User Survey 2012

October, 2012

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, 2011 and 2012, with a view to assessing the state of play year on year.
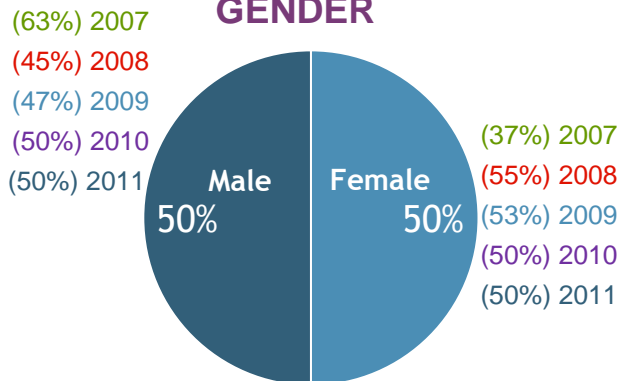
Methodology

- 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 2,468 users.

- Total achieved sample of 349 users (402 users in 2011, 356 users in 2010, 371 in 2009, 308 in 2008; 339 in 2007), representing a response rate of 14% - at the upper end of response rates for a survey of this nature.

- The interviews were completed in English, Spanish and French.

- Fieldwork took place between 11th September – 17th October, 2012.

- Incentive offered for the first time in 2009 (3 x draws for $250 Amazon voucher), and again in 2010, 2011 and 2012.

- N.B., in 2012, "Montreal Helpdesk Staff" attributes were amended to read simply "Helpdesk Staff" in all instances.

Sample Profile 2012

GENDER

(63%) 2007
(45%) 2008
(47%) 2009
(50%) 2010
(50%) 2011

Male 50% | Female 50%

(37%) 2007
(55%) 2008
(53%) 2009
(50%) 2010
(50%) 2011

AGE

(26%) 2007
(26%) 2008
(21%) 2009
(22%) 2010
(22%) 2011

55yrs+ 22%

(13%) 2007
(17%) 2008
(19%) 2009
(20%) 2010
(20%) 2011

18-34 yrs 19%

(39%) 2007
(32%) 2008
(32%) 2009
(31%) 2010
(31%) 2011

45-55 yrs 29%

35-44 yrs 30%

(22%) 2007
(24%) 2008
(29%) 2009
(28%) 2010
(28%) 2011

	%	2011	2010	2009	2008	2007
Professional services firm	26	24%	27%	28%	29%	17%
Other aircraft owner	21	18%	19%	19%	23%	32%
Financial/lending institution	20	23%	21%	19%	17%	17%
Aircraft owner (private individual)	8	10%	10%	13%	14%	18%
Aircraft owner (airline)	13	12%	8%	11%	9%	7%
Aircraft leasing company	11	12%	13%	8%	8%	8%
Aircraft owner fractional	1	1%	2%	2%	n/a	n/a

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Sample Profile 2012

%

Senior manager/partner — 30 (31)

Lawyer — 14 (16)

Finance professional — 19 (20)

Legal assistant — 13 (13)

IT/Systems analyst — 1 (0)

General administration/Office support — 23 (20)

( ) 2011 Figures
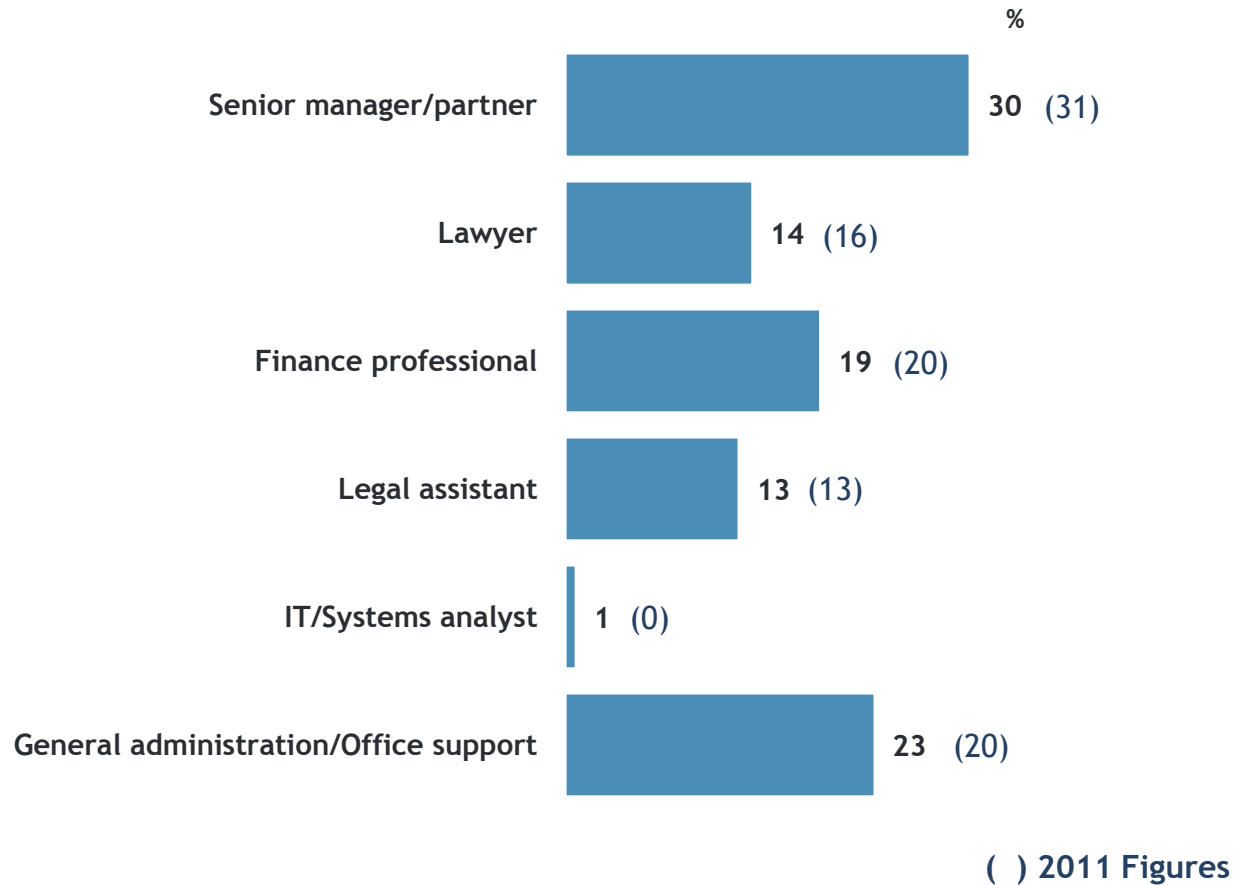
Sample Profile 2012
Social Media Usage

