User Survey 2015

November, 2015
Prepared for

INTERNATIONAL REGISTRY
OF MOBILE ASSETS

Prepared by:

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Background And Objectives

- The International Registry of Mobile Assets was launched in 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, it was decided to repeat the survey in 2008 and again in 2009, 2010, 2011, 2012, 2013, 2014 and 2015 with a view to assessing the state of play year on year.
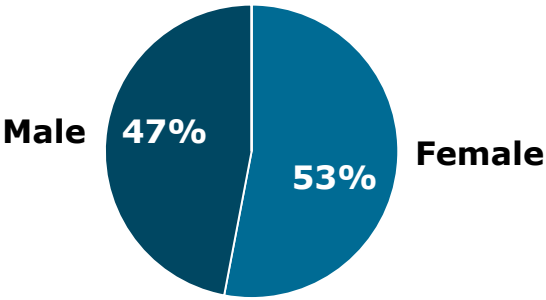
Methodology

- 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 2,311 users.

- Total achieved sample of 317 users, (352 users in 2014, 345 users in 2013, 349 users in 2012, 402 users in 2011, 356 users in 2010, 371 in 2009, 308 in 2008; 339 in 2007), representing a response rate of 13.71% - 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 20th October to 13th November. Incentive offered for the first time in 2009 (3 x draws for $250 Amazon voucher), and each year since then.

Sample Profile 2015

GENDER
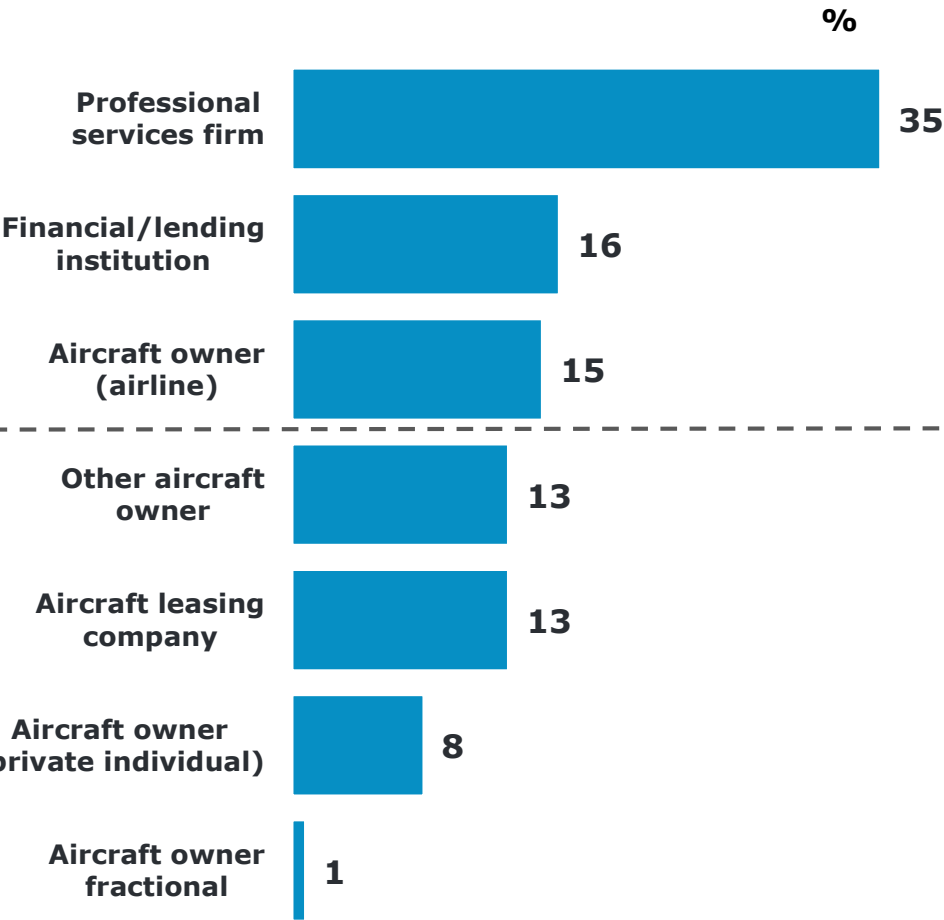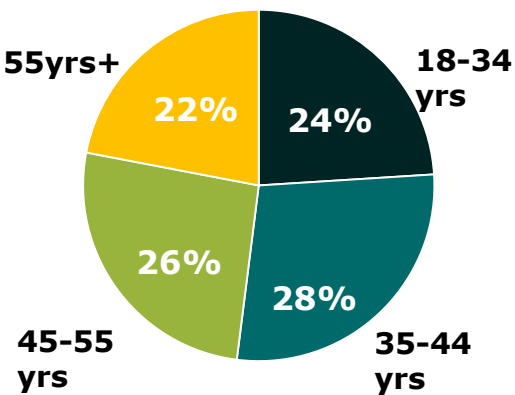
Male **47%** | **53%** Female

AGE

55yrs+ **22%** | **24%** 18-34 yrs
45-55 yrs **26%** | **28%** 35-44 yrs

	%	2014	2013	2012	2011	2010	2009	2008	2007
Professional services firm	35	29%	30%	26%	24%	27%	28%	29%	17%
Financial/lending institution	16	18%	17%	20%	23%	21%	19%	17%	17%
Aircraft owner (airline)	15	12%	15%	13%	12%	8%	11%	9%	7%
Other aircraft owner	13	20%	17%	21%	18%	19%	19%	23%	32%
Aircraft leasing company	13	12%	12%	11%	12%	13%	8%	8%	8%
Aircraft owner (private individual)	8	9%	8%	8%	10%	10%	13%	14%	18%
Aircraft owner fractional	1	1%	2%	1%	1%	2%	2%	n/a	n/a

The 2015 Registry User sample base has a heavier professional services firm presence in 2015 versus previous years, and a significantly lower 'other aircraft owner' profile.

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Q. Analysis of Sample

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Sample Profile 2015

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Gender	%	%	%	%	%	%	%	%	%
Male	63	44	47	50	50	50	48	50	47
Female	37	55	53	50	50	50	52	50	53
Age	%	%	%	%	%	%	%	%	%
18-34	13	17	19	20	20	19	20	23	24
35-44	22	24	29	28	28	30	30	27	28
45-55	39	32	32	31	31	29	29	26	26
55+	26	26	21	22	22	22	21	24	22

With users almost evenly split by gender, and spread across all age groups from 18-34 yrs to 55 yrs+.

Q. Analysis of Sample

Sample Profile 2015

2014	2015	%
30%	Senior manager/partner	27
21%	General administration/Office support	20
18%	Lawyer	18
13%	Legal assistant	18
18%	Finance professional	16
0%	IT/Systems analyst	1

There are marginally more legal assistants and fewer senior managers/partners in the 2015 sample vis-a-vis 2014.

Q.   Analysis of Sample
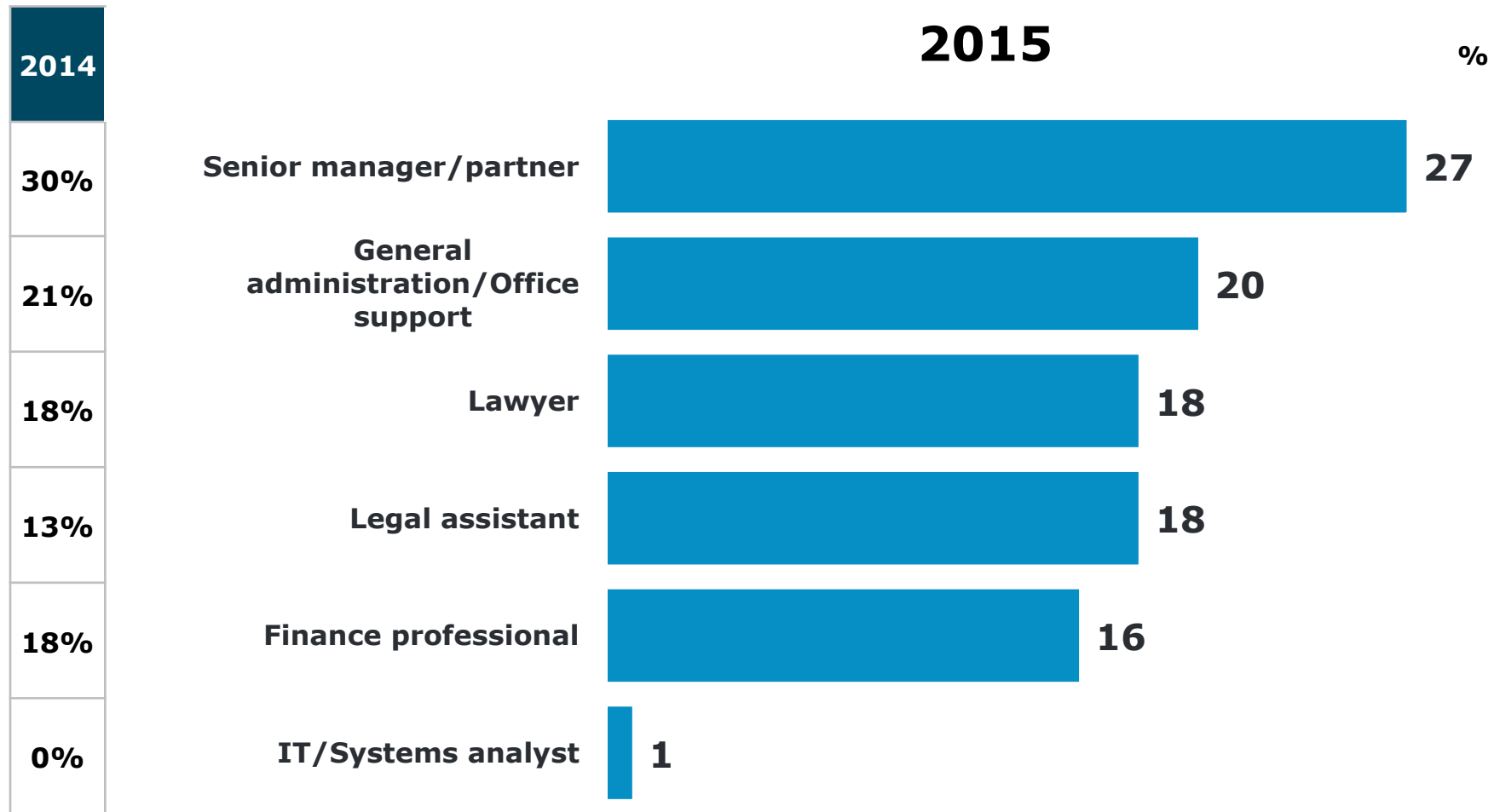
Sample Profile 2015
Social Media Usage

	Total				2015				
					Gender		Age		
	2015	2014	2013	2012	Male	Female	18-44	45-54	55+
Base:	317	352	345	349	148	169	165	81	71
	%	%	%	%	%	%	%	%	%
Facebook	58	54	57	52	47	67	67	47	48
Linkedin	54	53	48	43	56	53	58	54	45
Twitter	16	16	18	16	14	19	21	12	10
Other	5	6	4	4	2	7	7	2	3
None	20	24	27	32	25	15	10	28	34
Any Facebook/Linkedin	**79**	**73**	**70**	**66**	**73**	**83**	**88**	**70**	**66**
Any Facebook/Linkedin/ Twitter	**80**	**76**	**73**	**68**	**75**	**85**	**90**	**72**	**66**

> **Use of either Facebook or Linkedin has increased significantly year-on-year, and now stands at just under 8 in 10 of all Registry Users.**

Q. Analysis of Sample

Sample Profile 2015
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:	*317*	*47*	*25*	*43*	*40*	*50*	*112*	*87*	*113*	*51*	*66*
	%	%	%	%	%	%	%	%	%	%	%
Facebook	58	**62**	52	53	**65**	50	60	53	61	53	62
Linkedin	54	47	24	51	**68**	50	**63**	57	59	61	36
Twitter	16	11	**16**	9	**20**	12	**22**	16	15	18	18
Other	5	4	4	2	3	2	8	6	5	-	6
None	20	21	36	16	15	28	15	20	16	22	26

Lease companies and professional firm Registry Users are particularly heavy users of social media, with airline users over-indexing on use of Facebook.

