



# User Survey 2016

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Prepared for



Prepared by:

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Confidential



# 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, 2015 and 2016 with a view to assessing the state of play year on year.



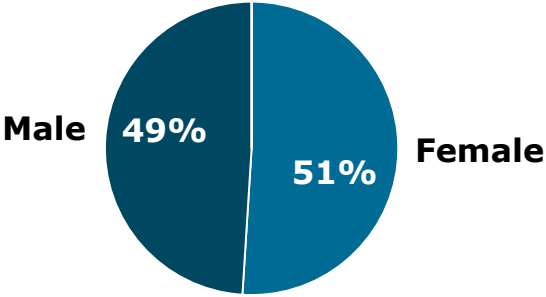
# Methodology

- 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 2,645 users.
- Total achieved sample of 335 users, (317 users in 2015, 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 12.7% - 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 24th October - 16th November, 2016. Incentive offered for the first time in 2009 (3 x draws for \$250 Amazon voucher), and each year since then.

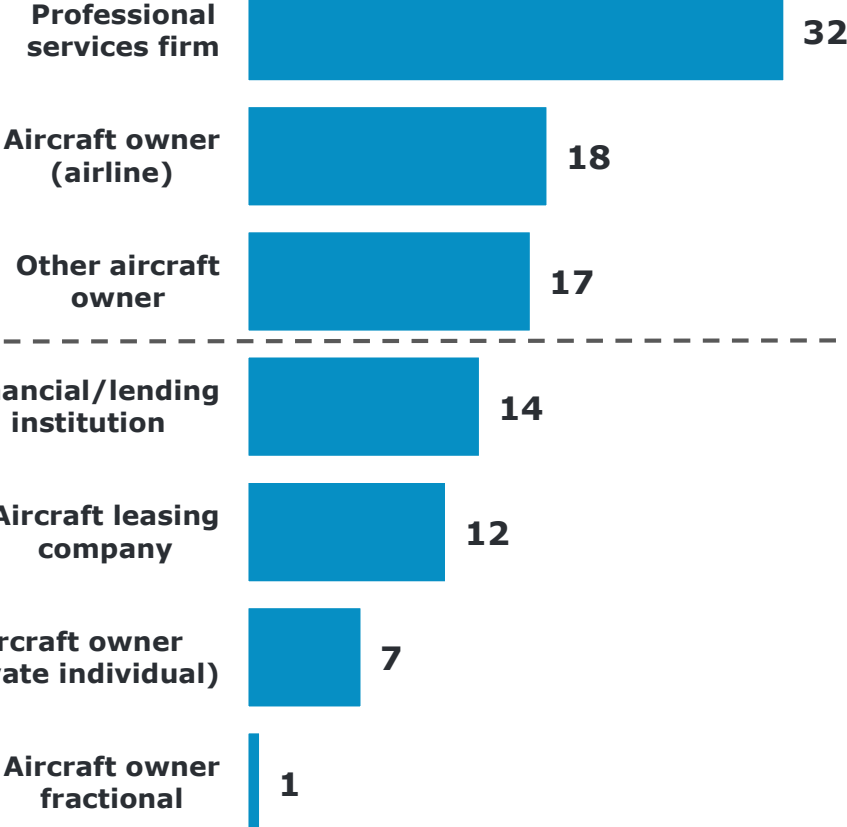
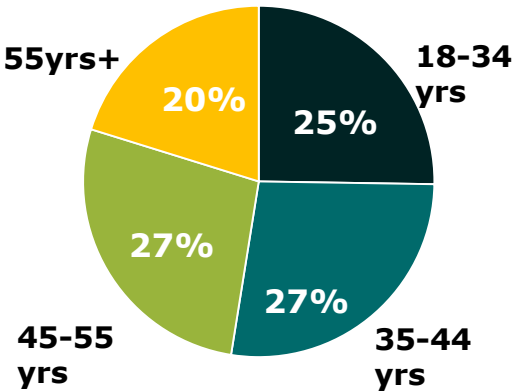


# Sample Profile 2016

## GENDER



## AGE



	2015	2014	2013	2012	2011	2010	2009	2008	2007
Professional services firm	35%	29%	30%	26%	24%	27%	28%	29%	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%
Financial/lending institution	16%	18%	17%	20%	23%	21%	19%	17%	17%
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

**A third of the user sample base is from professional services firms, with 43% aircraft owners of some type.**

# Sample Profile 2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Gender	%	%	%	%	%	%	%	%	%	%
Male	63	44	47	50	50	50	48	50	47	49
Female	37	55	53	50	50	50	52	50	53	51
Age	%	%	%	%	%	%	%	%	%	%
18-34	13	17	19	20	20	19	20	23	24	25
35-44	22	24	29	28	28	30	30	27	28	27
45-55	39	32	32	31	31	29	29	26	26	27
55+	26	26	21	22	22	22	21	24	22	20