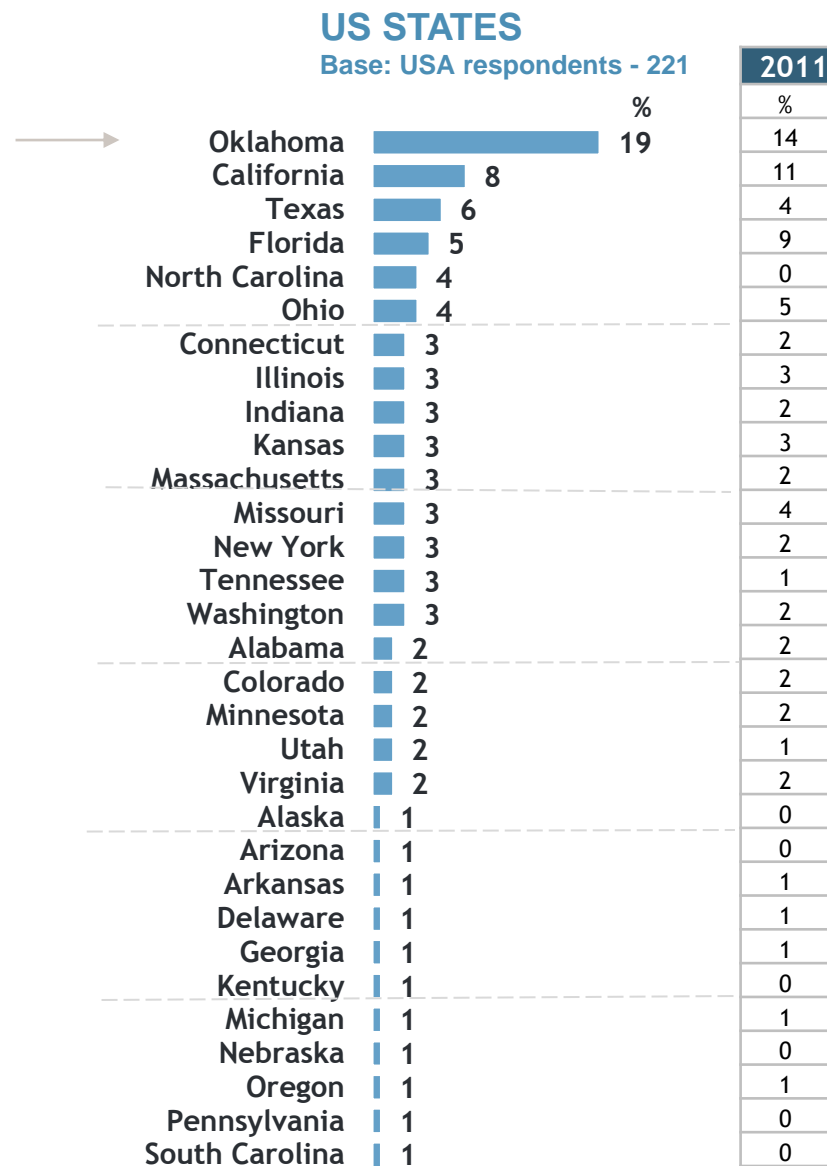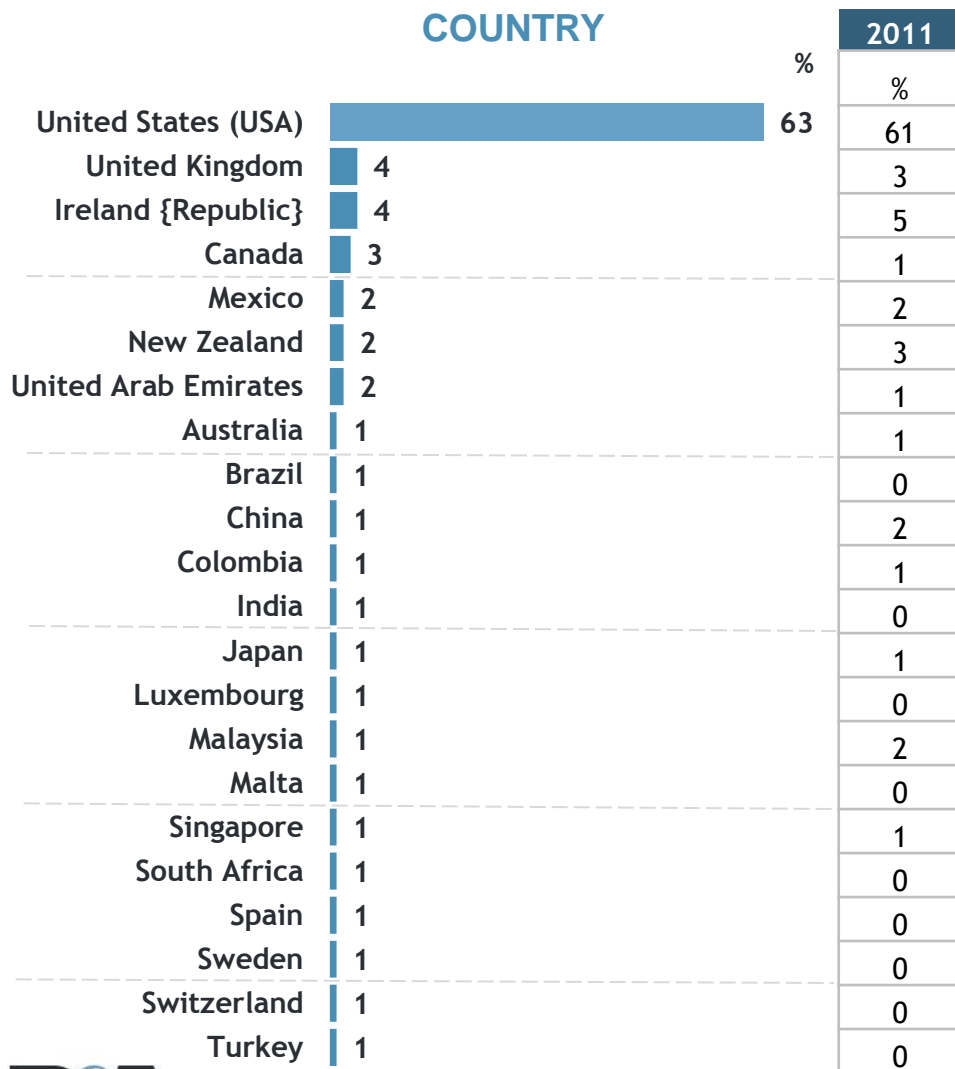|	Total	Gender		Age		
		Male	Female	18-44	45-54	55+
Base:	*349*	*176*	*173*	*170*	*102*	*77*
	%	%	%	%	%	%
Facebook	52 (51)	45	60	63	50	32
Linkedin	43 (41)	47	38	44	47	35
Twitter	16 (11)	16	16	22	15	5
Other	4 (3)	3	5	4	7	3
None	32 (31)	36	29	26	29	51
Any Facebook/Linkedin	**66 (66)**	**61**	**70**	**72**	**68**	**48**
Any Facebook/Linkedin/Twitter	**68 (69)**	**65**	**71**	**74**	**72**	**49**

( ) 2011 Figures

Sample Profile 2012
Social Media Usage

	Total	Organisation						Role in the organisation			
		Airline	**Private**	**Owner**	**Lease company**	**Fin inst.**	**Prof firm**	**Senior manager/ partner**	**Law**	**Finance professional**	**General**
Base:	*349*	*46*	*28*	*76*	*39*	*71*	*89*	*103*	*96*	*66*	*84*
	%	%	%	%	%	%	%	%	%	%	%
Facebook	52	57	25	46	59	59	56	47	58	48	56
Linkedin	43	46	36	46	49	44	37	50	43	50	29
Twitter	16	26	7	11	23	8	21	16	19	15	14
Other	4	2	-	7	5	1	7	4	5	3	5
None	32	33	50	36	26	27	31	35	28	30	36

Sample Profile 2012

COUNTRY

	%	2011 %
United States (USA)	63	61
United Kingdom	4	3
Ireland {Republic}	4	5
Canada	3	1
Mexico	2	2
New Zealand	2	3
United Arab Emirates	2	1
Australia	1	1
Brazil	1	0
China	1	2
Colombia	1	1
India	1	0
Japan	1	1
Luxembourg	1	0
Malaysia	1	2
Malta	1	0
Singapore	1	1
South Africa	1	0
Spain	1	0
Sweden	1	0
Switzerland	1	0
Turkey	1	0