Q. Analysis of Sample

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Sample Profile 2015
Frequency of Usage

	Tot al	Gender		Age			Organisation						Role in the organisation			
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease compan y	Fin inst.	Prof firm	Senior manag er/part ner	Law	Finance professi onal	General
Base:	317	148	169	165	81	71	47	25	43	40	50	112	87	113	51	66
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	1	2	1	1	2	1	2	4	5	-	-	-	1	1	4	-
Once a year	28	34	23	23	32	35	21	80	44	15	30	17	38	12	39	33
Once a month	40	46	35	42	40	37	55	16	26	60	44	36	46	45	31	30
Once a week	14	11	16	16	11	11	19	-	19	10	18	12	7	18	18	12
Once a day	4	2	7	5	2	6	-	-	2	5	2	9	3	7	2	3
More than once a day	13	5	19	14	12	10	2	-	5	10	6	27	5	17	6	21

17% of all Registry users use the system at least once a day, with four in ten accessing it on average once a month. Use of the Registry is highest amongst female users, those working in professional firms, and individuals working in the legal and more general roles in their organisation.

Q. Finally, how often do you use the International Registry system?

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Sample Profile 2015

COUNTRY

Country	%	2014 %
United States (USA)	49	52
Canada	12	10
United Kingdom	6	6
Ireland {Republic}	4	4
New Zealand	3	2
France	2	2
Japan	2	1
Malaysia	2	1
Australia	1	1
Brazil	1	2
China	1	2
India	1	1
Luxembourg	1	1
Mexico	1	2
Myanmar, {Burma}	1	-
Netherlands	1	-
Russian Federation	1	1
Singapore	1	1
Sweden	1	1
Switzerland	1	1
United Arab Emirates	1	1
Vietnam	1	-
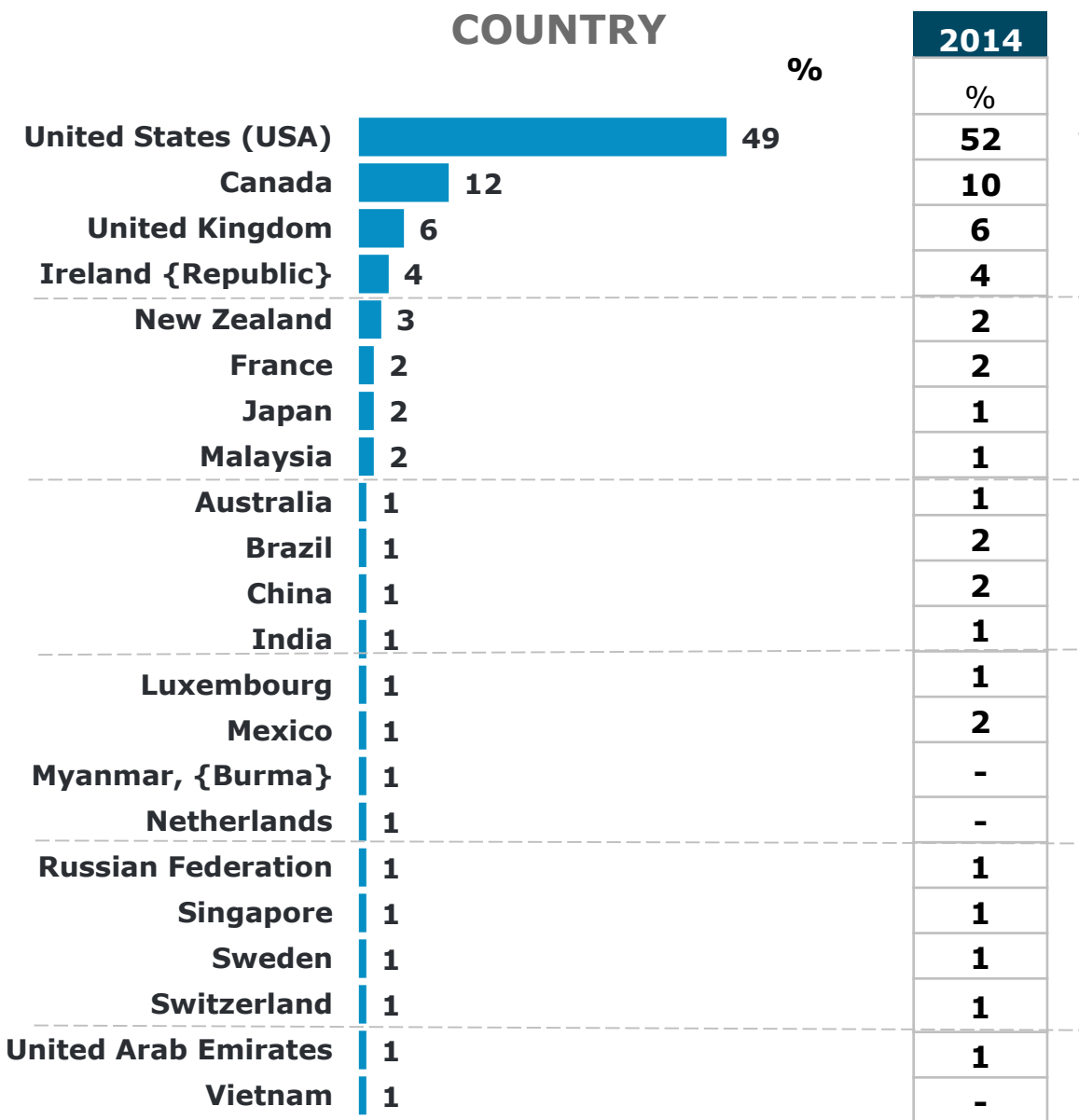
(All other mentions less than 1% for total)

US STATES
Base: USA respondents - 156

State	%	2014 %
Oklahoma	21	16
California	8	6
North Carolina	6	4
Colorado	5	1
Florida	5	8
Kansas	4	3
New York	4	3
Ohio	4	4
Texas	4	9
Washington	4	5
Arizona	3	2
Connecticut	3	3
Massachusetts	3	1
Missouri	3	4
Pennsylvania	3	2
Illinois	2	2
Indiana	2	1
Alabama	1	1
Georgia	1	1
Hawaii	1	1
Idaho	1	1
Iowa	1	1
Louisiana	1	1
Maryland	1	2
Michigan	1	2
Minnesota	1	-
Mississippi	1	1
Montana	1	1
Nebraska	1	1
Nevada	1	2
New Jersey	1	1
New Mexico	1	1
Oregon	1	-
South Carolina	1	1
Tennessee	1	2
Utah	1	1
Virginia	1	4
Wyoming	1	1

Half of all Registry users are based in the USA with a further 12% residing in Canada. A fifth of all USA users are based in Oklahoma.

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Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2015

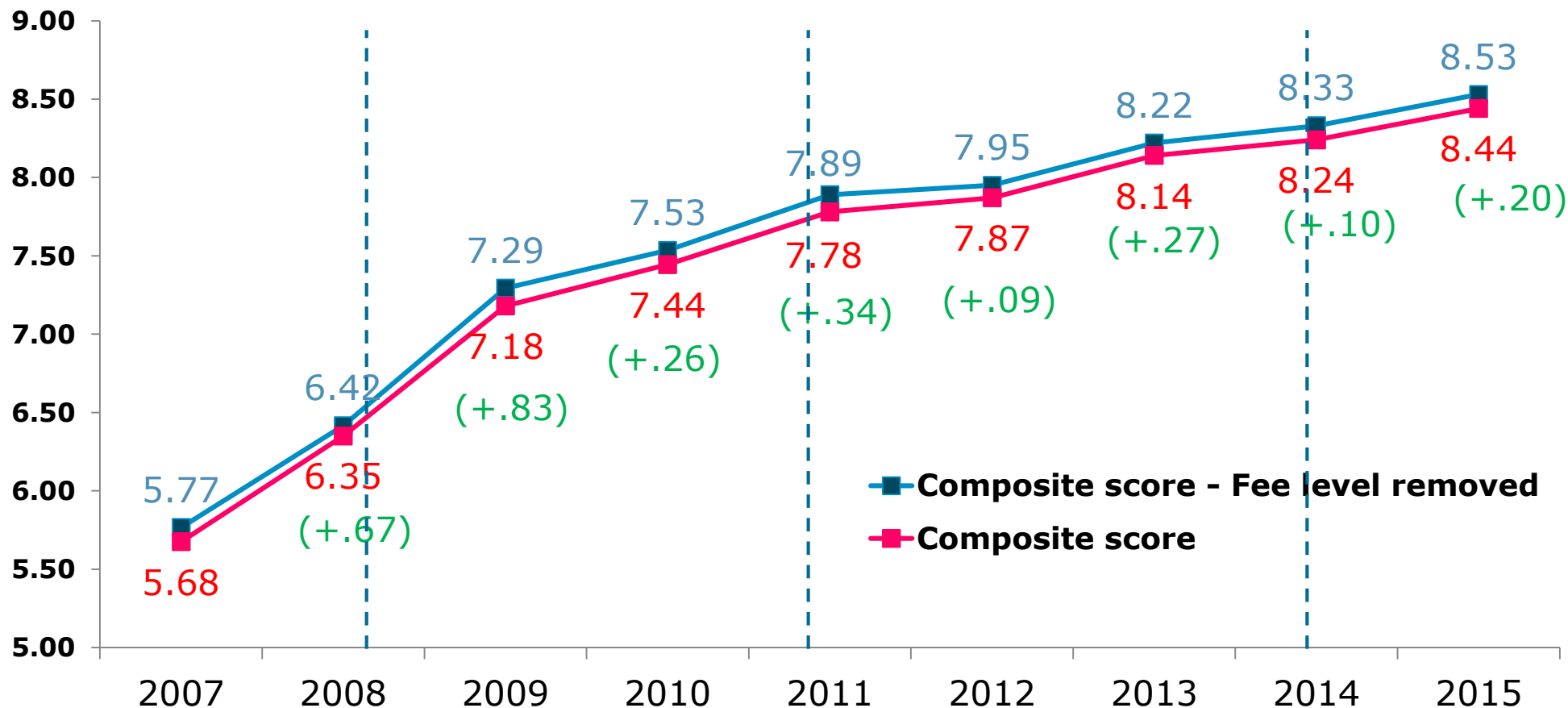|	2015	2014	2013	2012	2011	2010	2009	2008	2007
Fit of Registry and business functionality	0.71	0.78	0.75	0.81	0.76	0.78	0.83	0.8	n/a
Overall ease of use of the Registry	0.62	0.7	0.64	0.73	0.64	0.73	0.67	0.67	0.71
Level of fee charged	0.49	0.62	0.63	0.65	0.6	0.69	0.74	0.7	0.67
Quality of information sent to you from the Registry Officials	0.46	0.51	0.59	0.56	0.55	0.62	0.57	0.52	0.56
Efficiency of resolution of queries by Registry Officials	0.44	0.55	0.57	0.56	0.44	0.61	0.49	0.6	0.58
Efficiency of credit card transactions.	0.43	0.5	0.5	0.49	0.37	0.45	0.5	0.42	0.37
Speed of refunds	0.43	0.47	0.57	0.66	0.39	0.51	0.56	0.48	0.47
Reliability of technical aspects of the Registry	0.42	0.58	0.56	0.64	0.47	0.45	0.44	0.53	0.48
Availability of Registry Officials	0.41	0.5	0.6	0.64	0.55	0.51	0.38	0.52	0.55
Speed of Registry during use.	0.41	0.6	0.54	0.62	0.45	0.59	0.56	0.56	0.57
Speed of approval for new Administrators/Users	0.40	0.55	0.48	0.64	0.42	0.53	0.45	0.59	0.49
Registry Officials' language skills	0.37	0.42	0.49	0.49	0.42	0.44	0.36	0.35	0.36
Technical knowledge of Registry Officials regarding the Registry.	0.35	0.52	0.57	0.47	0.50	0.64	0.58	0.52	0.59

