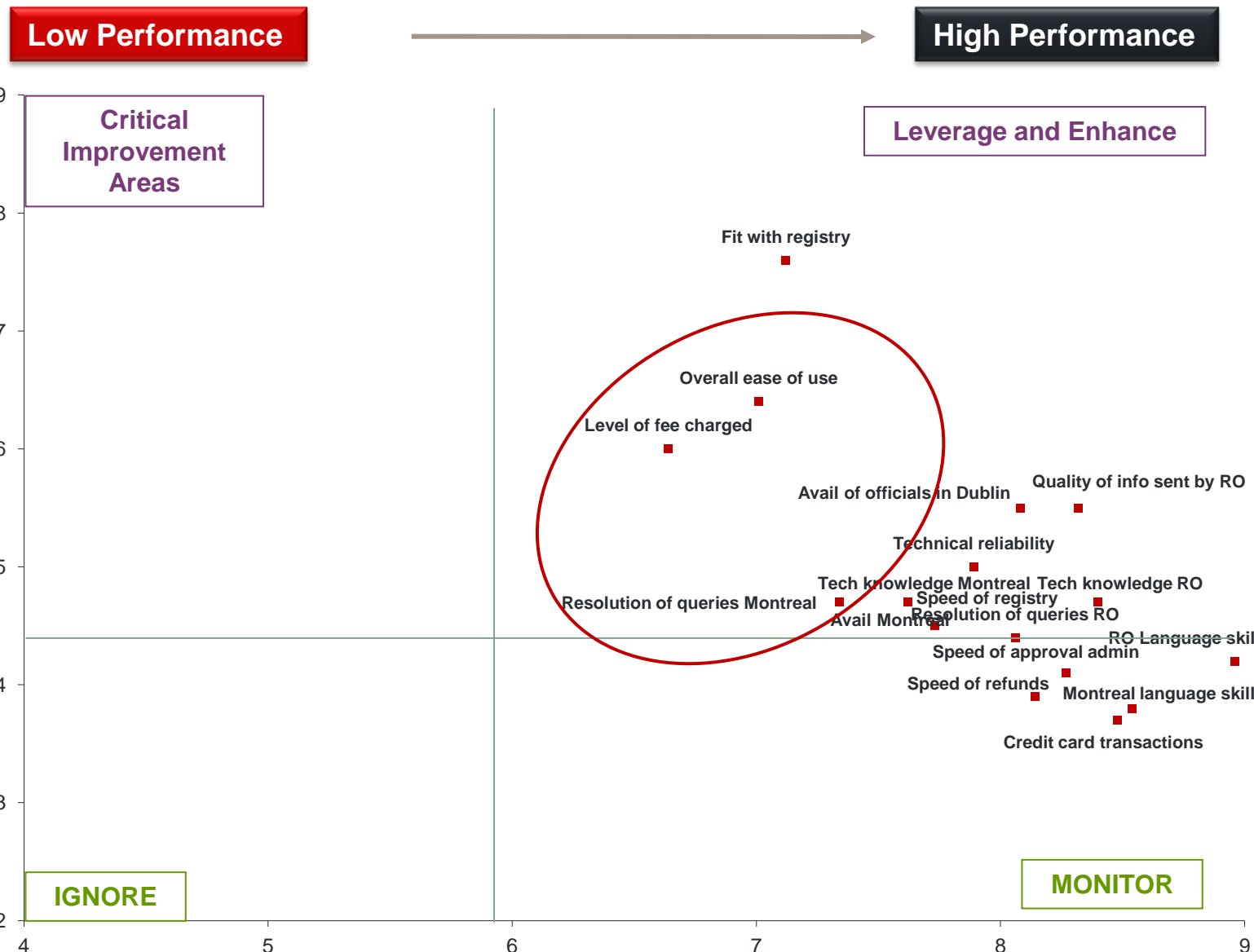# Satisfaction With The Registry X Key User Groupings: Ten Point Rating Scale