US STATES
Base: USA respondents - 221

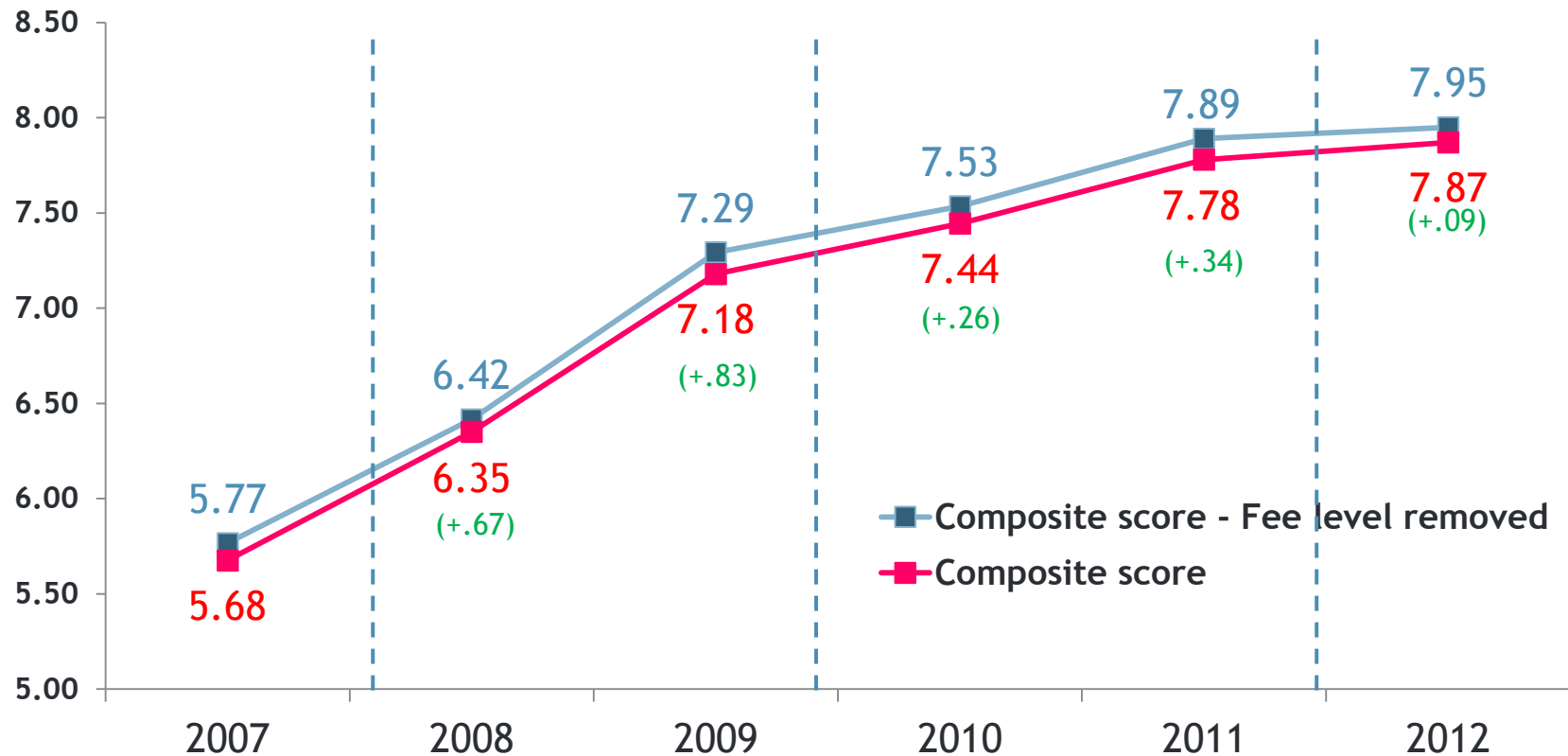|	%	2011 %
Oklahoma	19	14
California	8	11
Texas	6	4
Florida	5	9
North Carolina	4	0
Ohio	4	5
Connecticut	3	2
Illinois	3	3
Indiana	3	2
Kansas	3	3
Massachusetts	3	2
Missouri	3	4
New York	3	2
Tennessee	3	1
Washington	3	2
Alabama	2	2
Colorado	2	2
Minnesota	2	2
Utah	2	1
Virginia	2	2
Alaska	1	0
Arizona	1	0
Arkansas	1	1
Delaware	1	1
Georgia	1	1
Kentucky	1	0
Michigan	1	1
Nebraska	1	0
Oregon	1	1
Pennsylvania	1	0
South Carolina	1	0

Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2012

	2012	2011	2010	2009	2008	2007
Fit of Registry and business functionality	0.81	0.76	0.78	0.83	0.8	n/a
Overall ease of use of the Registry	0.73	0.64	0.73	0.67	0.67	0.71
Speed of refunds	0.66	0.39	0.51	0.56	0.48	0.47
Level of fee charged	0.65	0.6	0.69	0.74	0.7	0.67
*Availability of Registry Officials	0.64	0.55	0.51	0.38	0.52	0.55
Reliability of technical aspects of the Registry	0.64	0.5	0.64	0.58	0.52	0.59
Speed of approval for new Administrators/Users	0.64	0.42	0.53	0.45	0.59	0.49
Speed of Registry during use	0.62	0.45	0.59	0.56	0.56	0.57
**Availability of helpdesk staff	0.60	0.47	0.45	0.44	0.53	0.48
Technical knowledge of Registry Officials regarding the Registry.	0.58	0.47	0.62	0.48	0.56	0.52
Quality of information sent to you from the Registry Officials	0.56	0.55	0.62	0.57	0.52	0.56
**Efficiency of resolution of queries by Registry Officials	0.56	0.44	0.61	0.49	0.6	0.58
Efficiency of resolution of queries by help desk staff	0.52	0.47	0.4	0.36	0.47	0.49
Registry Officials language skills	0.49	0.42	0.44	0.36	0.35	0.36
Efficiency of credit card transactions	0.49	0.37	0.45	0.5	0.42	0.37
**Technical knowledge of help desk staff regarding the Registry	0.47	0.47	0.34	0.34	0.45	0.51
**Helpdesk language skills	0.43	0.38	0.27	0.34	0.32	n/a