The fit of Registry functionality with business functionality remains the single most important definer of the perceived worth of the Register, followed by its Ease of Use and Fee Charged. The relative importance of all other factors remains reasonably consistent year-on-year.

Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Overall Weighted Registry Experience Rating

Despite levelling out in recent years, the overall weighted Registry experience rating has improved yet again in 2015 – and now stands at 8.53 out of a possible 10.

Composite score - Fee level removed: 5.77, 6.42, 7.29, 7.53, 7.89, 7.95, 8.22, 8.33, 8.53

Composite score: 5.68, 6.35 (+.67), 7.18 (+.83), 7.44 (+.26), 7.78 (+.34), 7.87 (+.09), 8.14 (+.27), 8.24 (+.10), 8.44 (+.20)

Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

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Overall Satisfaction with the Registry - Summary

	2013	2014	2015
Total	7.83	8.18	**8.22**
Male	7.63	7.98	**8.05**
Female	8.02	8.39	**8.36**
18-44	7.83	8.29	**8.15**
45-54 yrs	7.86	8.34	**8.19**
55 yrs +	7.79	7.81	**8.41**
Airline	7.77	8.31	**8.09**
Private	7.26	7.24	**7.88**
Owner	7.57	8.10	**8.16**
Lease company	8.03	8.18	**8.20**
Fin inst.	8.07	7.97	**8.26**
Prof firm	7.96	8.59	**8.35**

> **With the Registry's overall satisfaction rating now exceeding 8 out of 10 in practically all user sub-groupings.**

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Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

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Overall worth of registry to business:
Ten point Rating Scale

Year	Rating
2015	8.10
2014	7.95
2013	7.75
2012	7.48
2011	7.19
2010	6.74
2009	6.48
2008	5.61
2007	4.20

The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements in excess of 8 out of 10.

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Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

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Key Service Aspects:
Overall Performance Rating (10 Point Scale)

	Mean Performance Rating						
	2015	**2014**	**2013**	**2012**	**2011**	**2010**	**2009**
The degree to which the functionality of the Registry fits with the way your business functions.	**7.88**	7.75	7.46	7.18	7.12	6.7	6.42
Overall ease of use of the Registry.	**7.88**	7.43	7.26	6.89	7.01	6.64	6.52
Level of fee charged.	**7.48**	7.31	7.15	6.79	6.64	5.51	6.18
Quality of information sent to you from the Registry Officials	**8.84**	8.72	8.47	8.29	8.32	8.11	7.93
Efficiency of resolution of queries by Registry Officials	**8.88**	8.63	8.44	8.23	8.06	7.82	7.61
Efficiency of credit card transactions.	**9.04**	8.91	8.77	8.32	8.48	8.22	8.28
Speed of refunds	**8.42**	8.39	8.17	7.74	8.14	7.01	6.69
Reliability of technical aspects of the Registry.	**8.42**	8.28	7.79	7.79	7.89	7.3	7.22
Availability of Registry Officials	**8.86**	8.57	8.38	8.02	8.08	7.64	7.41
Speed of Registry during use.	**8.23**	8.16	7.9	7.59	7.73	7.17	7.1
Speed of approval for new Administrators/Users	**8.64**	8.42	8.36	8.17	8.27	8.09	7.92
Registry Officials' language skills	**9.25**	9.04	8.95	8.91	8.96	8.76	8.73
Technical knowledge of Registry Officials regarding the Registry	**8.91**	8.69	8.57	8.38	8.4	8.2	7.86
Efficiency of resolution of queries by help desk staff	n/a	n/a	8.41	8.04	7.34	7.01	6.23
Technical knowledge of help desk staff regarding the Registry	n/a	n/a	8.42	8.1	7.62	7.12	6.27
Availability of help desk staff	n/a	n/a	8.41	8.16	7.62	7.46	7.08
Helpdesk language skills	n/a	n/a	8.89	8.87	8.54	8.36	7.98

Remarkably, performance scores on two of the five most important service aspects has increased year-on-year – i.e. overall ease of use of the Registry, and the efficiency of resolution of queries by Registry Officials.

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Significant increase: 2015-2014
Significant increase: 2014-2013
Significant increase: 2013-2012
Significant increase: 2012-2011
Significant increase: 2010-2011
Significant increase: 2009-2010
Significant increase: 2008-2009

Key Service Aspects:
Overall Performance Rating (10 Point Scale)

Aspect	Mean Performance Rating								% Scoring 1-2								% Scoring 9-10								% of No Opinion								YOY CHANGE 2015 vs 2014
	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008	
MOST IMPORTANT																																	
Fit of Registry and business functionality	7.88	7.75	7.46	7.18	7.12	6.7	6.42	5.48	2	3	4	7	7	11	13	24	46	41	38	36	33	29	28	28	5	5	3	3	2	4	6	6	0.13
Overall ease of use of the Registry	7.88	7.43	7.26	6.89	7.01	6.64	6.52	5.8	3	5	4	9	6	12	12	20	45	37	37	33	27	27	27	19	1	1	0	1	1	2	1	4	0.45
Level of fee charged	7.48	7.31	7.15	6.79	6.64	5.51	6.18	5.68	2	5	5	8	8	6	11	19	33	33	32	25	24	25	20	18	7	5	6	9	6	7	7	10	0.17
Quality of information sent to you by the Registry Officials	8.84	8.72	8.47	8.29	8.32	8.11	7.93	7.36	1	1	2	2	1	1	3	7	67	61	54	54	53	50	48	37	3	5	8	6	5	6	6	9	0.12
Efficiency of resolution of queries by Registry Officials	8.88	8.63	8.44	8.23	8.06	7.82	7.61	6.84	0	2	2	2	3	3	10	10	66	59	46	47	44	40	15	31	4	6	20	16	11	17	48	19	0.25
Efficiency of credit card transactions	9.04	8.91	8.77	8.32	8.48	8.22	8.28	7.52	1	1	0	3	1	2	1	5	69	64	59	49	53	50	49	41	10	9	11	13	10	12	15	15	0.13
Speed of refunds	8.42	8.39	8.17	7.74	8.14	7.01	6.69	5.03	0	1	1	2	1	3	3	7	20	19	18	19	21	12	13	4	65	64	65	60	61	66	67	68	0.03
Reliability of technical aspects of the Registry	8.42	8.28	7.79	7.79	7.89	7.3	7.22	6.11	1	1	2	5	2	6	5	14	54	45	43	43	39	33	30	22	8	12	8	9	7	12	15	16	0.14
Availability of Registry Officials	8.86	8.57	8.38	8.02	8.08	7.64	7.41	6.61	0	1	2	2	2	3	5	10	68	58	43	38	41	35	32	25	5	7	24	22	17	23	22	23	0.29
Speed of registry during use	8.23	8.16	7.9	7.59	7.73	7.17	7.1	6.15	1	2	2	5	2	7	7	15	52	48	49	41	43	34	32	25	2	2	1	2	2	23	4	4	0.07
Speed of approval for new Administrators/Users	8.64	8.42	8.36	8.17	8.27	8.09	7.92	6.81	1	2	2	3	2	2	4	10	56	50	49	49	45	46	46	31	12	14	15	11	11	12	14	12	0.22
Registry Officials language skills	9.25	9.04	8.95	8.91	8.96	8.76	8.73	8.36	0	0	0	1	0	1	1	2	75	66	52	52	62	55	51	46	10	11	27	26	14	20	21	21	0.21
Technical knowledge of Registry Officials regarding the Registry	8.91	8.69	8.57	8.38	8.4	8.2	7.86	7.32	0	1	0	2	1	2	3	7	66	58	46	45	46	41	37	31	6	11	24	21	14	24	25	23	0.22
LEAST IMPORTANT																																	

Indeed, satisfaction with all 10 of the most important service aspects has improved, to varying degrees, since last year.

Key Service Aspects:
Overall Performance Rating (Ten Point Scale) – Top 10

Legend:
- Efficiency of credit card
- Efficiency of resolution of queries
- Availability of Registry Officials
- Quality of Info sent by RO
- Speed of refunds
- Reliability of technical aspects
- Speed of registry during use
- Fit of Registry and business
- Overall ease of use of Registry
- Level of fee charged

2007: 7.18, 6.37, 5.66, 5.57, 5.56, 5.56, 4.85, 4.73, 4.21

2008: 7.52, 7.36, 6.61, 6.64, 6.15, 6.11, 5.68, 5.48, 5.8, 5.03

2009: 8.28, 7.93, 7.61, 7.41, 6.42, 6.52, 6.18, 6.09

2010: 8.22, 8.11, 7.82, 7.64, 7.17, 7.01, 6.7, 6.64, 5.51

2011: 8.48, 8.32, 8.06, 7.73, 7.12, 7.01, 6.64

2012: 8.32, 8.29, 8.23, 8.02, 7.74, 7.59, 7.18, 6.89, 6.79

2013: 8.77, 8.47, 8.44, 8.38, 8.27, 7.9, 7.79, 7.46, 7.26, 7.15

2014: 8.72, 8.63, 8.59, 8.57, 8.43, 7.75, 7.31

2015: 9.04, 8.88, 8.86, 8.84, 8.42, 8.42, 8.23, 7.88, 7.88, 7.48

Particularly in relation to overall ease of use of the Registry.