**With users almost evenly split by gender, and spread across all age groups from 18-34 yrs to 55 yrs+ - very much in line with the demographic profile of the 2015 users surveyed.**

# Sample Profile 2016

2015	2016	
27%	Senior manager/partner	28%
20%	General administration/Office support	23%
18%	Lawyer	22%
16%	Finance professional	14%
18%	Legal assistant	13%
1%	IT/Systems analyst	0%

\*0 = less than 1%

There are marginally more lawyers, and correspondingly fewer legal assistants in the 2016 sample versus 2015.

# Sample Profile 2016

## Social Media Usage

	Total					2016				
						Gender		Age		
	2016	2015	2014	2013	2012	Male	Female	18-44	45-54	55+
<b>Base:</b>	<b>335</b>	<b>317</b>	<b>352</b>	<b>345</b>	<b>349</b>	<b>163</b>	<b>172</b>	<b>178</b>	<b>90</b>	<b>67</b>
	%	%	%	%	%	%	%	%	%	%
Facebook	60	58	54	57	52	52	67	69	52	46
Linkedin	<b>59</b>	54	53	48	43	61	57	65	53	51
Twitter	<b>19</b>	16	16	18	16	21	16	24	13	12
Other	9	5	6	4	4	7	11	11	8	4
None	20	20	24	27	32	25	16	11	28	34
<b>Any Facebook/Linkedin</b>	<b>77</b>	<b>79</b>	<b>73</b>	<b>70</b>	<b>66</b>	<b>73</b>	<b>81</b>	<b>86</b>	<b>69</b>	<b>64</b>
<b>Any Facebook/Linkedin /Twitter</b>	<b>80</b>	<b>80</b>	<b>76</b>	<b>73</b>	<b>68</b>	<b>75</b>	<b>84</b>	<b>89</b>	<b>72</b>	<b>66</b>

Use of Linkedin and Twitter has increased significantly year-on-year

# Sample Profile 2016

## Social Media Usage

	Total	Organisation						Role in the organisation			
		Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager /partner	Law	Finance professional	General
Base:	<b>335</b>	<b>61</b>	<b>22</b>	<b>58</b>	<b>40</b>	<b>47</b>	<b>107</b>	<b>93</b>	<b>117</b>	<b>48</b>	<b>77</b>
	%	%	%	%	%	%	%	%	%	%	%
Facebook	60	62	55	50	55	<b>72</b>	62	54	65	60	60
Linkedin	59	62	64	59	57	64	54	67	61	67	42
Twitter	19	15	<b>27</b>	<b>26</b>	15	13	19	18	20	19	17
Other	9	10	5	10	8	6	10	9	9	10	8
None	20	16	23	28	20	21	17	18	15	19	31

**Financial institution users are heaviest users of Facebook, with highest levels of Twitter usage amongst private and 'other' aircraft owner users.**

# Sample Profile 2016

## Frequency of Usage

	Total	Gender		Age			Organisation						Role in the organisation			
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm	Senior manager/partner	Law	Finance professional	General
Base:	<b>335</b>	<b>163</b>	<b>172</b>	<b>178</b>	<b>90</b>	<b>67</b>	<b>61</b>	<b>22</b>	<b>58</b>	<b>40</b>	<b>47</b>	<b>107</b>	<b>93</b>	<b>117</b>	<b>48</b>	<b>77</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Never	1	2	1	1	2	-	-	5	-	3	-	2	2	2	-	-
Once a year	33	38	29	29	39	39	38	77	55	20	21	21	43	21	42	36
Once a month	38	41	34	37	41	34	41	18	36	48	49	32	44	36	44	29
Once a week	15	11	18	17	11	13	20	-	5	18	13	20	5	25	6	16
Once a day	5	5	5	4	1	12	-	-	2	3	15	7	3	5	8	5
More than once a day	8	3	13	12	6	1	2	-	2	10	2	19	2	12	-	14

**13% of all Registry users use the system at least once a day, with two-thirds accessing it at least once a month. Weekly+ use of the Registry is highest amongst female users, those working in professional firms, financial institutions and lease companies.**