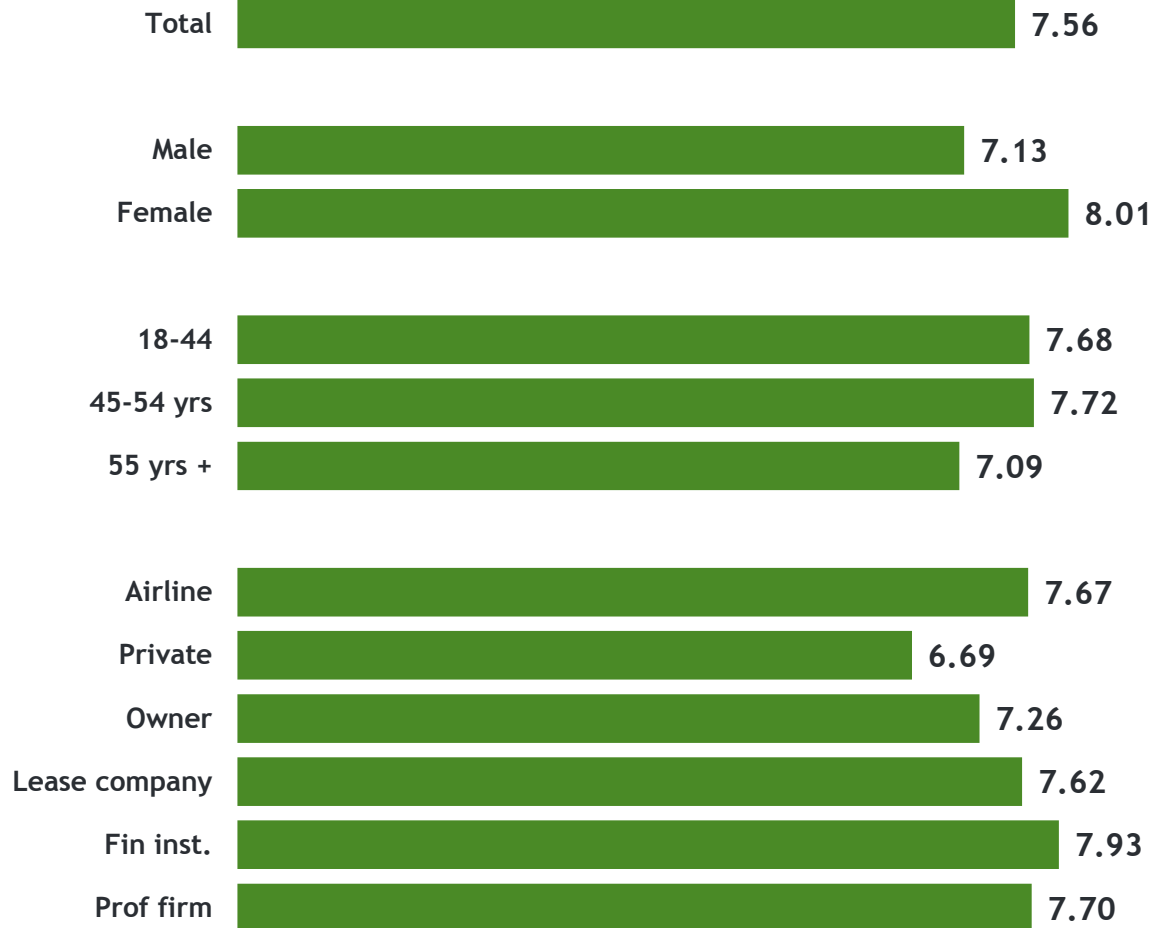*NB 2011-2009 refers to Registry Officials in Dublin **N.B. 2011-2009 refers to Montreal Helpdesk staff

The closer the Pearson's correlation is to 1.0, the stronger the factor is as a driver of overall satisfaction. All correlations have increased year on year, a function of increased familiarity with all aspects of the Registry, and the extent to which each is of worth to their business. Speed of refunds and speed of approval for new administrators/users do seem to have increased in importance this year compared to previous years, with speed of refunds presumably more important to businesses due to the continuing challenging economic climate.

Overall Weighted Registry Experience Rating

Chart showing Overall Weighted Registry Experience Rating from 2007 to 2012.

Composite score - Fee level removed (blue):
- 2007: 5.77
- 2008: 6.42
- 2009: 7.29
- 2010: 7.53
- 2011: 7.89
- 2012: 7.95

Composite score (pink/red):
- 2007: 5.68
- 2008: 6.35 (+.67)
- 2009: 7.18 (+.83)
- 2010: 7.44 (+.26)
- 2011: 7.78 (+.34)
- 2012: 7.87 (+.09)

All of the evidence would suggest that the Registry's overall weighted Experience Rating is set to plateau at around the 8.0 mark by 2013.
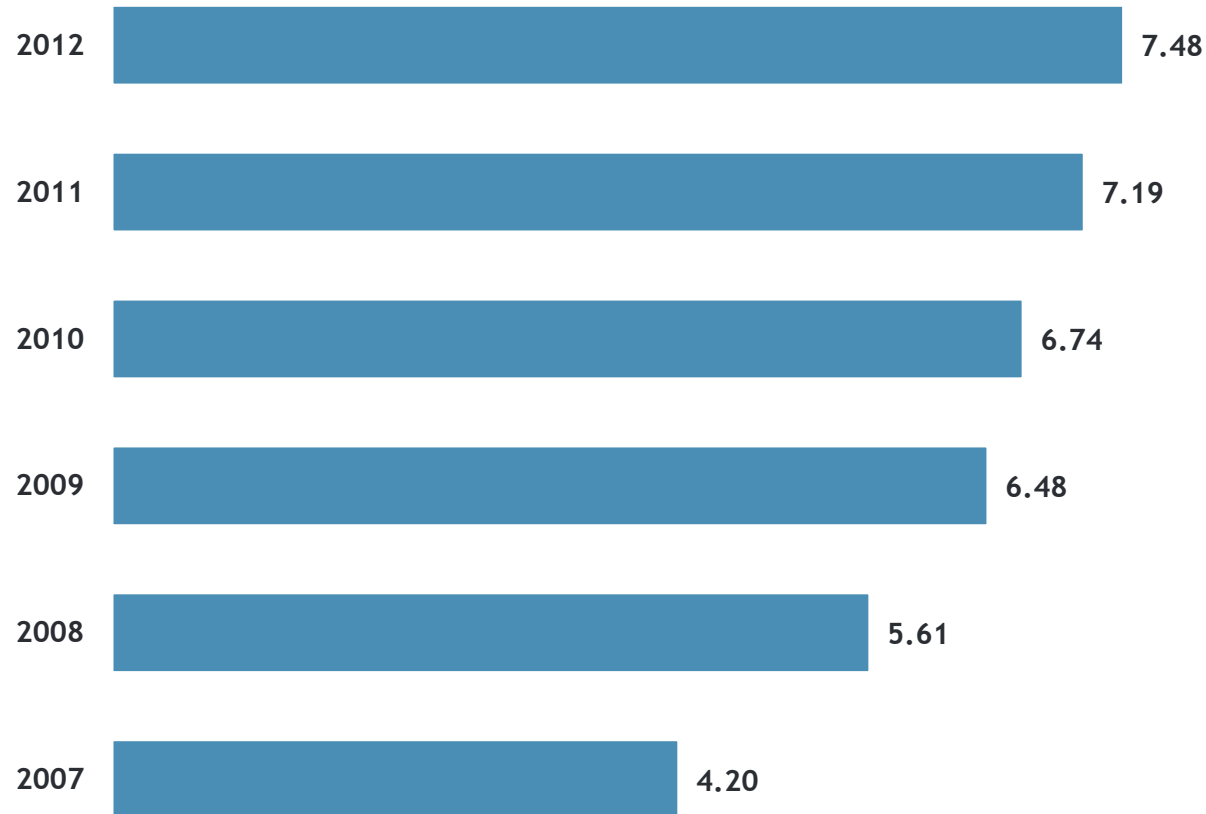
Overall Satisfaction with the Registry - Summary

Category	Score
Total	7.56
Male	7.13
Female	8.01
18-44	7.68
45-54 yrs	7.72
55 yrs +	7.09
Airline	7.67
Private	6.69
Owner	7.26
Lease company	7.62
Fin inst.	7.93
Prof firm	7.70

*New question 2012

With an estimated upper limit of circa 7.7 on overall stated satisfaction

Overall worth of registry to business: Ten point Rating Scale

Year	Rating
2012	7.48
2011	7.19
2010	6.74
2009	6.48
2008	5.61
2007	4.20

The improvement in the perceived overall worth of the Registry to users' businesses is a reflection of the increased levels of satisfaction with the Registry across the full range of service variables. This perceived worth to business rating is likely to settle in at close to 7.7, based on the average rate of increase on this metric over the last four years, and the fact that it is extremely rare for business research respondents to attribute a rating of over 8.0 on any such measures.