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Key Service Aspects:
Overall Performance Rating (Ten Point Scale) – 3 Least Important
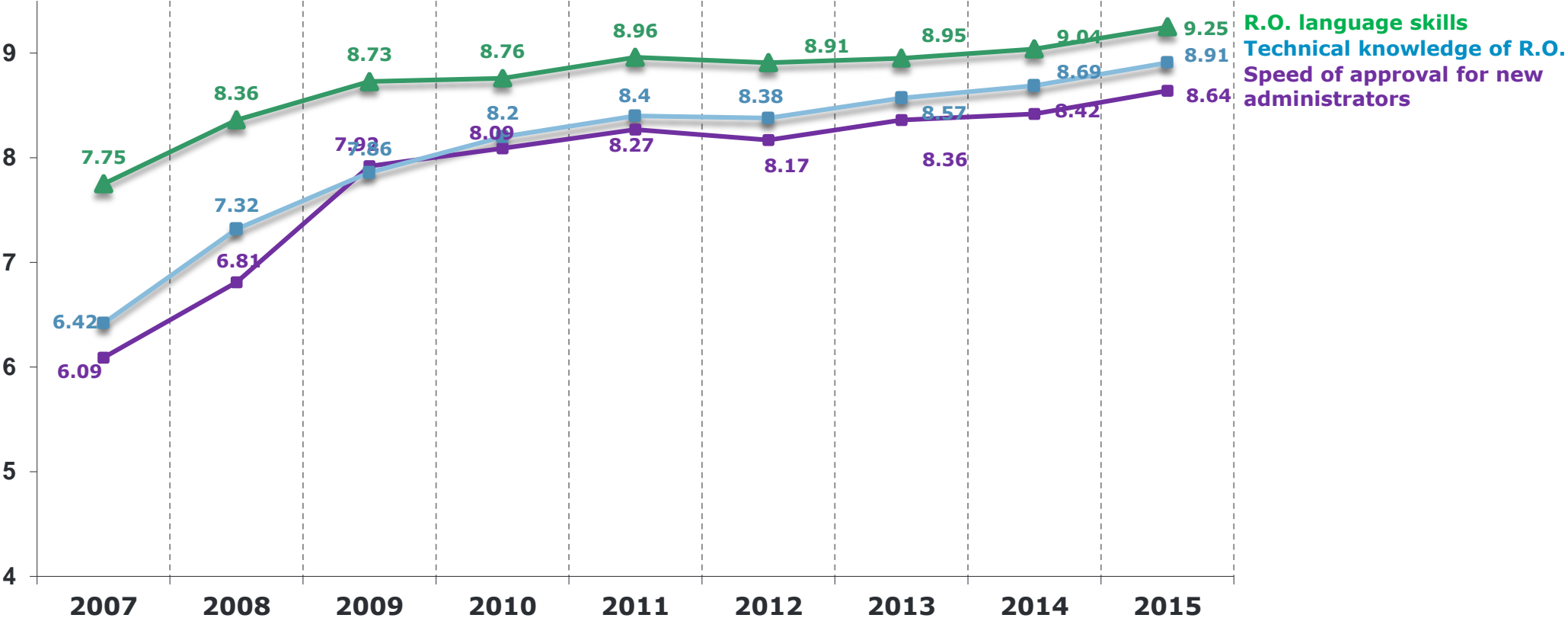
R.O. language skills
Technical knowledge of R.O.
Speed of approval for new administrators

R.O. language skills: 7.75, 8.36, 8.73, 8.76, 8.96, 8.91, 8.95, 9.04, 9.25

Technical knowledge of R.O.: 6.42, 7.32, 7.86, 8.2, 8.4, 8.38, 8.57, 8.69, 8.91

Speed of approval for new administrators: 6.09, 6.81, 7.92, 8.09, 8.27, 8.17, 8.36, 8.42, 8.64

Years: 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015

With improvements in satisfaction on the 'second tier' aspects also.

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Satisfaction With The Registry x Key User Groupings
Ten Point Rating Scale

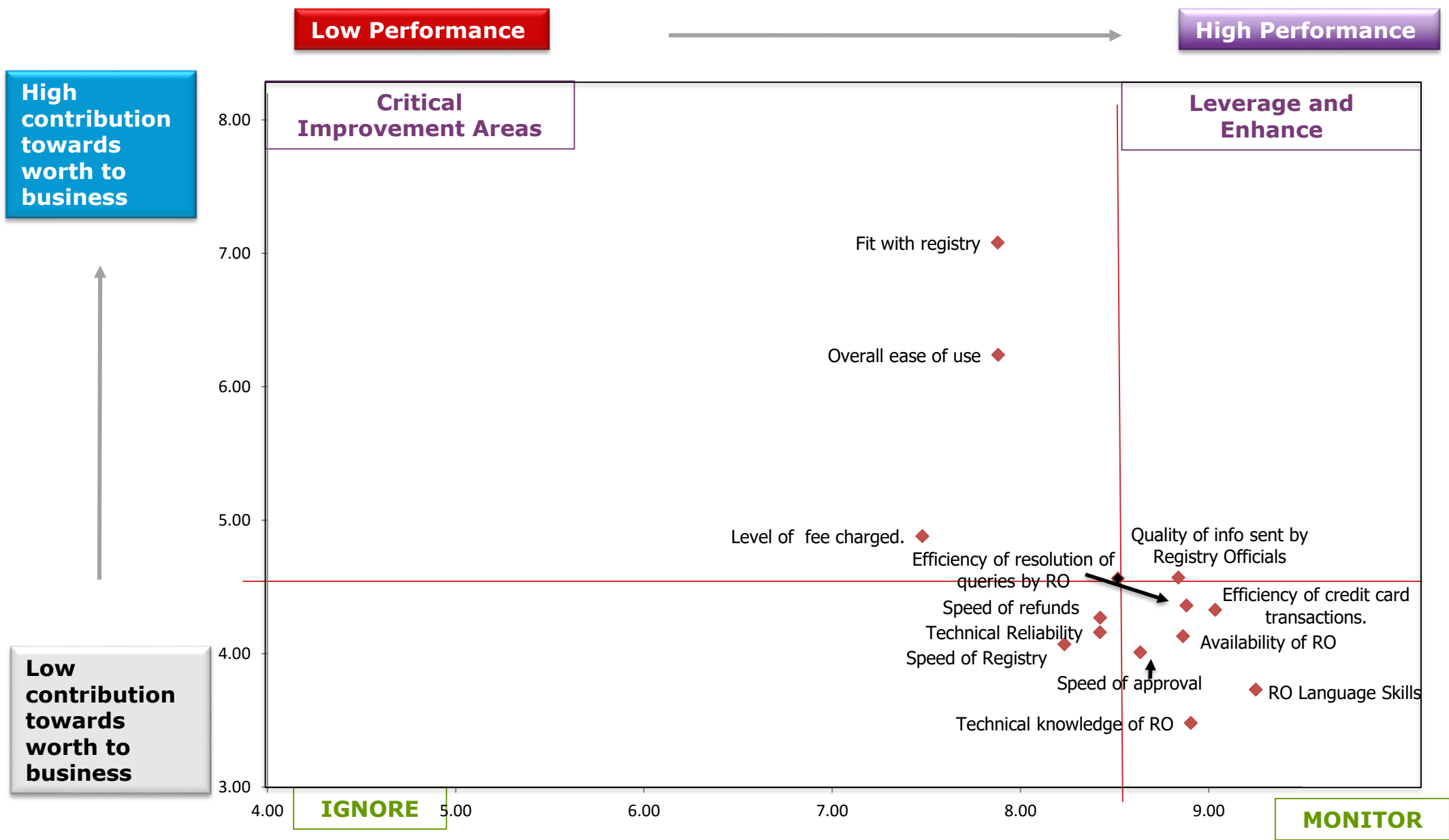|	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm
Overall worth of the Registry to my organisation/business.	8.1	7.6	**8.52**	**8.24**	7.99	7.87	8.31	6.48	7.05	8.21	8.3	8.58
The degree to which the functionality of the Registry fits with the way your business functions.	7.88	7.6	8.12	7.82	7.8	8.12	7.93	6.91	7.49	8.03	8.04	8.07
Overall ease of use of the Registry.	7.88	7.61	8.12	7.81	7.83	8.11	7.7	6.56	7.95	7.8	8.04	8.19
Level of fee charged.	7.48	7.18	7.75	7.33	7.45	7.85	6.91	7.71	7.54	7.08	7.34	7.86
Quality of information sent to you by the Registry Officials	8.84	8.7	8.96	8.75	8.88	9	8.67	8.56	9.05	8.89	8.9	8.85
Efficiency of resolution of queries by Registry Officials	8.88	8.73	9.02	8.79	8.95	9.03	8.84	8.8	9	8.82	8.7	8.97
Efficiency of credit card transactions.	9.04	8.91	9.15	8.98	8.99	9.22	9.24	9	9.14	9.1	8.66	9.05
Speed of refunds	8.42	7.93	8.75	8.4	8.09	8.72	8.53	9	8.45	7.94	7.9	8.54
Reliability of technical aspects of the Registry.	8.42	8.33	8.5	8.35	8.47	8.54	8.12	7.52	8.95	8.4	8.5	8.52
Availability of the Registry Officials	8.86	8.76	8.96	8.82	8.73	9.11	8.82	8.56	8.88	9.08	8.76	8.92
Speed of Registry during use.	8.23	8.02	8.42	8.02	8.38	8.57	8.15	8.17	8.32	8.13	8.29	8.27
Speed of approval for new Administrators/Users	8.64	8.54	8.72	8.46	8.73	8.98	8.57	8.55	8.46	8.53	8.7	8.77
Registry Officials' language skills	9.25	9.18	9.31	9.16	9.31	9.38	9.25	9.29	9.18	9.24	9.14	9.32
Technical knowledge of Registry Officials regarding the Registry	8.91	8.93	8.88	8.83	8.93	9.04	8.9	9.00	9.19	9.00	8.62	8.86

As has been the case in previous years, female and younger (18-44 years) users tend to allocate a more positive score with regard to the overall worth of the Registry to their organisation/business.