# Sample Profile 2016

COUNTRY		2015
	%	%
United States (USA)	44	49
Canada	11	12
United Kingdom	7	6
Ireland {Republic}	5	4
Australia	4	1
Mexico	4	1
Brazil	2	1
Malaysia	2	2
New Zealand	2	3
China	1	1
Colombia	1	0
Denmark	1	0
France	1	2
Germany	1	0
India	1	1
Japan	1	2
Luxembourg	1	1
Malta	1	0
Myanmar, {Burma}	1	1
Netherlands	1	1
Norway	1	0
Panama	1	-
Russian Federation	1	1
Singapore	1	1
South Africa	1	0
Spain	1	-
Sweden	1	1
United Arab Emirates	1	1

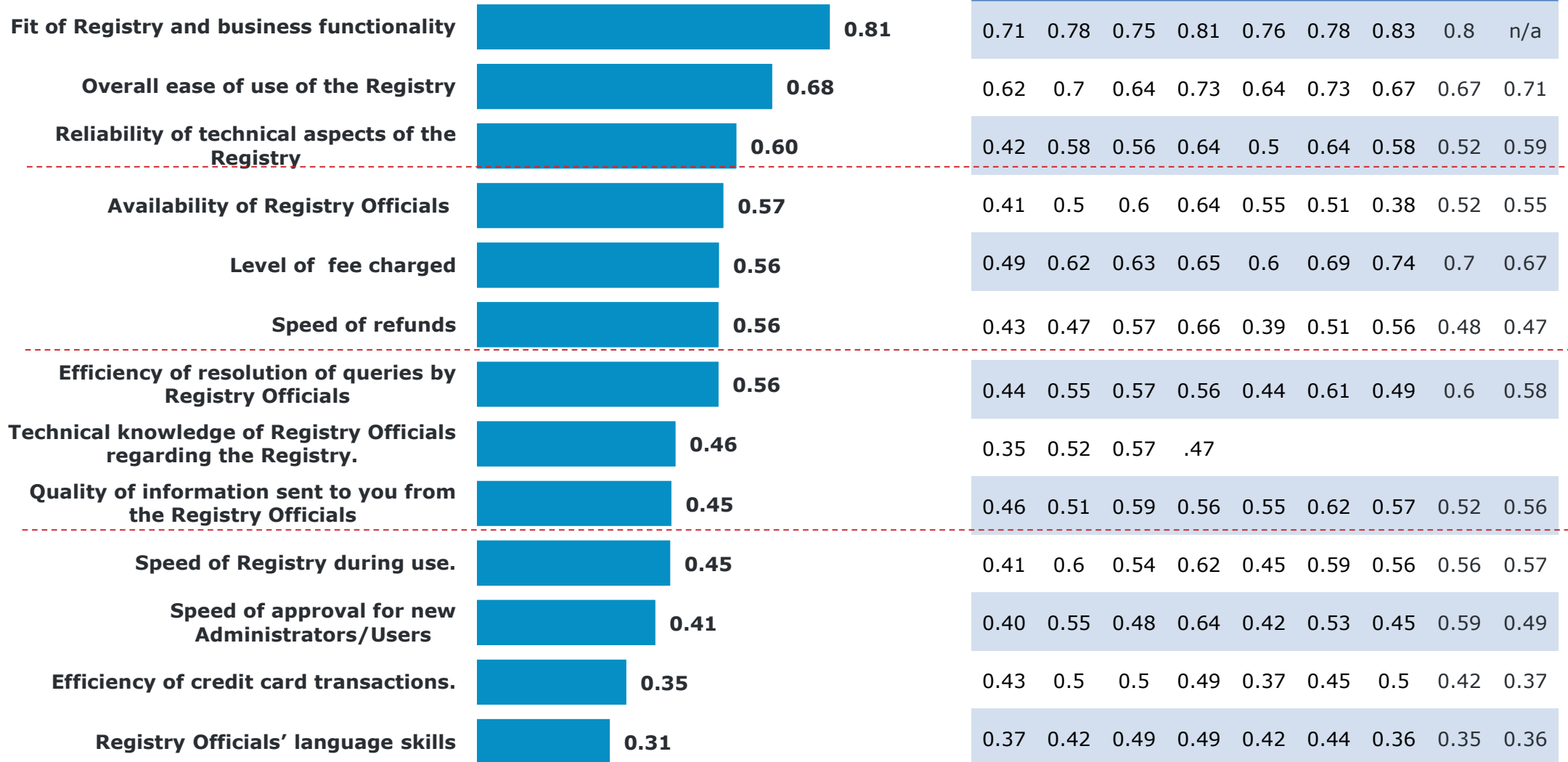
(All other mentions less than 1% for total)