Key Service Aspects:
Overall Performance Rating (10 Point Scale) 2012 vs 2011 vs 2010 vs 2009

	Mean Performance Rating			
	2012	2011	2010	2009
The degree to which the functionality of the Registry fits with the way your business functions.	7.18	7.12	6.7	6.42
Overall ease of use of the Registry.	6.89	7.01	6.64	6.52
Speed of refunds	7.74	8.14	7.01	6.69
Level of fee charged.	6.79	6.64	5.51	6.18
*Availability of Registry Officials	8.02	8.08	7.64	7.41
Reliability of technical aspects of the Registry.	7.79	7.89	7.30	7.22
Speed of approval for new Administrators/Users	8.17	8.27	8.09	7.92
Speed of Registry during use.	7.59	7.73	7.17	7.10
**Availability of help desk staff	8.16	7.62	7.46	7.08
Technical knowledge of Registry Officials regarding the Registry	8.38	8.40	8.20	7.86
Quality of information sent to you from the Registry Officials	8.29	8.32	8.11	7.93
Efficiency of resolution of queries by Registry Officials	8.23	8.06	7.82	7.61
**Efficiency of resolution of queries by help desk staff	8.04	7.34	7.01	6.23
Registry Officials' language skills	8.91	8.96	8.76	8.73
Efficiency of credit card transactions.	8.32	8.48	8.22	8.28
**Technical knowledge of help desk staff regarding the Registry	8.10	7.62	7.12	6.27
**Helpdesk language skills	8.87	8.54	8.36	7.98

Legend:
- Green: Significant increase: 2011-2012
- Blue: Significant increase: 2010-2011
- Black: Significant increase: 2009-2010
- Red: Significant increase: 2008-2009

*NB 2011-2009 refers to Registry Officials in Dublin
**N.B. 2011-2009 refers to Montreal Helpdesk staff

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Key Service Aspects:
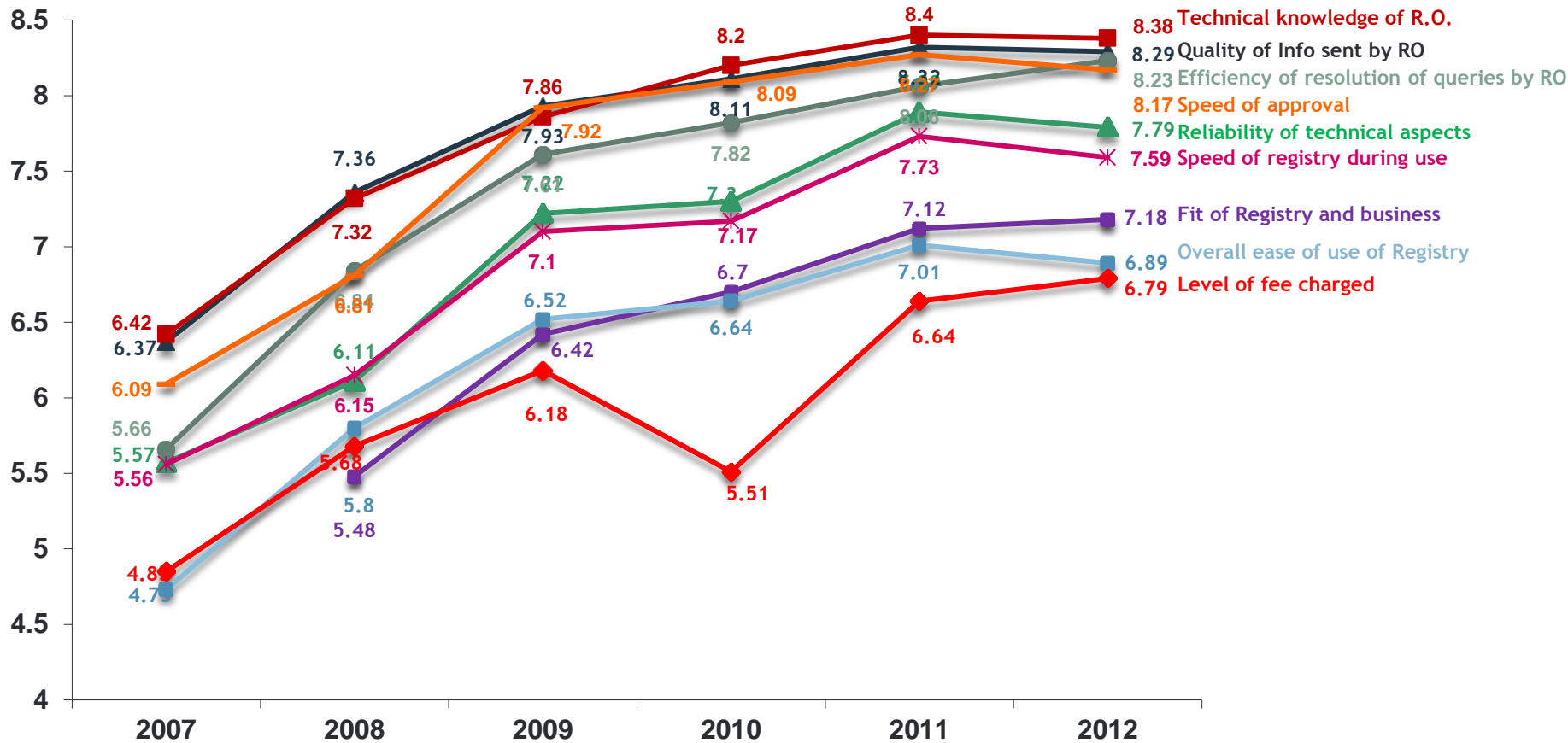## Overall Performance Rating (10 Point Scale) 2012 vs 2011 vs 2010 vs 2009 vs 2008

	Mean Performance Rating					% Scoring 1-2					% Scoring 9-10					% of No Opinion					YEAR ON YEAR CHANGE 2012 vs 2011
	2012	2011	2010	2009	2008	2012	2011	2010	2009	2008	2012	2011	2010	2009	2008	2012	2011	2010	2009	2008	
Fit of Registry and business functionality	7.18	7.12	6.70	6.42	5.48	7	7	11	13	24	36	33	29	28	28	3	2	4	6	6	+0.06
Overall ease of use of the Registry	6.89	7.01	6.64	6.52	5.80	9	6	12	12	20	33	27	27	27	19	1	1	2	1	4	-0.12
Speed of refunds	7.74	8.14	7.01	6.69	5.03	2	1	3	3	7	19	21	12	13	4	60	61	66	67	68	-0.40
Level of fee charged	6.79	6.64	5.51	6.18	5.68	8	8	6	11	19	25	24	25	20	18	9	6	7	7	10	+0.15
*Availability of Registry Officials	8.02	8.08	7.64	7.41	6.61	2	2	3	5	10	38	41	35	32	25	22	17	23	22	23	-0.06
Reliability of technical aspects of the Registry	7.79	7.89	7.30	7.22	6.11	5	2	6	5	14	43	39	33	30	22	9	7	12	15	16	-0.10
Speed of approval for new Administrators/Users	8.17	8.27	8.09	7.92	6.81	3	2	2	4	10	49	45	46	46	31	11	11	12	14	12	-0.10
Speed of registry during use	7.59	7.73	7.17	7.10	6.15	5	2	7	7	15	41	43	34	32	25	2	2	23	4	4	-0.14
**Availability of helpdesk staff	8.16	7.62	7.46	7.08	5.92	1	2	22	4	10	45	21	20	18	13	11	52	36	49	44	+0.54
Technical knowledge of Registry Officials regarding the Registry	8.38	8.40	8.20	7.86	7.32	2	1	2	3	7	45	46	41	37	31	21	14	24	25	23	-0.02
Quality of information sent to you by the Registry Officials	8.29	8.32	8.11	7.93	7.36	2	1	1	3	7	54	53	50	48	37	6	5	6	6	9	-0.03
Efficiency of resolution of queries by Registry Officials	8.23	8.06	7.82	7.61	6.84	2	3	3	10	10	47	44	40	15	31	16	11	17	48	19	+0.17
**Efficiency of resolution of queries by help desk staff	8.04	7.34	7.01	6.23	5.02	2	4	6	10	18	46	19	20	15	12	11	49	49	48	44	+0.70
Registry Officials language skills	8.91	8.96	8.76	8.73	8.36	1	0	1	1	2	52	62	55	51	46	26	14	20	21	21	-0.05
Efficiency of credit card transactions	8.32	8.48	8.22	8.28	7.52	3	1	2	1	5	49	53	50	49	41	13	10	12	15	15	-0.16
**Technical knowledge of help desk staff regarding the Registry	8.10	7.62	7.12	6.27	5.11	3	3	3	9	15	44	19	20	16	10	14	52	54	49	47	+0.48
**Helpdesk language skills	8.87	8.54	8.36	7.98	7.35	1	0	1	1	4	54	28	27	22	23	22	55	55	54	48	+0.33