Aviareto: Strategic Performance Matrix 2015

Base: All users

Low Performance → High Performance

High contribution towards worth to business

Critical Improvement Areas

Leverage and Enhance

8.00

7.00 — Fit with registry ◆

6.00 — Overall ease of use ◆

5.00

Level of fee charged. ◆

Quality of info sent by Registry Officials

Efficiency of resolution of queries by RO

Efficiency of credit card transactions.

Speed of refunds ◆

Technical Reliability ◆

Availability of RO

Speed of Registry ◆

4.00

Speed of approval

RO Language Skills ◆

Technical knowledge of RO ◆

Low contribution towards worth to business

3.00

4.00   IGNORE   5.00   6.00   7.00   8.00   9.00   MONITOR

It is difficult to see how the satisfaction scores with such aspects as 'The fit of the Registry with Business Functionality' and 'Overall ease of use' can significantly increase in future surveys. The level of fee charged will always be singled out by respondents in surveys of this nature as a negative, and users may need to be reminded of the level of service, and the value of the Registry to their business, in prompting a reappraisal of perceived value for money vis-a-vis fees charged.

Aviareto: Strategic Performance Matrix 2015 vs 2014

Base: All users

Low Performance

High Performance

High contribution towards worth to business

Critical Improvement Areas

Leverage and Enhance

◆ 2015
◆ 2014

8.00

Fit with registry

Fit with registry

7.00

Overall ease of use

Overall ease of use

6.00

Level of fee charged.

Speed of Registry

Technical Reliability

5.00

Efficiency of resolution of queries by RO

Quality of info sent by Registry Officials

Level of fee charged.

Speed of approval

Technical knowledge of RO

Quality of info sent by Registry Officials

Efficiency of resolution of queries by RO

Availability of RO

Speed of refunds

Efficiency of credit card transactions.

Efficiency of credit card transactions.

Technical Reliability

Availability of RO

4.00

Speed of refunds

Speed of Registry

Speed of approval

RO Language Skills

RO Language Skills

Technical knowledge of RO

Low contribution towards worth to business

3.00

4.00   5.00   6.00   7.00   8.00   9.00

IGNORE

MONITOR

Here, we can see that performance of the Registry continues to improve each year, despite the significant advances that have been made since 2007.

21

Aviareto: Strategic Performance Matrix 2015 vs 2007

Base: All users

High contribution towards worth to business

Low contribution towards worth to business

Low Performance → **High Performance**

Critical Improvement Areas

Leverage and Enhance

◆ **2015**
■ **2007**

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

IGNORE

MONITOR

In superimposing the 2015 data on the original 2007 strategic performance map, we can see the extent of the user improvements made over the last eight years.

22

Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2015

Base: All users

%

	2015	2014	2013	2012	2011	2010	2009	2008	2007
More User-friendly website, better interface	21	25	24	17	17	11	-	-	-
Improve search function -multiple searches, search by owner, remove expired certs, download to PDF	12	9	8	3	5	-	-	-	-
Dont limit access to only 1 computer	9	8	-	-	-	-	-	-	-
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	3	7	13	8	5	6	8	-	-
Reduce fees	3	3	1	-	-	-	-	-	-
Payment flexibility, include Visa, Mastercard, TT, cumulative/better invoicing	3	1	4	3	-	-	-	-	-
On-line user guide, tutorials, webinar, training course in Far East	2	3	-	-	-	-	-	-	-
Ability to update TUE administrators, seperate CEs from controlling TUEs, provide new e-mail address when TUE account has been…	2	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Speed up web response time - authorisations, approvals, searches	1	4	3	2	3	6	8	16	12
E-mails should contain more relevant information	1	3	-	-	-	-	-	-	-
Consistently improve compatibility with internet browsers/computer software/ support for Apple computers, not Mac compatible	1	3	8	3	-	-	-	-	-
Display all PUE requests on 1 screen	1	2	-	-	-	-	-	-	-
Simplify log in procedure	1	2	5	-	-	-	-	-	-
Faster registration of new entities, faster turnaround of registration requests	1	1	-	-	-	-	-	-	-
Allow multiple registrations/authorisations/revocations simultaneously	1	5	-	-	-	-	-	-	-
Other	1	5	5	-	-	-	-	-	-
Happy, no complaints/none	28	30	27	28	12	18	-	-	-

Users continue to request a more user-friendly/intuitive website, improvements to the search function, and access to the Registry for more than one computer.

Confidential

Q.3 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.
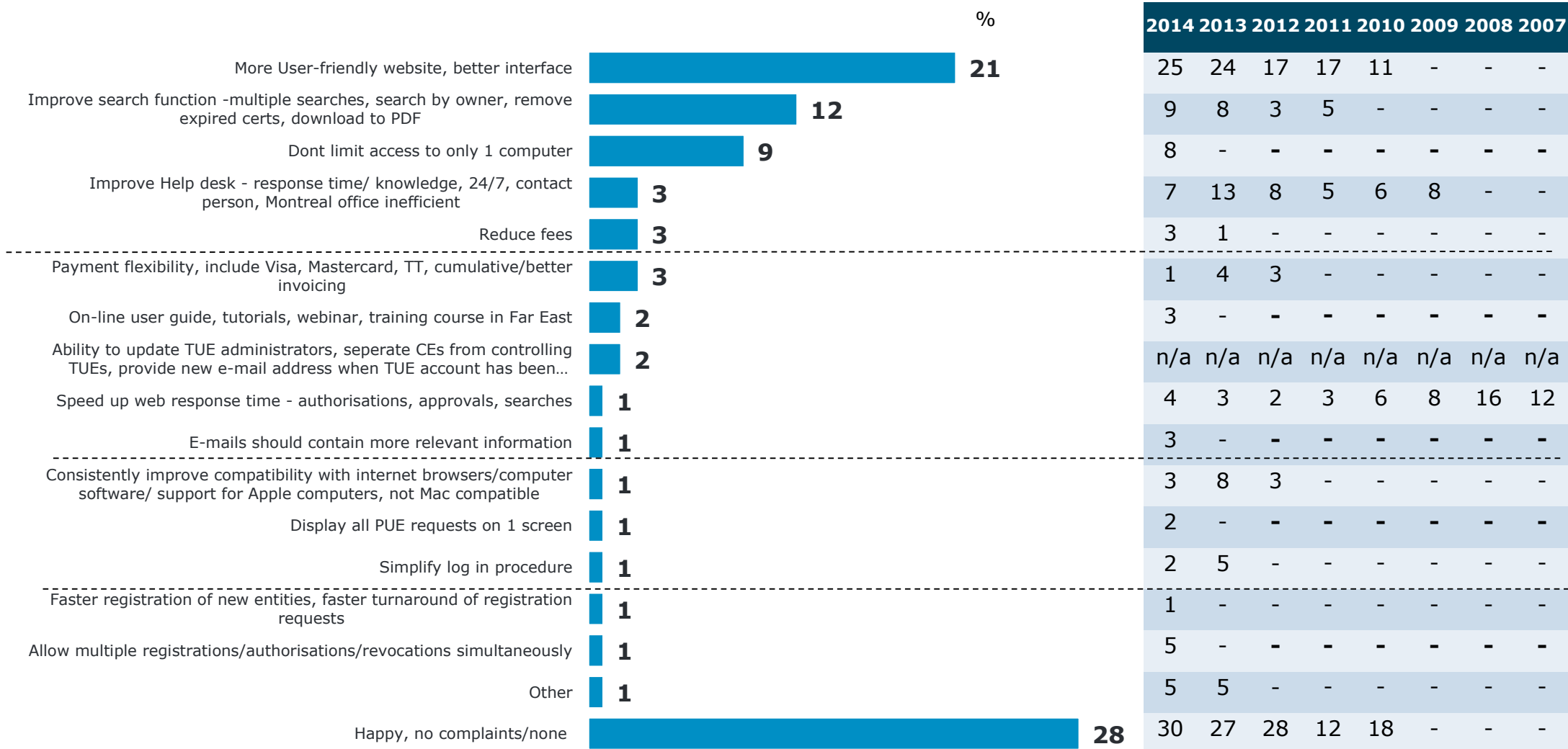
23

Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2015

Base: All users

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm
Base:	317	148	169	165	81	71	47	25	43	40	50	112
	%	%	%	%	%	%	%	%	%	%	%	%
More User-friendly website, better interface	21	23	20	25	15	18	32	36	14	18	16	20
Improve search function - multiple searches, search by owner, remove expired certs, download to PDF	12	8	15	14	12	7	-	-	5	23	12	19
Don't limit access to only 1 computer	9	11	7	9	11	6	4	8	16	8	10	8
Improve Help desk - response time/ knowledge, 24/7, contact person, Montreal office inefficient	3	2	5	4	4	1	6	4	2	-	4	4
Payment flexibility, include Visa, Mastercard, TT, cumulative/better invoicing	3	4	1	3	4	-	4	-	-	5	4	2
Reduce fees	3	3	2	3	1	4	-	-	2	5	6	3
Ability to update TUE administrators, separate CEs from controlling TUEs, provide new e-mail address when TUE account has been delegated	2	1	4	2	2	3	4	-	-	10	-	1
On-line user guide, tutorials, webinar, training course in Far East	2	1	2	2	2	-	2	-	-	3	2	2
Happy, no complaints	25	26	24	19	27	37	30	20	37	20	24	21
None, no comment	3	4	3	2	4	6	-	4	9	3	4	3

(All other answers 1% each mention in total)

Improvements to search functionality are of greater importance to users in lease companies and professional firms, as well as for younger, female, users.