US STATES (USA respondents – 146)		2015
	%	%
Oklahoma	16	21
California	8	8
Florida	8	5
Illinois	5	2
Kansas	5	4
Texas	5	4
Colorado	4	5
New York	4	4
Arizona	3	3
Missouri	3	3
North Carolina	3	6
Ohio	3	4
Tennessee	3	1
Washington	3	4
Alabama	2	1
Alaska	1	-
Connecticut	1	3
Delaware	1	-
Georgia	1	1
Hawaii	1	1
Idaho	1	1
Indiana	1	2
Iowa	1	1
Louisiana	1	1
Maryland	1	1
Massachusetts	1	3
Michigan	1	1
Mississippi	1	1
Montana	1	1
Nevada	1	1
New Mexico	1	1
Oregon	1	1
Pennsylvania	1	3
South Carolina	1	1
South Dakota	1	-
Utah	1	1
Virginia	1	1
Wisconsin	1	-
Wyoming	1	1

There has been a slight year-on-year drop in the proportion of users based in the USA (from 49% to 44%). Within the USA user base, there has been something of a shift away from Oklahoma to other States.

# Key Service Aspects: Relative Contribution Towards Worth Of Registry To Business (Pearson's Correlations) 2016

2015 2014 2013 2012 2011 2010 2009 2008 2007



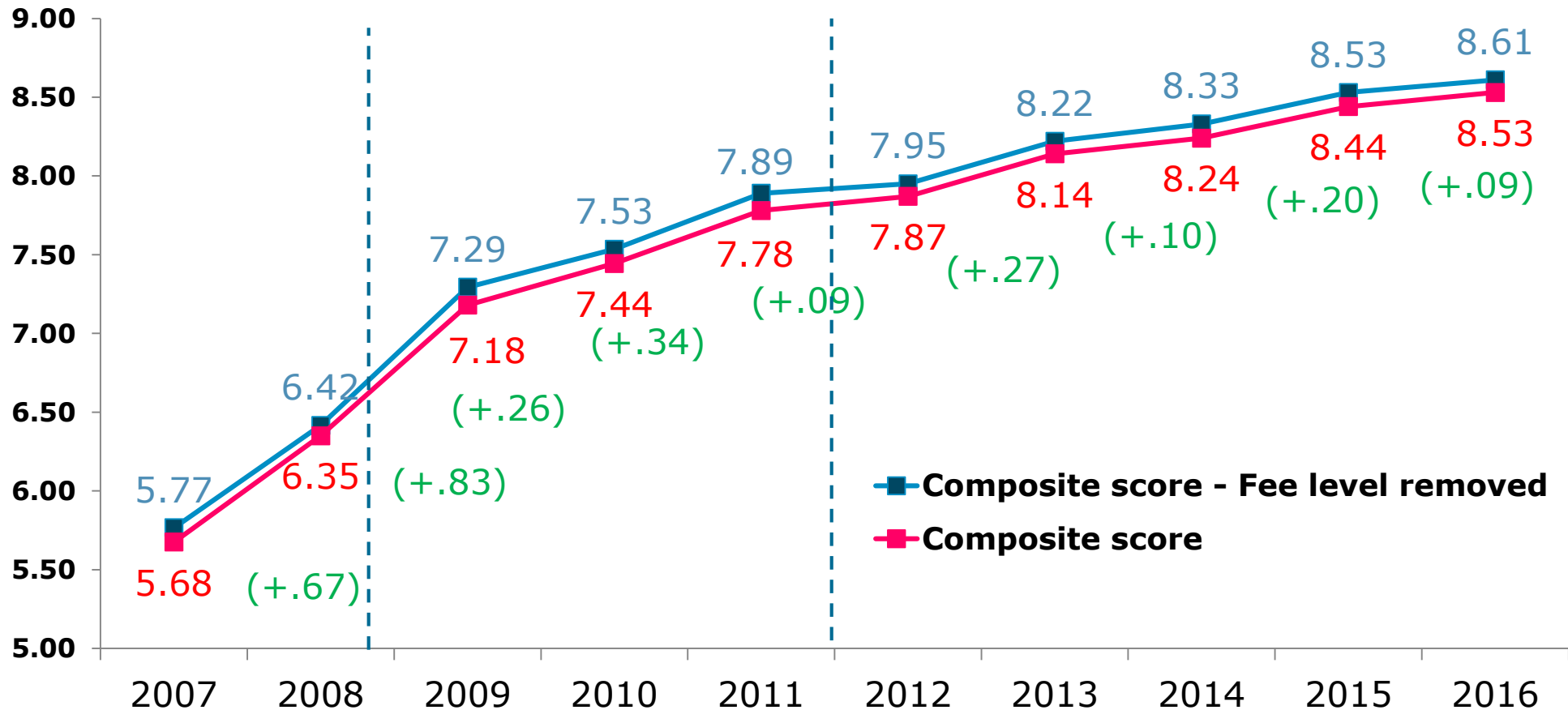
The fit of Registry functionality with business functionality remains the single most important definer of the perceived worth of the Register, followed by its Ease of Use and Reliability of Technical Aspects. The latter aspect has increased slightly in importance since last year, although it has always been important to users overall, and remains so.