*NB 2011-2009 refers to Registry Officials in Dublin
**N.B. 2011-2009 refers to Montreal Helpdesk staff

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

Year	2007	2008	2009	2010	2011	2012	Aspect
Technical knowledge of R.O.	6.42	7.32	7.86	8.2	8.4	8.38	Technical knowledge of R.O.
Quality of Info sent by RO	6.37	7.36	7.93	8.11	8.33	8.29	Quality of Info sent by RO
Efficiency of resolution of queries by RO	5.66	6.84	7.62	7.82	8.27	8.23	Efficiency of resolution of queries by RO
Speed of approval	6.09	6.81	7.92	8.09	8.27	8.17	Speed of approval
Reliability of technical aspects	5.57	6.11	7.22	7.3	7.96	7.79	Reliability of technical aspects
Speed of registry during use	5.56	6.15	7.1	7.17	7.73	7.59	Speed of registry during use
Fit of Registry and business	5.48	—	6.42	6.7	7.12	7.18	Fit of Registry and business
Overall ease of use of Registry	4.7	5.8	6.52	6.64	7.01	6.89	Overall ease of use of Registry
Level of fee charged	4.8	5.68	6.18	5.51	6.64	6.79	Level of fee charged

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

All of the evidence would suggest that the Registry's overall weighted experience rating is set to plateau at around the 8.0 mark by 2013.

Satisfaction With The Registry X Key User Groupings: Ten Point Rating Scale

	TOTAL 2012	GENDER		AGE			ORGANISATION					
		Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
Base:	*349*	*176*	*173*	*170*	*102*	*77*	*46*	*28*	*76*	*39*	*71*	*89*
The degree to which the functionality of the Registry fits with the way your business functions.	7.18	6.74	7.64	7.35	7.30	6.64	7.51	6.48	6.55	6.87	7.63	7.51
Overall ease of use of the Registry.	6.89	6.33	7.46	7.14	6.72	6.55	7.20	5.96	6.39	6.67	7.08	7.35
Speed of refunds	7.74	7.08	8.31	7.66	8.07	7.46	8.13	7.25	7.55	7.09	7.79	7.94
Level of fee charged.	6.79	6.25	7.35	6.76	6.95	6.66	6.43	6.28	6.87	6.76	6.80	7.07
*Availability of Registry Officials	8.02	7.70	8.37	8.20	7.79	7.90	8.36	7.56	7.77	7.63	8.07	8.30
Reliability of technical aspects of the Registry.	7.79	7.63	7.96	7.78	7.94	7.63	8.08	7.43	7.63	7.71	8.18	7.62
Speed of approval for new Administrators/Users	8.17	7.88	8.47	8.18	8.40	7.83	8.19	7.86	8.07	7.92	8.30	8.35
Speed of Registry during use.	7.59	7.21	7.97	7.54	7.83	7.36	7.76	7.29	7.46	7.44	8.13	7.31
**Availability of help desk staff	8.16	7.96	8.38	8.29	8.02	8.07	8.62	7.64	8.09	8.10	8.23	8.12
Technical knowledge of Registry Officials regarding the Registry	8.38	8.21	8.57	8.35	8.42	8.40	8.56	7.94	8.48	7.94	8.36	8.52
Quality of information sent to you by the Registry Officials	8.29	7.90	8.68	8.30	8.45	8.08	8.21	7.96	8.31	8.14	8.38	8.42
**Efficiency of resolution of queries by Registry Officials	8.23	7.91	8.56	8.25	8.27	8.13	8.58	7.74	8.38	7.97	8.10	8.26
Efficiency of resolution of queries by help desk staff	8.04	7.84	8.26	8.09	8.03	7.96	8.36	7.61	8.12	8.21	8.15	7.79
Registry Officials' language skills	8.91	8.72	9.13	8.84	9.03	8.93	8.76	8.59	8.84	8.96	8.69	9.30
Efficiency of credit card transactions.	8.32	8.14	8.50	8.32	8.23	8.44	8.63	8.54	8.27	8.05	8.20	8.35
**Technical knowledge of help desk staff regarding the Registry	8.10	7.93	8.27	8.07	8.18	8.05	8.31	7.77	8.26	8.19	8.21	7.82
**Helpdesk language skills	8.87	8.65	9.10	8.83	8.97	8.81	8.77	8.50	8.83	8.80	8.84	9.11
Overall worth of the Registry to my organisation/business.	7.48	6.88	8.11	7.88	7.49	6.57	7.53	5.41	6.77	7.54	8.09	8.10

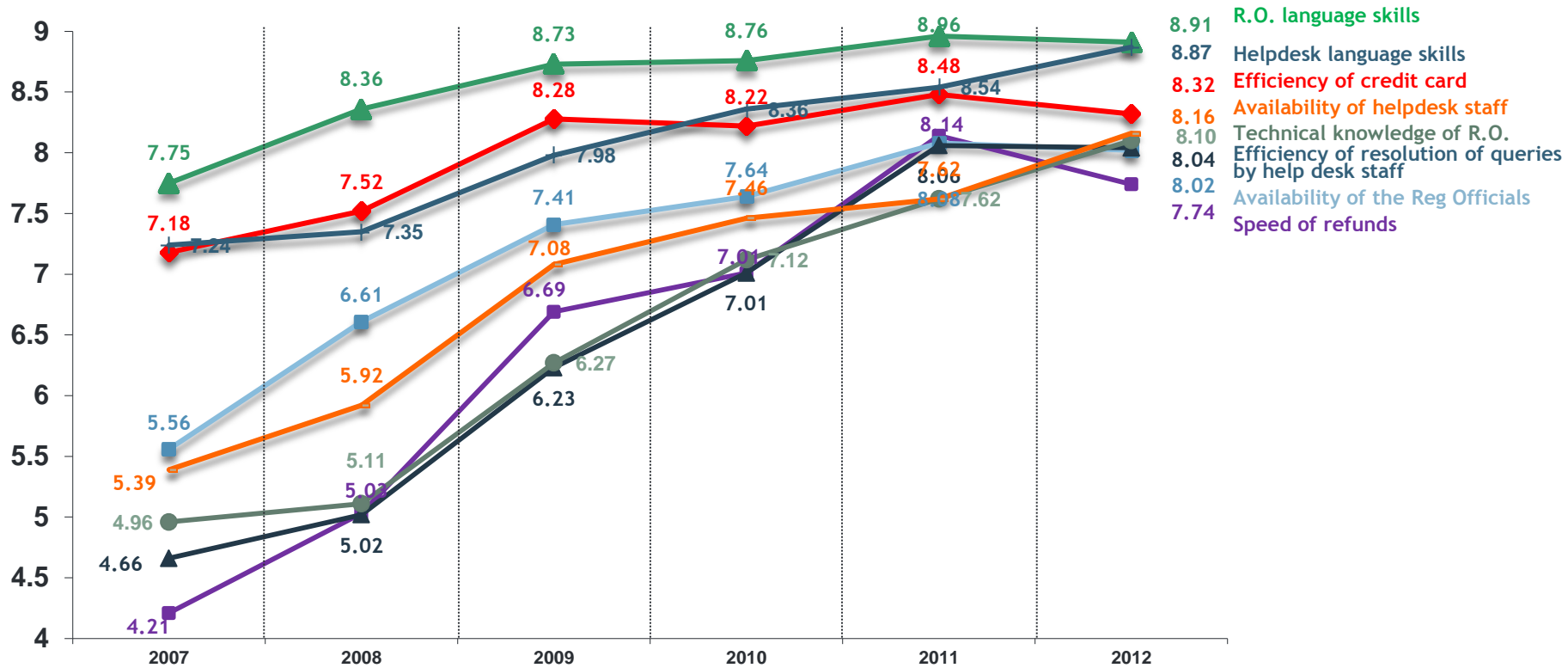Ratings shaded in green are significantly higher than the average.