	TOTAL	GENDER		AGE			ORGANISATION					
	2010	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
	%	%	%	%	%	%	%	%	%	%	%	%
Registry Officials' language skills	8.96	8.83	9.11	9.01	9.01	8.75	8.64	8.31	9.30	8.92	9.00	9.10
Montreal helpdesk staff language skills	8.54	8.57	8.50	8.56	8.52	8.50	8.80	7.31	9.14	8.41	8.71	8.21
Efficiency of credit card transactions.	8.48	8.56	8.38	8.55	8.47	8.31	9.00	7.65	8.87	8.20	8.28	8.57
Technical knowledge of Registry Officials regarding the Registry	8.40	8.27	8.54	8.53	8.25	8.28	8.63	7.83	8.78	7.79	8.44	8.40
Quality of information sent to you from the Registry Officials	8.32	8.15	8.52	8.46	8.31	7.99	8.38	7.78	8.54	7.96	8.42	8.41
Speed of approval for new Administrators/Users	8.27	8.19	8.37	8.33	8.36	7.94	8.65	7.63	8.68	7.93	8.22	8.23
Speed of refunds	8.14	7.84	8.47	8.36	8.23	7.05	8.36	8.07	8.33	7.11	8.03	8.40
Availability of the Registry Officials in Dublin	8.08	7.97	8.21	8.21	8.07	7.78	8.12	7.59	8.36	7.85	8.01	8.18
Efficiency of resolution of queries by Registry Officials	8.06	7.86	8.28	8.26	7.98	7.61	8.48	7.42	8.54	7.17	8.12	8.06
Reliability of technical aspects of the Registry.	7.89	7.78	8.02	7.90	7.99	7.72	8.47	6.94	8.37	7.05	8.18	7.72
Speed of Registry during use.	7.73	7.54	7.96	7.73	7.94	7.43	8.42	7.08	8.04	7.33	8.10	7.24
Availability of Montreal help desk staff	7.62	7.70	7.52	7.60	7.61	7.67	8.21	7.26	8.25	6.67	7.95	6.88
Technological knowledge of Montreal help desk staff regarding the Registry	7.62	7.64	7.59	7.40	7.81	7.86	8.62	7.15	8.15	7.65	7.70	6.70
Efficiency of resolution of queries by Montreal help desk staff	7.34	7.42	7.24	7.20	7.44	7.51	7.93	7.05	7.79	6.82	7.85	6.46
Overall worth of the Registry to my organisation/business.	7.19	6.85	7.62	7.64	6.92	6.43	7.20	5.79	6.16	7.31	7.67	8.06
The degree to which the functionality of the Registry fits with the way your business functions.	7.12	6.98	7.30	7.39	7.08	6.53	7.47	6.36	6.92	6.55	7.28	7.53
Overall ease of use of the Registry.	7.01	6.85	7.21	7.27	6.93	6.48	7.75	6.24	6.92	6.40	7.02	7.30
Level of fee charged.	6.64	6.46	6.86	6.76	6.53	6.48	6.76	6.37	6.70	5.40	6.57	7.33

BEHAVIOUR & ATTITUDES

Aviareto: Strategic Performance Matrix 2011

Base: All users

Low Performance → **High Performance**

High contribution towards worth to business

Low contribution towards worth to business

Critical Improvement Areas	**Leverage and Enhance**

- Fit with registry
- Overall ease of use
- Level of fee charged
- Avail of officials in Dublin
- Quality of info sent by RO
- Technical reliability
- Tech knowledge Montreal
- Tech knowledge RO
- Resolution of queries Montreal
- Speed of registry
- Avail Montreal
- Resolution of queries RO
- RO Language skills
- Speed of approval admin
- Speed of refunds
- Montreal language skills
- Credit card transactions

IGNORE

MONITOR

While all aspects are rated quite well, further improvements can be made in relation to the overall ease of use of the Registry, fees charged and resolution of Montreal queries.

B&A BEHAVIOUR &ATTITUDES

Aviareto: Strategic Performance Matrix 2011 v 2010

Base: All users

Low Performance → **High Performance**

High contribution towards worth to business

Critical Improvement Areas

Leverage and Enhance

- Fit of Registry
- Fit with registry
- Overall ease of use
- Level of fee charged
- Overall ease of use
- Technical reliability
- Quality of info sent by R.O.
- Level of fee charged
- Montreal staff language skills
- Tech knowledge of R.O.
- Speed during use
- Avail of officials in Dublin
- Quality of info sent by RO
- Availability of Officials in Dub
- Tech reliability
- Speed of approval for new Administrators/Users
- Speed of refunds
- Tech knowledge Montreal
- Tech knowledge RO
- Resolution of queries Montreal
- Speed of registry
- Credit card transactions
- Availability of Montreal staff
- Resolution of queries RO
- Avail Montreal
- Speed of approval admin
- R.O. language skills
- Resolution of queries by Montreal staff
- Speed of refunds
- RO Language skills
- Montreal language skills
- Resolution of queries by R.O.
- Credit card transactions
- Tech knowledge of Montreal staff