Changes Or Improvements Should Be Made To The Functionality, Service or Support Of The Registry To Make It Easier To Use 2015
All mentions at 1% level (Total)
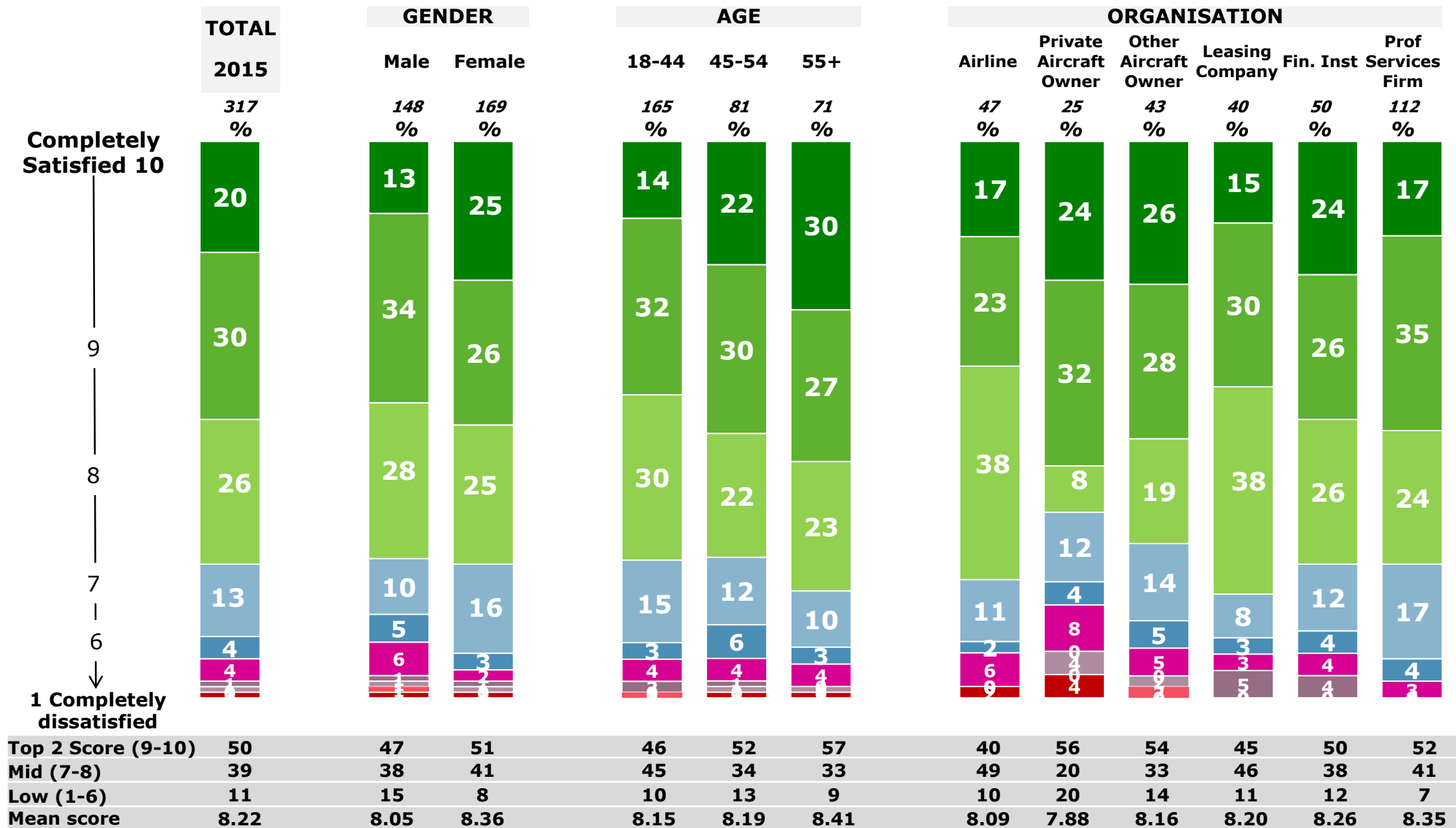
Base: All users

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm
Base:	*317*	*148*	*169*	*165*	*81*	*71*	*47*	*25*	*43*	*40*	*50*	*112*
	%	%	%	%	%	%	%	%	%	%	%	%
Support for Apple computers, not Mac compatible	1	2	-	1	1	1	-	4	-	3	-	1
speed up web response time - authorisations, approvals, searches	1	1	1	1	1	1	-	4	2	-	-	1
ability to save pending information to re-entry, transfer to new computer	1	-	1	1	-	-	-	-	-	-	-	2
translate into/assistance in Ukrainian, Russian, Japanese,Spanish	1	1	1	2	-	-	6	-	-	-	-	-
Easier access - passwords instead of electronic cert, remove need to re-enter passwords	1	1	1	-	2	1	-	4	-	-	2	1
extend business hours	1	-	1	1	1	-	-	4	-	-	2	-
reduce documentation & information required	1	1	1	1	-	-	2	-	-	-	2	-
increase bandwidth to eliminate U.S. business day delays	1	1	1	1	-	1	-	-	2	-	-	1
faster registration of new entities, faster turnaround of registration requests	1	1	1	1	-	-	-	-	-	-	-	2
display all PUE requests on 1 screen	1	-	1	1	-	1	-	-	-	-	-	2
impove password retrieval /3 attempts to change password	1	1	1	1	1	-	2	-	-	-	4	-
simplify language/terms, FAQ legal	1	1	1	2	1	-	-	-	2	-	2	2
updates on outstanding issues, e-mails re events	1	1	1	1	-	3	-	-	2	-	4	-
Simplify log in procedure	1	2	1	1	1	1	-	-	2	3	2	1
E-mails should contain more relevant information	1	-	1	1	-	1	-	-	-	-	2	1
Other	1	2	-	1	1	-	2	-	2	-	2	-
Allow for multiple discharges simultaneously	1	1	1	1	-	1	-	-	-	-	-	3
Ability to tailor administrator details (phone number, address etc)	1	1	2	1	1	1	-	4	-	3	-	2
Indicate whether Approved, Suspended or Disabled	1	-	2	1	1	1	-	-	-	-	-	4

Overall Satisfaction Ratings with the Registry

	TOTAL	**GENDER**		**AGE**			**ORGANISATION**					
	2015	**Male**	**Female**	**18-44**	**45-54**	**55+**	**Airline**	**Private Aircraft Owner**	**Other Aircraft Owner**	**Leasing Company**	**Fin. Inst**	**Prof Services Firm**
	317 %	*148 %*	*169 %*	*165 %*	*81 %*	*71 %*	*47 %*	*25 %*	*43 %*	*40 %*	*50 %*	*112 %*

Completely Satisfied 10

	TOTAL 2015	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
(10)	20	13	25	14	22	30	17	24	26	15	24	17
(9)	30	34	26	32	30	27	23	32	28	30	26	35
(8)	26	28	25	30	22	23	38	8	19	38	26	24
(7)	13	10	16	15	12	10	11	12	14	8	12	17
(6)	4	5	3	3	6	3	2	4	5	3	4	4
	4	6	2	4	4	4	6	8	5	3	3	3
		1					9	4		5	4	

1 Completely dissatisfied

	2015	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
Top 2 Score (9-10)	50	47	51	46	52	57	40	56	54	45	50	52
Mid (7-8)	39	38	41	45	34	33	49	20	33	46	38	41
Low (1-6)	11	15	8	10	13	9	10	20	14	11	12	7
Mean score	8.22	8.05	8.36	8.15	8.19	8.41	8.09	7.88	8.16	8.20	8.26	8.35

Overall satisfaction with the Registry, in keeping with general survey results, now sits at over 8 out of 10.

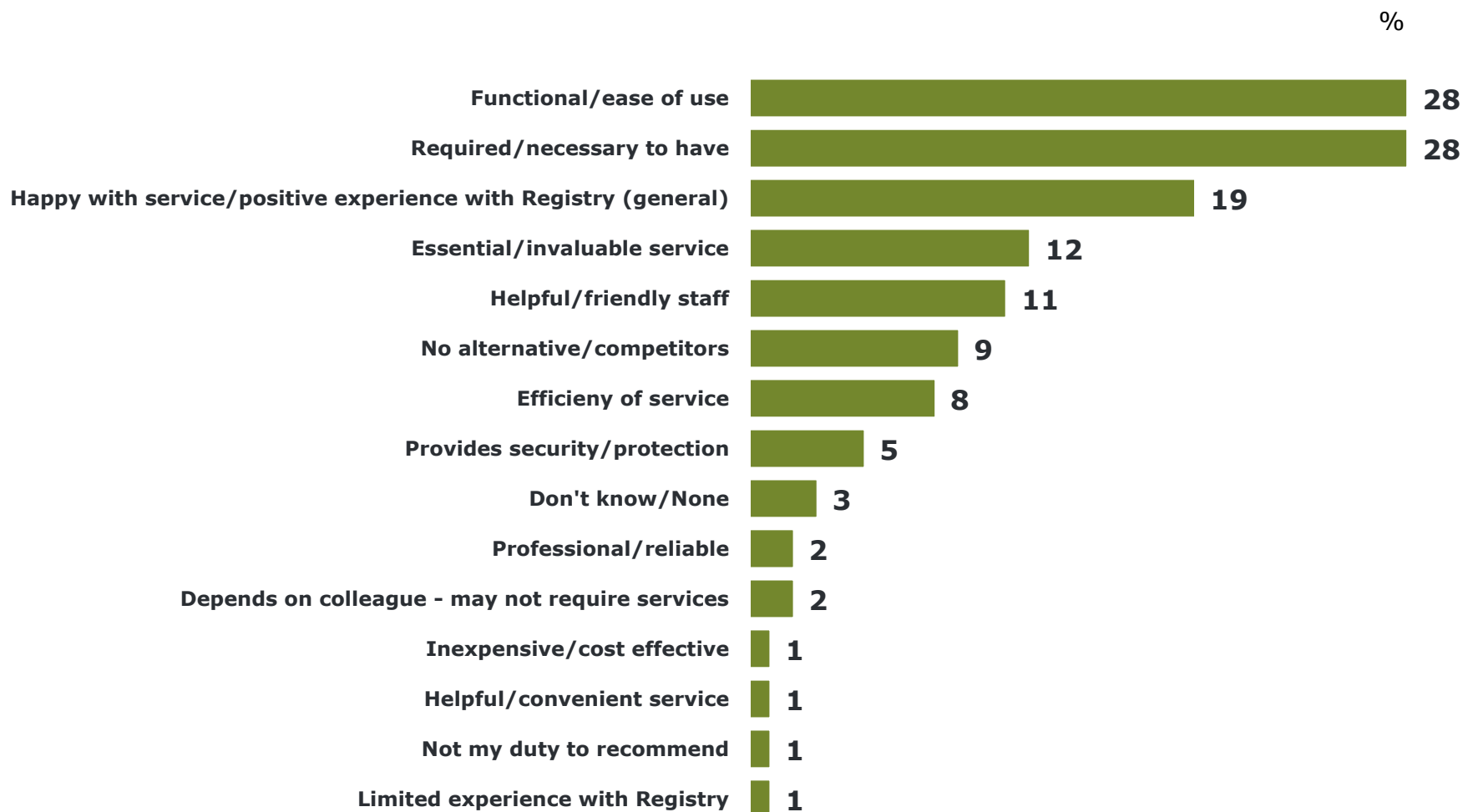**Q.2** Taking everything into account, how would you rate your overall satisfaction with the Registry on a scale of one to ten where 10 means that you think it is completely satisfactory, and 1 means it is completely unsatisfactory.

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Likelihood to Recommend Registry

	TOTAL	GENDER		AGE			ORGANISATION					
	2015	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
	317 %	148 %	169 %	165 %	81 %	71 %	47 %	25 %	43 %	40 %	50 %	112 %
9-10 (Extremely likely)	53	48	59	55	51	52	51	40	51	53	46	62
7-8	28	31	27	33	29	17	34	16	35	33	28	25
1-6 (Extremely unlikely)	11	15	8	10	13	9	10	20	14	11	12	7
Don't know	6	7	4	2	9	11	6	12	7	3	6	4
NPS Score	+42	+33	+51	+45	+42	+43	+41	+20	+37	+42	+34	+57
Mean score	8.40	8.14	8.62	8.50	8.46	8.08	8.50	7.14	8.28	8.36	8.19	8.78

The Registry Net Promoter Score (NPS) stands at +42 – a very high NPS score by any service sector standards.