*NB 2011-2009 refers to Registry Officials in Dublin
**N.B. 2011-2009 refers to Montreal Helpdesk staff

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Aviareto: Strategic Performance Matrix 2012

Base: All users

Low Performance → **High Performance**

Critical Improvement Areas

Leverage and Enhance

High contribution towards worth to business

Low contribution towards worth to business

- Fit with registry (8.0)
- Overall ease of use (7.3)
- Speed of refunds (6.6)
- Avail of officials in Dublin (6.4)
- Level of fee charged (6.4)
- Technical reliability (6.2)
- Speed of approval admin (6.3)
- Speed of registry
- Availability Helpdesk (5.9)
- Tech knowledge RO (5.8)
- Resolution of queries RO (5.4)
- Quality of info sent by RO
- Resolution of queries Helpdesk (5.1)
- Credit card transactions (4.9)
- RO Language skills (4.8)
- Tech knowledge helpdesk (4.6)
- Helpdesk language skills (4.3)

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, and levels of fees charged.

BEHAVIOUR & ATTITUDES

Aviareto: Strategic Performance Matrix 2012 vs 2011

Base: All users

Low Performance → **High Performance**

Critical Improvement Areas

Leverage and Enhance

High contribution towards worth to business

Low contribution towards worth to business

IGNORE

MONITOR

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

■ 2012
■ 2011

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Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2012

Base: All respondents

%

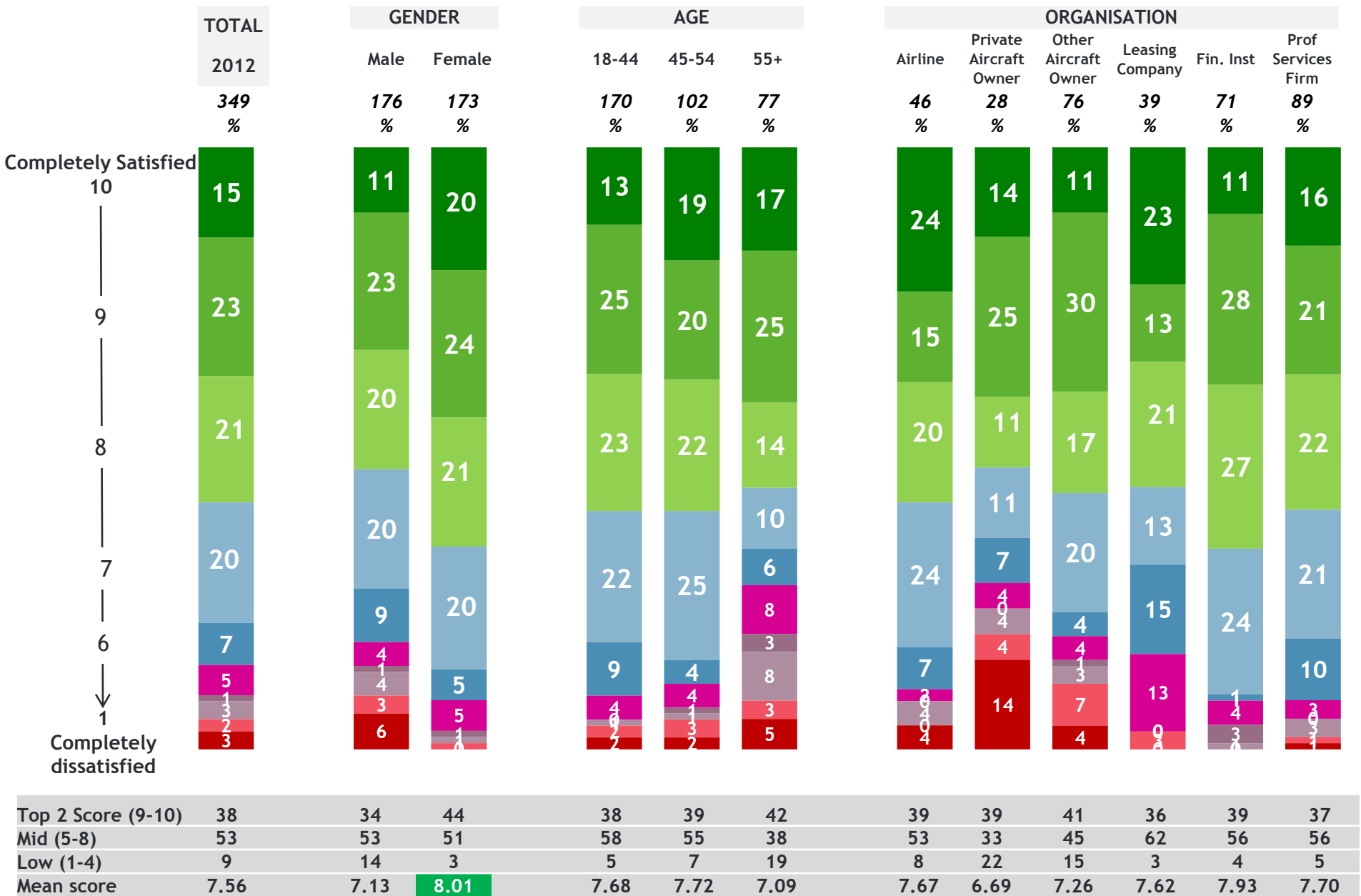|	2012 (bar)	2011	2010	2009	2008	2007
More User-friendly website, better interface	17	17	11	-	-	-
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	8	5	6	8	-	-
Don't limit access to only one computer	6	6	13	-	-	-
Allow multiple registrations/ authorisations/revocations simultaneously	4	7	2	8	-	-
Consistently improve compatibility with internet browsers/computer software	3	-	-	-	-	-
On-line user guide, tutorials, webinar, training course in Far East	3	10	3	12	4	10
Payment flexibility, include Visa, Mastercard, TT, cumulative/better invoicing	3	-	-	-	-	-
Faster registration of new entities, faster turnaround of registration requests	3	-	-	-	-	-
Improve search function -multiple searches, search by owner, remove expired certs, download to PDF	3	5	-	-	-	-
Simplify language/terms, FAQ legal	3	-	-	-	-	-
Speed up web response time - authorisations, approvals, searches	2	3	6	8	16	12
None	28	12	18	-	-	-