Q.1

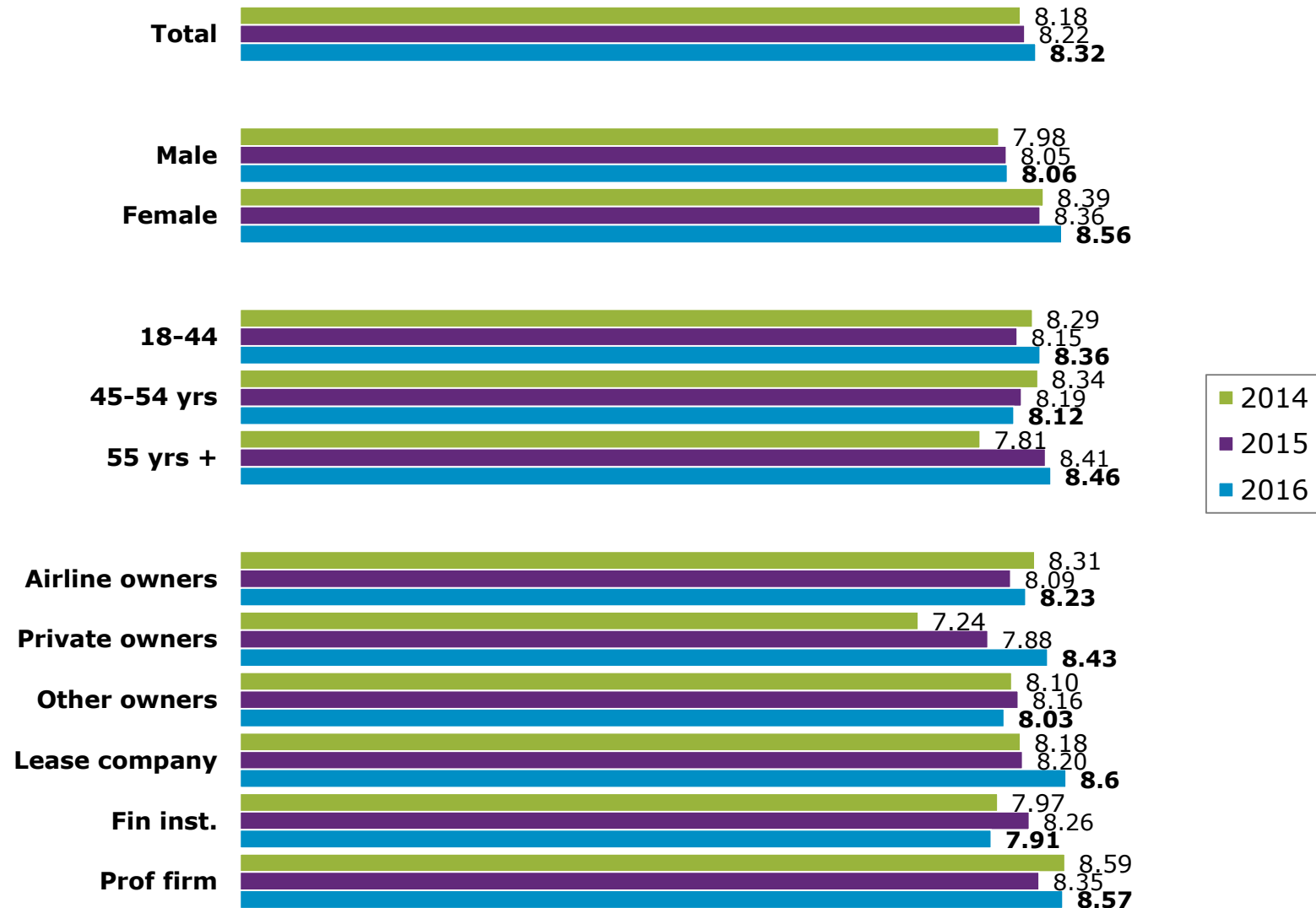
Firstly, please rate the Registry on each of the following features on a scale of one to ten, where ten means you think it is completely satisfactory and one means it is completely unsatisfactory.