Q.3 And how likely would you be to recommend the Registry to relevant colleagues in the industry on a ten point scale where 10 is extremely likely to recommend, and 1 is extremely unlikely to recommend?

Reasons for Recommend Score
Base: All respondents scoring 9 to 10 n - 169

%

Reason	%
Functional/ease of use	28
Required/necessary to have	28
Happy with service/positive experience with Registry (general)	19
Essential/invaluable service	12
Helpful/friendly staff	11
No alternative/competitors	9
Efficieny of service	8
Provides security/protection	5
Don't know/None	3
Professional/reliable	2
Depends on colleague - may not require services	2
Inexpensive/cost effective	1
Helpful/convenient service	1
Not my duty to recommend	1
Limited experience with Registry	1

Those particularly happy with the Registry point to its ease of use, general service provided, and essential nature to their business as the main drivers of satisfaction.

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Q.4   For what specific reasons did you give that score in terms of likelihood to recommend the Registry?

28

Reasons for Recommend Score
Base: All respondents scoring 7 to 8 n - 90

%

Reason	Value
Functional/ease of use	23
Required/necessary to have	18
Happy with service/positive experience with Registry (general)	14
Cumbersome/difficult to navigate	12
Helpful/friendly staff	10
Essential/invaluable service	9
No alternative/competitors	8
Depends on colleague - may not require services	7
Efficieny of service	4
Provides security/protection	4
Techincal problems arise	3
Expensive/fees too high	2
Well established/recognised	1
Do not see value of Registry	1
Inflexible in dealings	1
Limited experience with Registry	1
Don't know/None	6

Those scoring the Registry at a more modest 7-8 are generally happy with the service, although some do find it difficult to navigate.

Reasons for Score
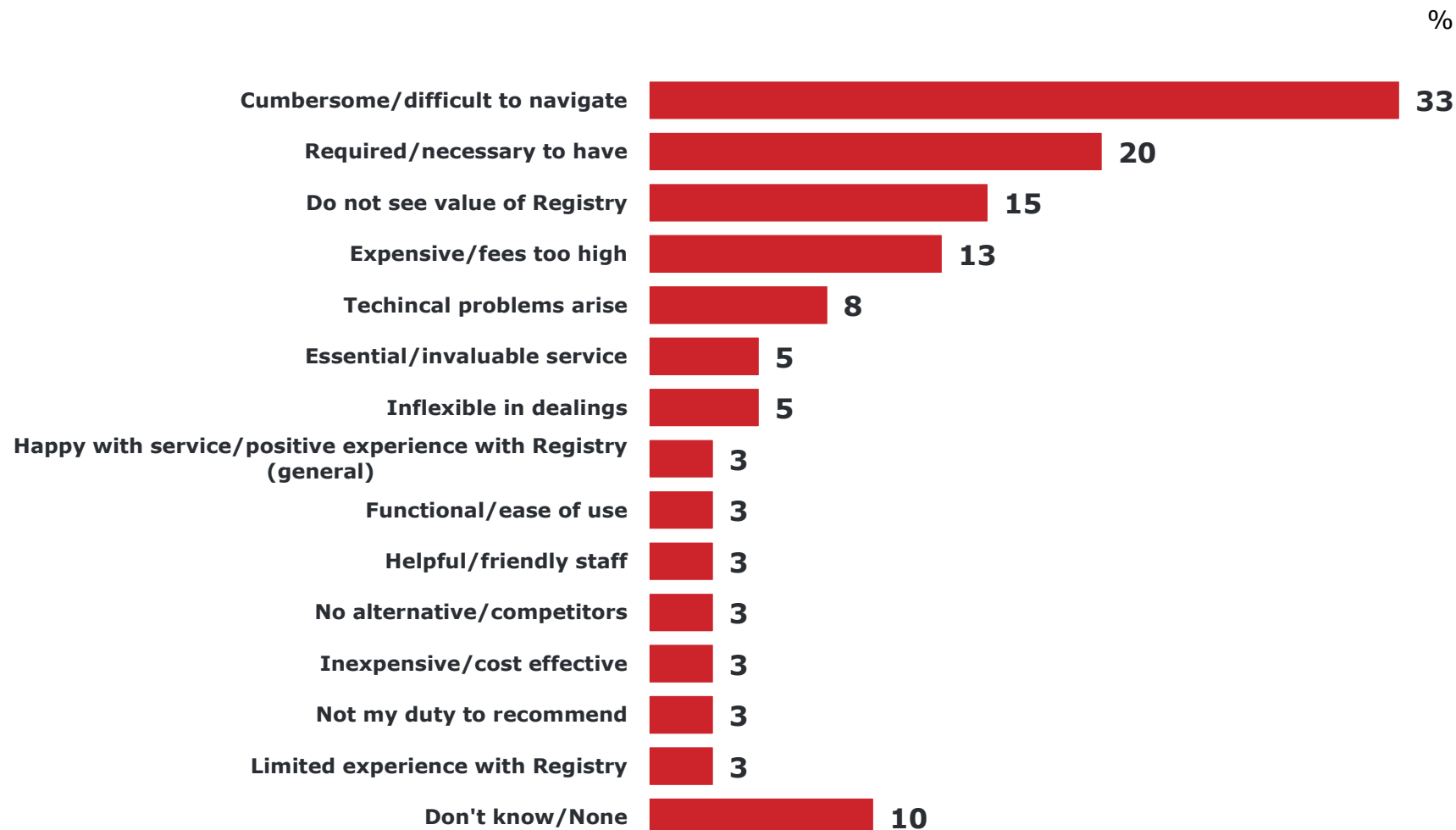
%

Reason	%
Cumbersome/difficult to navigate	33
Required/necessary to have	20
Do not see value of Registry	15
Expensive/fees too high	13
Techincal problems arise	8
Essential/invaluable service	5
Inflexible in dealings	5
Happy with service/positive experience with Registry (general)	3
Functional/ease of use	3
Helpful/friendly staff	3
No alternative/competitors	3
Inexpensive/cost effective	3
Not my duty to recommend	3
Limited experience with Registry	3
Don't know/None	10

The small minority of users who fall into the Detractor segment find it generally cumbersome/difficult to navigate, and struggle to value it vis-a-vis the fee charged.

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Q.4 For what specific reasons did you give that score in terms of likelihood to recommend the Registry?

30

Awareness of Closing Room

Base: All respondents - 317
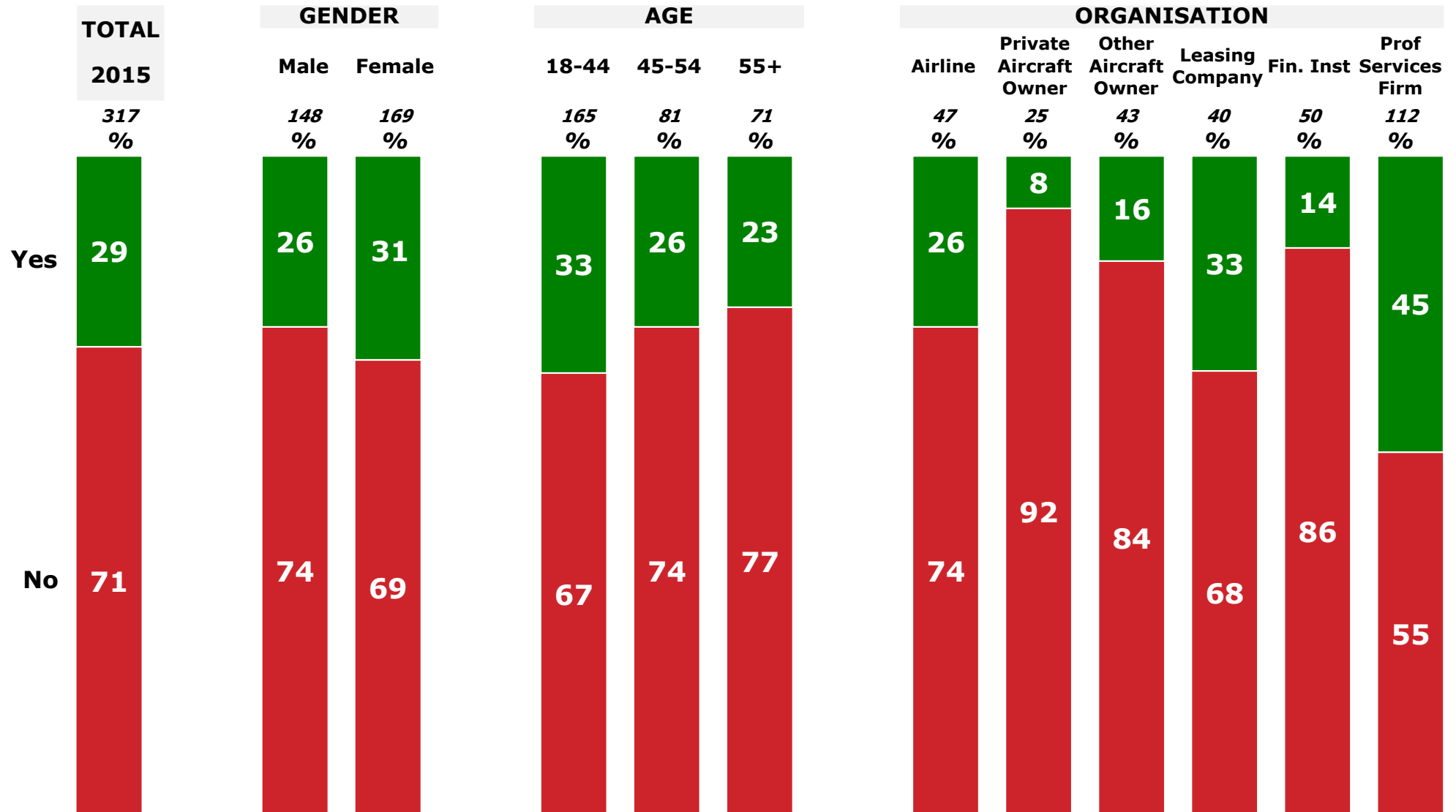
	TOTAL	GENDER		AGE			ORGANISATION					
	2015	Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
	317 %	148 %	169 %	165 %	81 %	71 %	47 %	25 %	43 %	40 %	50 %	112 %
Yes	29	26	31	33	26	23	26	8	16	33	14	45
No	71	74	69	67	74	77	74	92	84	68	86	55

> Just three in ten of all users are familiar with the Closing Room feature – although this rises to a considerable 45% of those working in professional services firms.

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(?)

Q.5a Now thinking specifically about the Closing Room, are you familiar with this feature on the International Registry?