Low contribution towards worth to business

IGNORE

MONITOR

20

Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2011

Base: All respondents

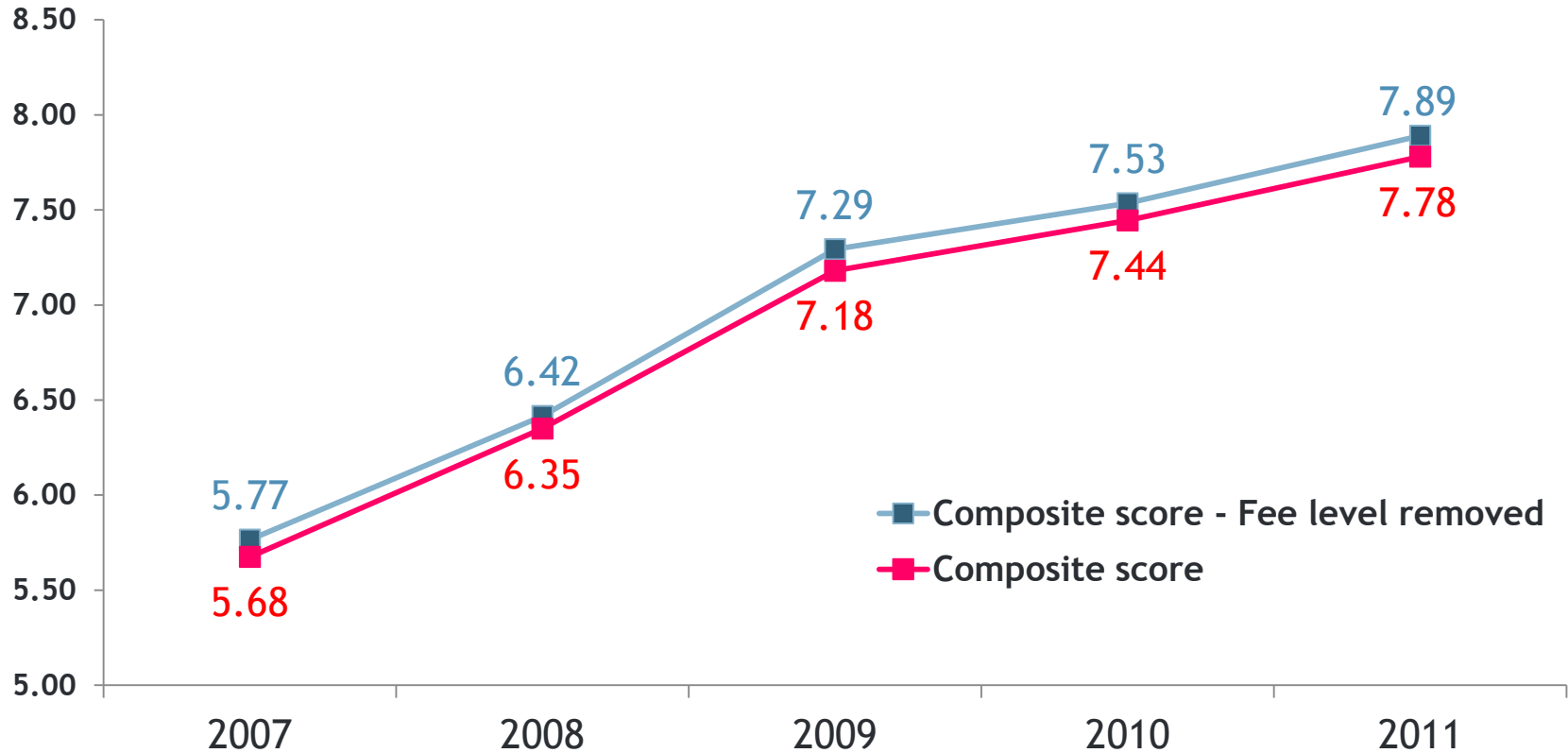|	%	2010 Figures	2009 Figures	2008 Figures	2007 Figures
More User-friendly website, better interface	17	11	-	-	-
On-line user guide, tutorials, webinar, training course in Far East	10	3	12	4	10
Happy, no complaints	8	-	-	-	-
Allow multiple registrations/authorisations/revocations…	7	2	8	-	-
Don't limit access to only 1 computer	6	13	6	-	-
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	5	6	8	-	-
Don't know, use too limited to comment	5	6	7	5	6
Improve search function -multiple searches, search by owner, remove expired certs, download to PDF	5	-	-	-	-
Allow back-up contact for Administrator to provide cover, allow more than 1 user	3	-	-	-	-
Make it easier to amend/modify entries	3	-	-	-	-
Speed up web response time - authorisations, approvals, searches	3	6	8	16	12
None	12	18	-	-	-

Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2011

Base: All respondents
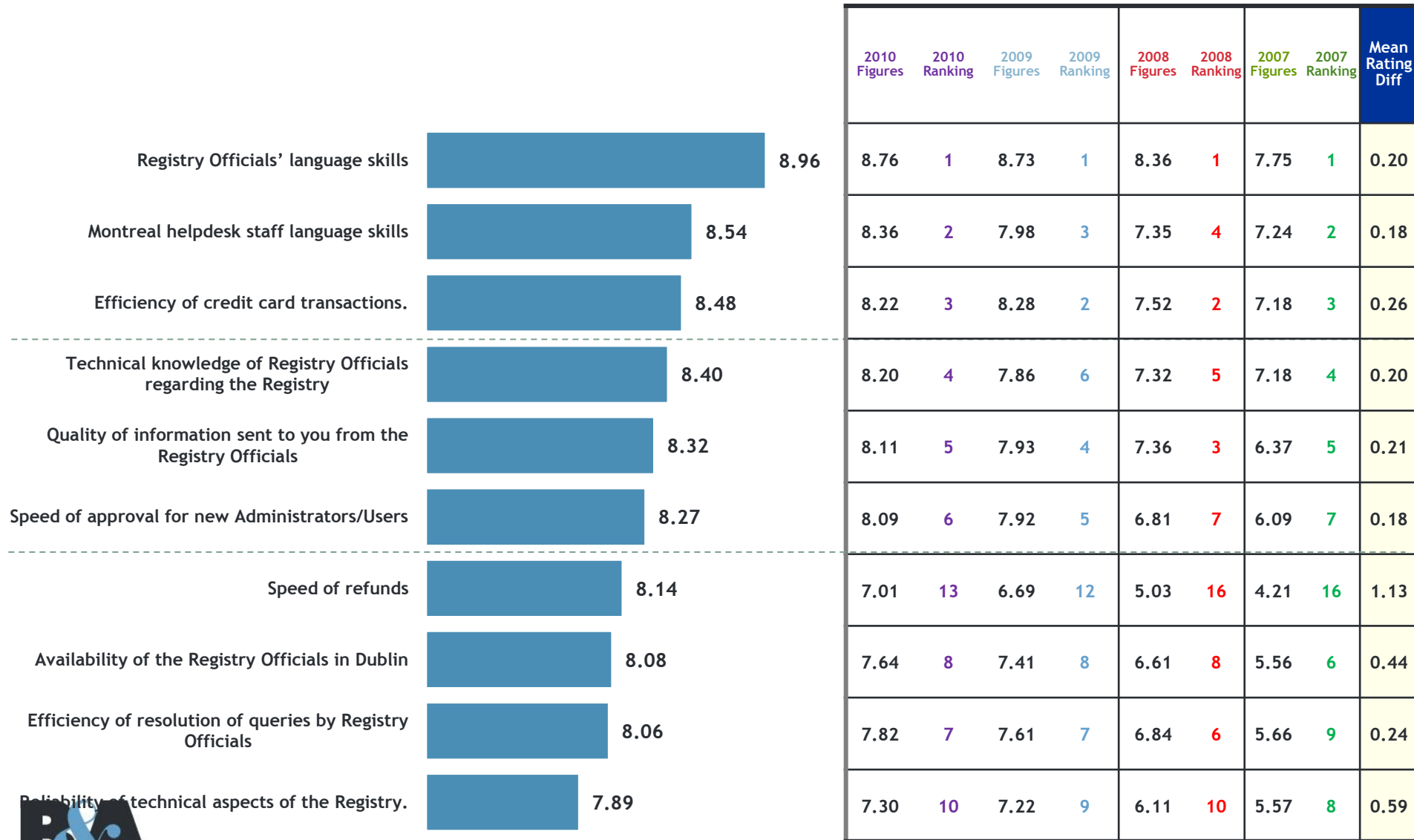
	TOTAL	GENDER		AGE			ORGANISATION					
	2011	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
Base: All respondents	*402*	*220*	*182*	*204*	*117*	*81*	*49*	*39*	*77*	*48*	*91*	*98*
	%	%	%	%	%	%	%	%	%	%	%	%
More User-friendly website, better interface	17	20	12	16	20	15	14	23	21	15	12	17
On-line user guide, tutorials, webinar, training course in Far East	10	10	9	8	11	12	18	18	14	8	4	5
Happy, no complaints	8	8	8	5	11	10	8	10	10	8	10	3
Allow multiple registrations/authorisations/revocations simultaneously	7	6	8	8	7	4	-	-	3	8	9	14
Don't limit access to only 1 computer	6	8	4	6	4	10	4	5	8	13	4	6
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	5	6	4	5	5	5	10	5	3	-	3	9
don't know, use too limited to comment	5	4	6	4	3	10	4	8	8	2	4	3
Improve search function -multiple searches, search by owner, remove expired certs, download to PDF	5	3	7	4	4	6	4	-	5	2	8	5
Allow back-up contact for Administrator to provide cover, allow more than 1 user	3	3	4	3	3	5	-	-	1	6	9	1
Make it easier to amend/modify entries	3	3	3	2	4	4	2	3	6	-	2	3
Speed up web response time - authorisations, approvals, searches	3	2	4	3	2	2	-	-	3	2	2	6
None, no comment, n/a	12	14	9	13	9	12	16	28	13	6	10	7