# Overall Weighted Registry Experience Rating



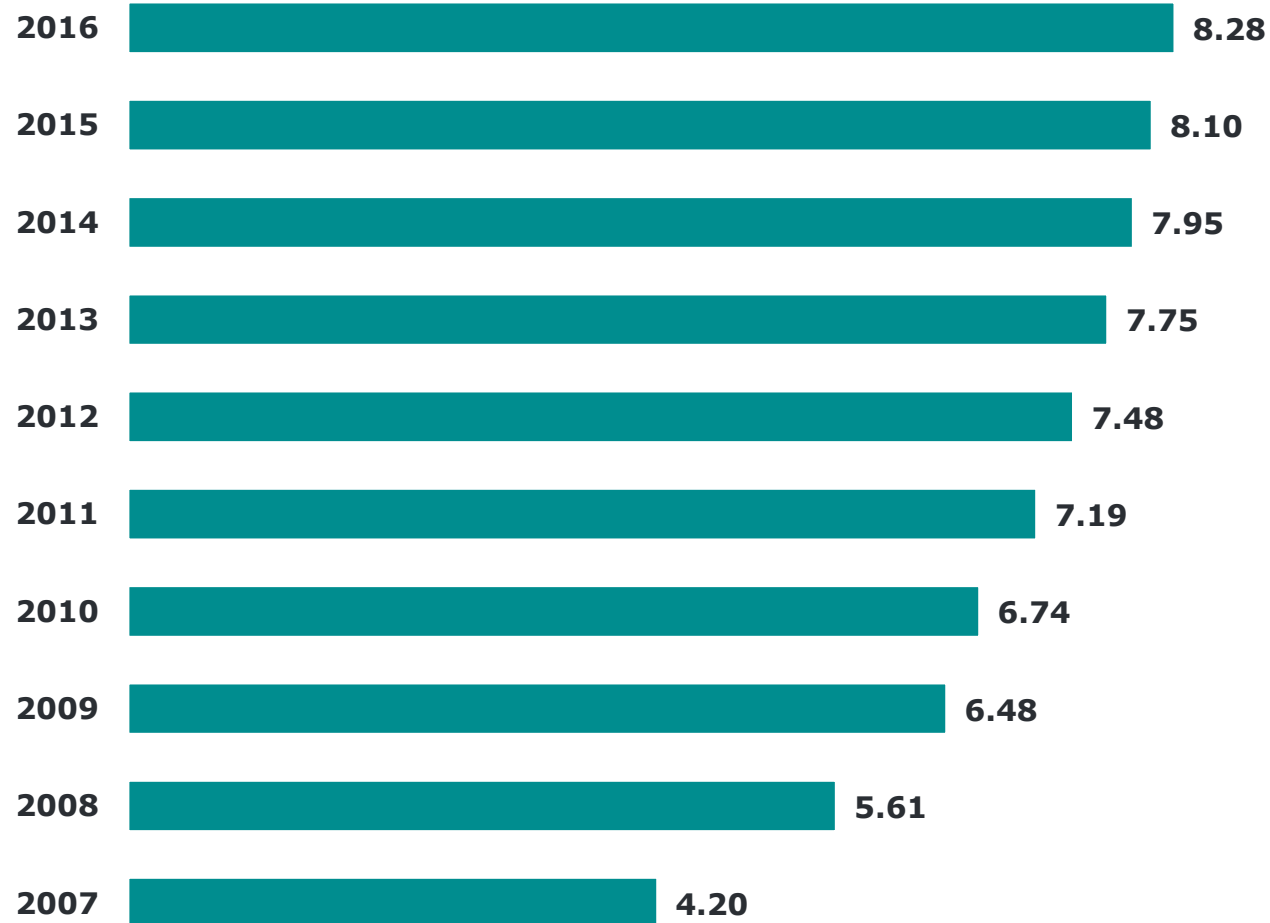
Despite levelling out in recent years, the overall weighted Registry experience rating has improved yet again in 2016 – and now stands at 8.53 out of a possible 10. This is a remarkably high score for any B2B service, most of whom struggle to reach the 8.0 mark.

# Overall Satisfaction with the Registry - Summary



With the Registry's overall satisfaction rating now exceeding 8 out of 10 in practically all user sub-groupings. The most notable improvements in overall satisfaction have been amongst private airline owners and lease companies.