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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					
	2012	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
Base: All respondents	349	176	173	170	102	77	46	28	76	39	71	89
	%	%	%	%	%	%	%	%	%	%	%	%
More User-friendly website, better interface	17	23	10	16	19	16	17	25	28	13	18	6
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	8	7	9	9	7	5	15	-	11	5	3	9
Don't limit access to only 1 computer	6	7	5	6	5	8	13	7	8	3	6	2
Allow multiple registrations/authorisations /revocations simultaneously	4	3	5	4	4	4	2	-	1	8	8	2
Consistently improve compatibility with internet browsers/computer software	3	3	4	2	5	4	7	4	5	-	1	3
On-line user guide, tutorials, webinar, training course in Far East	3	2	3	3	2	3	-	-	4	5	3	2
Payment flexibility, include Visa, Mastercard, TT, cumulative/better invoicing	3	2	3	2	4	1	-	-	1	5	8	-
Faster registration of new entities, faster turnaround of registration requests	3	3	2	4	2	-	-	-	4	-	4	3
Improve search function -multiple searches, search by owner, remove expired certs, download to PDF	3	2	3	4	2	1	4	-	3	10	1	-
Simplify language/terms, FAQ legal	3	3	2	1	4	4	2	7	5	3	-	1
None, no comment	28	27	29	24	25	39	28	54	22	15	31	27

(All other answers 2% or less for total)

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Overall Satisfaction Ratings with the Registry

	TOTAL	GENDER		AGE			ORGANISATION					
	2012	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
	349 %	176 %	173 %	170 %	102 %	77 %	46 %	28 %	76 %	39 %	71 %	89 %
Top 2 Score (9-10)	38	34	44	38	39	42	39	39	41	36	39	37
Mid (5-8)	53	53	51	58	55	38	53	33	45	62	56	56
Low (1-4)	9	14	3	5	7	19	8	22	15	3	4	5
Mean score	7.56	7.13	8.01	7.68	7.72	7.09	7.67	6.69	7.26	7.62	7.93	7.70

USA Versus Other Regions: Comparative Analysis

	2009		2010		2011		2012	
	USA	Other	USA	Other	USA	Other	USA	Other
The degree to which the functionality of the register fits with the way your business functions	6.20	7.07	6.62	6.91	7.07	7.21	7.29	6.99
Overall ease of use of the Registry	6.49	6.62	6.56	6.86	6.84	7.28	7.00	6.69
Speed of refunds	6.68	6.72	7.01	7.00	8.13	8.15	7.99	7.30
Level of fee charged	6.06	6.53	6.46	6.64	6.70	6.54	7.11	6.23
*Availability of Registry Officials	7.24	7.86	7.44	8.11	8.17	7.95	8.09	7.91
Reliability of technical aspects of the Registry	7.23	7.19	7.19	7.58	7.93	7.83	8.05	7.33
Speed of approval for new administrators/users	7.84	8.15	8.00	8.31	8.37	8.12	8.31	7.95
Speed of registry during use	7.07	7.16	7.10	7.34	7.79	7.63	7.80	7.22
**Availability of helpdesk staff	7.05	7.17	7.21	8.12	7.60	7.66	8.20	8.10
Technical knowledge of helpdesk staff regarding the Registry	6.00	7.18	6.86	7.81	7.65	7.55	8.17	7.98
Quality of information sent to you by the Registry Officials	7.88	8.09	8.10	8.15	8.38	8.22	8.46	8.01
Efficiency of resolution queries by help desk staff	6.02	6.98	6.78	7.65	7.24	7.52	8.10	7.96
**Efficiency of resolution queries by Registry officials	7.50	7.89	7.82	7.80	8.10	7.99	8.37	8.00
Registry official's language skills	8.64	8.99	8.80	8.65	9.01	8.88	9.00	8.76
Efficiency of credit card transactions	8.20	8.49	8.30	8.02	8.59	8.30	8.56	7.93
**Technical knowledge of registry staff regarding the Registry	7.85	7.87	8.25	8.05	8.55	8.16	8.54	8.11
**Montreal helpdesk staff language skills	7.92	8.17	8.27	8.60	8.53	8.56	8.93	8.77
Overall worth of the registry to my organisation/business	6.22	7.29	6.52	7.31	6.94	7.58	7.44	7.56

*NB 2011-2009 refers to Registry Officials in Dublin
**N.B. 2011-2009 refers to Montreal Helpdesk staff

BEHAVIOUR &ATTITUDES

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Summary of Findings

Summary of Findings

- This year's report is based on a total achieved sample of 349 users, equating to a response rate of 14% - in line with the high response rate achieved in previous years studies.

- The profile of the user sample is very much in line with that achieved in 2011, and indeed 2010. Thus, a quarter of all respondents work in professional services firms, a fifth emanate from financial/lending institutions, just over 40% are aircraft owners, with 11% representing aircraft leasing companies.

- More than 6 in 10 of all users are based in the USA, with Oklahoma, California, Texas and Florida the main States represented in the customer base.

- The key drivers of satisfaction with the Registry for 2012 are broadly in line with those identified in previous years, although speed of refunds and speed of approval for new administrators/users have increased in importance this year.

Summary of Findings

- Key drivers of satisfaction for 2012 are as follows:-

    - ❖ Fit of Registry with business functionality.

    - ❖ Overall ease of use of the Registry.

    - ❖ Speed of refunds.

    - ❖ Level of fee charged.

    - ❖ Availability of Registry officials.

    - ❖ Reliability of technical aspects of the Registry.

- Once all aspects of service are taken into account and a composite Registry experience rating derived from the data, 2012 sees the total satisfaction level rise to 7.87 out of 10 (including fee level), a modest and insignificant rise of .09 on the 2011 rating.

Summary of Findings

- It should be noted that an overall service satisfaction rating of just under 7.9 is exceptionally high for business-to-business surveys, given the very high and demanding expectation levels of such respondents.

- This dynamic, coupled with the levelling off the overall satisfaction rating between 2011 and 2012 in particular, would suggest that the overall weighted experience rating is set to plateau at around the 8.0 mark by 2013.

- This is not to say that none of the scores on the tracker is likely to change significantly over the coming years - rather that the rating of <u>specific aspects</u> of service should improve in future years as they are focussed on by Aviareto management throughout the year.

- It will also, of course, be important to maintain the very high scores across such a wide range of service aspects in future years, and the tracker will be of benefit from this perspective also.

Summary of Findings

- A historical analysis of the overall rating of individual aspects of service since 2008 illustrates that each and every aspect of service improved significantly (based on statistical tests of significance) between 2008 and 2009.

- While most scores improved between 2009 and 2010, the improvements were at a much more modest level, with only a couple registering as statistically significant.

- Between 2010 and 2011, however, a whole range of service aspects improved significantly, most notably speed of refunds, availability of Registry officials in Dublin, speed of registry during use, reliability of technical aspects of the Registry, the fit of the Registry with business functionality, and overall ease of use of the Registry.

- Scores on all of the latter aspects have again settled in 2012, with minor (and not statistically significant) decreases in ratings for speed of refunds, speed of Registry during use, reliability of technical aspects of the Registry, and overall ease of use of the Registry.

Summary of Findings

- It is recommended that these latter aspects are reviewed over the coming months to ensure that the insignificant declines in satisfaction witnessed in this year's study do not develop into a trend into 2013 and beyond.

- Note, while four service aspects have registered statistically significant improvements between 2011 and 2012, it is the case that these are the very service aspects whose wording has been changed between the two surveys (i.e. Helpdesk variables which previously had been referred to as Montreal Help Desk functions).

  As such, we would sound a note of caution in reading too much into these apparent increases in satisfaction, as we are not strictly speaking comparing like with like.

Thank you