Overall Weighted Registry Experience Rating

Legend:
- Composite score - Fee level removed
- Composite score

Year	Composite score - Fee level removed	Composite score
2007	5.77	5.68
2008	6.42	6.35
2009	7.29	7.18
2010	7.53	7.44
2011	7.89	7.78

Registry Features Most Satisfied With
Top 10 2011

Feature	2011	2010 Figures	2010 Ranking	2009 Figures	2009 Ranking	2008 Figures	2008 Ranking	2007 Figures	2007 Ranking	Mean Rating Diff
Registry Officials' language skills	8.96	8.76	1	8.73	1	8.36	1	7.75	1	0.20
Montreal helpdesk staff language skills	8.54	8.36	2	7.98	3	7.35	4	7.24	2	0.18
Efficiency of credit card transactions.	8.48	8.22	3	8.28	2	7.52	2	7.18	3	0.26
Technical knowledge of Registry Officials regarding the Registry	8.40	8.20	4	7.86	6	7.32	5	7.18	4	0.20
Quality of information sent to you from the Registry Officials	8.32	8.11	5	7.93	4	7.36	3	6.37	5	0.21
Speed of approval for new Administrators/Users	8.27	8.09	6	7.92	5	6.81	7	6.09	7	0.18
Speed of refunds	8.14	7.01	13	6.69	12	5.03	16	4.21	16	1.13
Availability of the Registry Officials in Dublin	8.08	7.64	8	7.41	8	6.61	8	5.56	6	0.44
Efficiency of resolution of queries by Registry Officials	8.06	7.82	7	7.61	7	6.84	6	5.66	9	0.24
Reliability of technical aspects of the Registry.	7.89	7.30	10	7.22	9	6.11	10	5.57	8	0.59

Summary of Findings

Summary of Findings

- This year's survey is based upon an achieved sample of 402 Registry users, representing a response rate of 15%.

- The profile of the sample is practically identical to that achieved as part of the 2010 survey, with the sample split evenly in terms of gender, and spread across a range of age groups.

  Six in ten of all respondents are based in the USA, with Oklahoma, California and Florida the single biggest states emerging in this regard.

- The key drivers of satisfaction with the Registry for 2011 are as follows:

  ❖ Fit of Registry with business functionality

  ❖ Overall ease of use of the Registry

  ❖ Level of fee charged

  ❖ Quality of information sent from Registry officials

  ❖ Availability of Registry officials in Dublin

Summary of Findings

- Despite the increased satisfaction ratings with each aspect of the Registry since this survey was instigated, 2011 again yields increases in satisfaction across all elements of service.

- Aspects upon which satisfaction has increased most significantly include level of fee charged and speed of refunds.

  Significant increases in satisfaction have also been recorded for the extent to which the Registry fits business functionality, overall ease of use of the Registry and reliability of technical aspects of the Registry (all extremely important aspects of service).

- With regard to desired improvements to the Registry over the next 12 months, 17% request a more user-friendly website with a better interface, while 1 in 10 seek on-line user guides, tutorials etc.

- Once all aspects of service are taken into account and a composite Registry experience rating derived from the data, 2011 sees the total satisfaction level rise to 7.9 out of 10 – up from 7.5 just 12 months ago, and an exceptionally high level of satisfaction for any business-to-business service.