# Overall worth of registry to business: Ten point Rating Scale



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

# Key Service Aspects:

## Overall Performance Rating (10 Point Scale)

	Mean Performance Rating							
	2016	2015	2014	2013	2012	2011	2010	2009
The degree to which the functionality of the Registry fits with the way your business functions.	8.06	7.88	7.75	7.46	7.18	7.12	6.7	6.42
Overall ease of use of the Registry.	8.00	7.88	7.43	7.26	6.89	7.01	6.64	6.52
Reliability of technical aspects of the Registry.	8.46	8.42	8.28	7.79	7.79	7.89	7.3	7.22
Availability of Registry Officials	8.95	8.86	8.57	8.38	8.02	8.08	7.64	7.41
Level of fee charged.	7.65	7.48	7.31	7.15	6.79	6.64	5.51	6.18
Speed of refunds	8.52	8.42	8.39	8.17	7.74	8.14	7.01	6.69
Efficiency of resolution of queries by Registry Officials	8.93	8.88	8.63	8.44	8.23	8.06	7.82	7.61
Technical knowledge of Registry Officials regarding the Registry	8.95	8.91	8.69	8.57	8.38	8.4	8.2	7.86
Quality of information sent to you from the Registry Officials	8.98	8.84	8.72	8.47	8.29	8.32	8.11	7.93
Speed of Registry during use.	8.31	8.23	8.16	7.9	7.59	7.73	7.17	7.1
Speed of approval for new Administrators/Users	8.91	8.64	8.42	8.36	8.17	8.27	8.09	7.92
Efficiency of credit card transactions.	9.06	9.04	8.91	8.77	8.32	8.48	8.22	8.28
Registry Officials' language skills	9.27	9.25	9.04	8.95	8.91	8.96	8.76	8.73
Efficiency of resolution of queries by help desk staff	n/a	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	n/a	8.42	8.1	7.62	7.12	6.27
Availability of help desk staff	n/a	n/a	n/a	8.41	8.16	7.62	7.46	7.08
Helpdesk language skills	n/a	n/a	n/a	8.89	8.87	8.54	8.36	7.98

**Remarkably, performance scores on all five of the most important service aspects has increased year-on-year**

# Key Service Aspects:

## Overall Performance Rating (10 Point Scale)

	Mean Performance Rating							% Scoring 1-2							% Scoring 9-10							% of No Opinion							YOY CHANGE 2016 vs 2015
	2016	2015	2014	2013	2012	2011	2010	2016	2015	2014	2013	2012	2011	2010	2016	2015	2014	2013	2012	2011	2010	2016	2015	2014	2013	2012	2011	2010	
	<b>MOST IMPORTANT</b>																												
Fit of Registry and business functionality	8.06	7.88	7.75	7.46	7.18	7.12	6.7	5	2	3	4	7	7	11	49	46	41	38	36	33	29	2	5	5	3	3	2	4	+0.18
Overall ease of use of the Registry	8.00	7.88	7.43	7.26	6.89	7.01	6.64	2	3	5	4	9	6	12	47	45	37	37	33	27	27	1	1	1	0	1	1	2	+0.12
Reliability of technical aspects of the Registry	8.46	8.42	8.28	7.79	7.79	7.89	7.3	2	1	1	2	5	2	6	53	54	45	43	43	39	33	9	8	12	8	9	7	12	+0.04
Availability of Registry Officials	8.95	8.86	8.57	8.38	8.02	8.08	7.64	0	0	1	2	2	2	3	67	68	58	43	38	41	35	7	5	7	24	22	17	23	+0.09
Level of fee charged	7.65	7.48	7.31	7.15	6.79	6.64	5.51	2	2	5	5	8	8	6	36	33	33	32	25	24	25	6	7	5	6	9	6	7	+0.17
Speed of refunds	8.52	8.42	8.39	8.17	7.74	8.14	7.01	0	0	1	1	2	1	3	20	20	19	18	19	21	12	69	65	64	65	60	61	66	+0.1
Efficiency of resolution of queries by Registry Officials	8.93	8.88	8.63	8.44	8.23	8.06	7.82	0	0	2	2	2	3	3	68	66	59	46	47	44	40	6	4	6	20	16	11	17	+0.05
Technical knowledge of Registry Officials regarding the Registry	8.95	8.91	8.69	8.57	8.38	8.4	8.2	0	0	1	0	2	1	2	63	66	58	46	45	46	41	11	6	11	24	21	14	24	+0.04
Quality of information sent to you by the Registry Officials	8.98	8.84	8.72	8.47	8.29	8.32	8.11	1	1	1	2	2	1	1	71	67	61	54	54	53	50	4	3	5	8	6	5	6	+0.14
Speed of registry during use	8.31	8.23	8.16	7.9	7.59	7.73	7.17	3	1	2	2	5	2	7	53	52	48	49	41	43	34	1	2	2	1	2	2	23	+0.08
Speed of approval for new Administrators/Users	8.91	8.64	8.42	8.36	8.17	8.27	8.09	0	1	2	2	3	2	2	65	56	50	49	49	45	46	10	12	14	15	11	11	12	+0.27
Efficiency of credit card transactions	9.06	9.04	8.91	8.77	8.32	8.48	8.22	0	1	1	0	3	1	2	70	69	64	59	49	53	50	8	10	9	11	13	10	12	+0.02
Registry Officials language skills	9.27	9.25	9.04	8.95	8.91	8.96	8.76	0	0	0	0	1	0	1	72	75	66	52	52	62	55	14	10	11	27	26	14	20	+0.02