Usefulness of Closing Room Feature
Base: All familiar with Closing Room Feature - 91

	TOTAL 2015	GENDER		AGE			ORGANISATION					
		Male	Female	18-44	45-54	55+	Airline	Private Aircraft Owner	Other Aircraft Owner	Leasing Company	Fin. Inst	Prof Services Firm
	91 %	38 %	53 %	54 %	21 %	16 %	12 %	2* %	7 %	13 %	7 %	50 %
Very useful	25	24	26	26	24	25	17	0	14	15	14	36
Fairly useful	43	34	49	50	33	31	42	100		38	43	50
Neither	23	29	19	19	29	31	33		86	38	29	8
Not very useful	7	8	6	6	10	6	8			8	0	4
Not at all useful	2	5	0	0	5	6	0	0	0	0	14	2
Mean score	3.82	3.63	3.96	3.96	3.62	3.63	3.67	2.00	3.14	3.62	3.43	4.14

*Caution low base

Of those aware of the Closing Room, however, the feature is perceived to be quite useful.

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? **Q.5b** And how useful do you find the Closing Room feature. Please use a scale of 1 to 5, where 5 is very useful and 1 is not useful at all?

Preferred Method of Communication

When providing support
%

Email	92
Phone	73
On the International Registry website	15
Chatroom facility	11
Newsletter	9
Online video	7
Skype	5
Fax	3
By text message	3
Twitter	1

When providing general news & updates
%

Email	97
On the International Registry website	22
Newsletter	21
Phone	10
Online video	8
Skype	2
Fax	2
By text message	2
Chatroom facility	1
Twitter	1

Email is by far the most preferred method of communication, either in providing support or general news and updates. Phone contact is, however, also critical in the provision of on-going support.

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?

Q.6a When those responsible for the Registry are providing support, what is the best way for them to communicate with you?

Q.6b And when those responsible for the Registry are providing general news and updates, what is the best way for them to communicate with you?

33

Preferred Method of Communication when providing support

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm
	317	*148*	*169*	*165*	*81*	*71*	*47*	*25*	*43*	*40*	*50*	*112*
	%	%	%	%	%	%	%	%	%	%	%	%
Email	92	90	93	91	89	97	87	92	93	85	98	93
Phone	73	70	75	76	69	69	74	72	67	75	64	77
On the International Registry website	15	11	18	18	10	14	19	8	12	10	12	19
Chatroom facility	11	9	13	16	9	3	21	8	7	10	6	12
Newsletter	9	5	12	10	2	11	15	4	2	5	2	13
Online video	7	7	6	9	4	4	4	-	7	-	2	13
Skype	5	6	5	7	4	3	11	8	5	10	-	4
Fax	3	3	3	3	-	6	2	4	5	3	2	3
By text message	3	1	5	4	1	6	11	4	5	-	2	2
Twitter	1	-	1	1	-	-	-	-	-	-	-	2
Other	1	1	1	1	1	-	2	-	-	-	2	1

Q.6a When those responsible for the Registry are providing support, what is the best way for them to communicate with you?

Preferred Method of Communication when providing general news & updates

		Gender		Age			Organisation					
	Total	Male	Female	18-44	45-54 yrs	55 yrs +	Airline	Private	Owner	Lease company	Fin inst.	Prof firm
	317	*148*	*169*	*165*	*81*	*71*	*47*	*25*	*43*	*40*	*50*	*112*
	%	%	%	%	%	%	%	%	%	%	%	%
Email	97	97	96	96	96	99	98	100	98	93	94	97
On the International Registry website	22	16	27	23	19	23	23	8	21	23	20	25
Newsletter	21	16	27	21	15	30	32	12	14	13	18	27
Phone	10	10	9	11	2	15	13	12	9	5	4	13
Online video	8	7	8	9	5	7	6	-	2	3	2	16
Skype	2	2	1	1	2	1	6	4	2	-	-	-
Fax	2	2	1	1	-	4	-	4	2	3	2	1
By text message	2	1	2	2	-	3	2	4	2	3	-	1
Chatroom facility	1	-	2	2	-	-	-	-	2	-	-	2
Twitter	1	-	2	2	-	1	-	-	-	3	-	3
Other	1	-	1	1	-	-	-	-	-	-	-	2

Q.6b And when those responsible for the Registry are providing general news and updates, what is the best way for them to communicate with you?

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USA Versus Other Regions: Comparative Analysis

	2009		2010		2011		2012		2013		2014		2015	
	USA	Other	USA	Other	USA	Other	USA	Other	USA	Other	USA	Other	USA	Other
The degree to which the functionality of the register fits with the way your business functions	6.2	7.07	6.62	6.91	7.07	7.21	7.29	6.99	7.46	7.45	7.59	7.89	7.97	7.80
Overall ease of use of the Registry	6.5	6.62	6.56	6.86	6.84	7.28	7	6.69	7.22	7.32	7.28	7.56	7.91	7.86
Level of fee charged	6.1	6.53	6.46	6.64	6.7	6.54	7.11	6.23	7.37	6.89	7.48	7.15	7.88	7.14
Speed of registry during use	7.1	7.16	7.1	7.34	7.79	7.63	7.8	7.22	7.91	7.89	8.18	8.13	8.47	8.04
Reliability of technical aspects of the Registry	7.2	7.19	7.19	7.58	7.93	7.83	8.05	7.33	7.9	7.67	8.24	8.33	8.60	8.27
Speed of approval for new administrators/users	7.8	8.15	8	8.31	8.37	8.12	8.31	7.95	8.44	8.27	8.33	8.50	8.76	8.54
Efficiency of resolution queries by Registry officials	7.5	7.89	7.82	7.8	8.1	7.99	8.37	8	8.44	8.44	8.54	8.71	8.94	8.84
Technical knowledge of registry staff regarding the Registry	7.9	7.87	8.25	8.05	8.55	8.16	8.54	8.11	8.55	8.61	8.77	8.61	9.04	8.79
Quality of information sent to you by the Registry Officials	7.9	8.09	8.1	8.15	8.38	8.22	8.46	8.01	8.56	8.36	8.78	8.66	8.99	8.72
Efficiency of credit card transactions	8.2	8.49	8.3	8.02	8.59	8.3	8.56	7.93	8.82	8.71	9.00	8.83	9.20	8.90
Availability of Registry Officials	7.2	7.86	7.44	8.11	8.17	7.95	8.09	7.91	8.35	8.43	8.54	8.59	8.96	8.78
Speed of refunds	6.7	6.72	7.01	7	8.13	8.15	7.99	7.3	8.22	8.09	8.37	8.40	8.87	7.98
Registry official's language skills	8.6	8.99	8.8	8.65	9.01	8.88	9	8.76	9.11	8.77	9.10	8.97	9.39	9.12
Efficiency of resolution queries by help desk staff	6	6.98	6.78	7.65	7.24	7.52	8.1	7.96	8.37	8.45	n/a	n/a	n/a	n/a
Technical knowledge of helpdesk staff regarding the Registry	6	7.18	6.86	7.81	7.65	7.55	8.17	7.98	8.43	8.41	n/a	n/a	n/a	n/a
Availability of helpdesk staff	7.1	7.17	7.21	8.12	7.6	7.66	8.2	8.1	8.32	8.5	n/a	n/a	n/a	n/a
Helpdesk staff language skills	7.9	8.17	8.27	8.6	8.53	8.56	8.93	8.77	9.01	8.76	n/a	n/a	n/a	n/a
Overall worth of the registry to my organisation/business	6.2	7.29	6.52	7.31	6.94	7.58	7.44	7.56	7.65	7.86	7.71	8.17	8.00	8.18

Q.1 Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

Summary

Summary

- The 2015 Registry User sample base has a heavier professional services firm presence in 2015 versus previous years, and a significantly lower 'other aircraft owner' profile.

- With users almost evenly split by gender, and spread across all age groups from 18-34 yrs to 55 yrs+.

- There are marginally more legal assistants and fewer senior managers/partners in the 2015 sample vis-a-vis 2014.

- Use of either Facebook or Linkedin has increased significantly year-on-year, and now stands at just under 8 in 10 of all Registry Users.

- Lease companies and professional firm Registry Users are particularly heavy users of social media, with airline users over-indexing on use of Facebook.

- 17% of all Registry users use the system at least once a day, with four in ten accessing it on average once a month. Use of the Registry is highest amongst female users, those working in professional firms, and individuals working in the legal and more general roles in their organisation.

- Half of all Registry users who responded are based in the USA with a further 12% residing in Canada. A fifth of all USA users are based in Oklahoma.

Summary

- The fit of Registry functionality with business functionality remains the single most important definer of the perceived worth of the Register, followed by its Ease of Use and Fee Charged. The relative importance of all other factors remains reasonably consistent year-on-year.

- Despite levelling out in recent years, the overall weighted Registry experience rating has improved yet again in 2015 – and now stands at 8.53 out of a possible 10.

- With the Registry's overall satisfaction rating now exceeding 8 out of 10 in practically all user sub-groupings.

- The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements in excess of 8 out of 10.

- Remarkably, performance scores on two of the five most important service aspects has increased year-on-year – i.e. overall ease of use of the Registry, and the efficiency of resolution of queries by Registry Officials.

- Indeed, satisfaction with all 10 of the most important service aspects has improved, to varying degrees, since last year.

- Particularly in relation to overall ease of use of the Registry.

Summary

- With improvements in satisfaction on the 'second tier' aspects also.

- As has been the case in previous years, female and younger (18-44 years) users tend to allocate a more positive score with regard to the overall worth of the Registry to their organisation/business.

- It is difficult to see how the satisfaction scores with such aspects as 'The fit of the Registry with Business Functionality' and 'Overall ease of use' can significantly increase in future surveys. The level of fee charged will always be singled out by respondents in surveys of this nature as a negative, and users may need to be reminded of the level of service, and the value of the Registry to their business, in prompting a reappraisal of perceived value for money vis-a-vis fees charged.

- Here, we can see that performance of the Registry continues to improve each year, despite the significant advances that have been made since 2007.

- In superimposing the 2015 data on the original 2007 strategic performance map, we can see the extent of the user improvements made over the last eight years.

- Users continue to request a more user-friendly/intuitive website, improvements to the search function, and access to the Registry for more than one computer.

- Improvements to search functionality are of greater importance to users in lease companies and professional firms, as well as for younger, female, users.

Summary

- Overall satisfaction with the Registry, in keeping with general survey results, now sits at over 8 out of 10.

- The Registry Net Promoter Score (NPS) stands at +42 – a very high NPS score by any service sector standards.

- Those particularly happy with the Registry point to its ease of use, general service provided, and essential nature to their business as the main drivers of satisfaction.

- Those scoring the Registry at a more modest 7-8 are generally happy with the service, although some do find it difficult to navigate.

- The small minority of users who fall into the Detractor segment find it generally cumbersome/difficult to navigate, and struggle to value it vis-a-vis the fee charged.

- Just three in ten of all users are familiar with the Closing Room feature – although this rises to a considerable 45% of those working in professional services firms.

- Of those aware of the Closing Room, however, the feature is perceived to be quite useful.

- Email is by far the most preferred method of communication, either in providing support or general news and updates. Phone contact is, however, also critical in the provision of on-going support.

Thank You