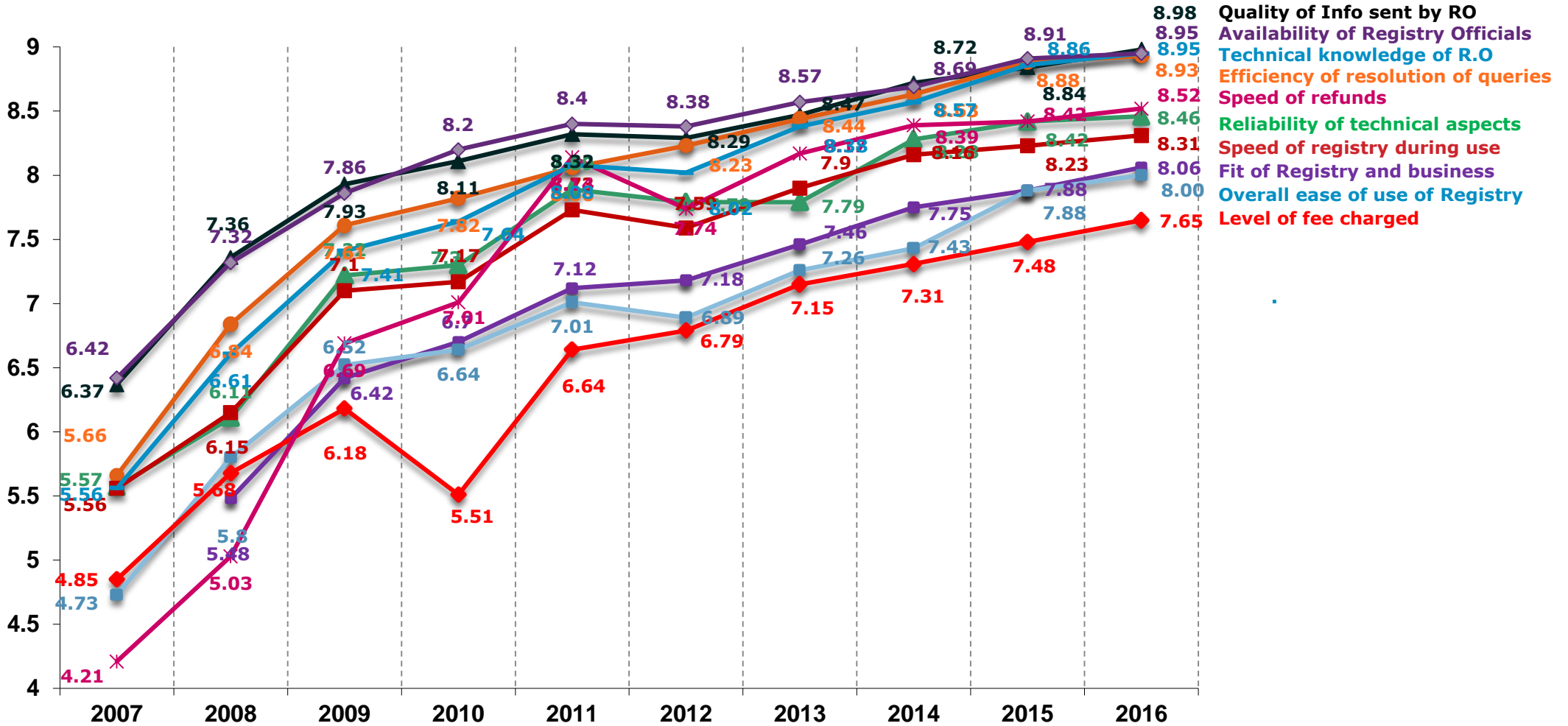
**LEAST IMPORTANT**



Satisfaction with the three most important aspects have improved to the extent that circa half of all users now allocate near perfect satisfaction scores of 9 or 10 to them.

# Key Service Aspects:

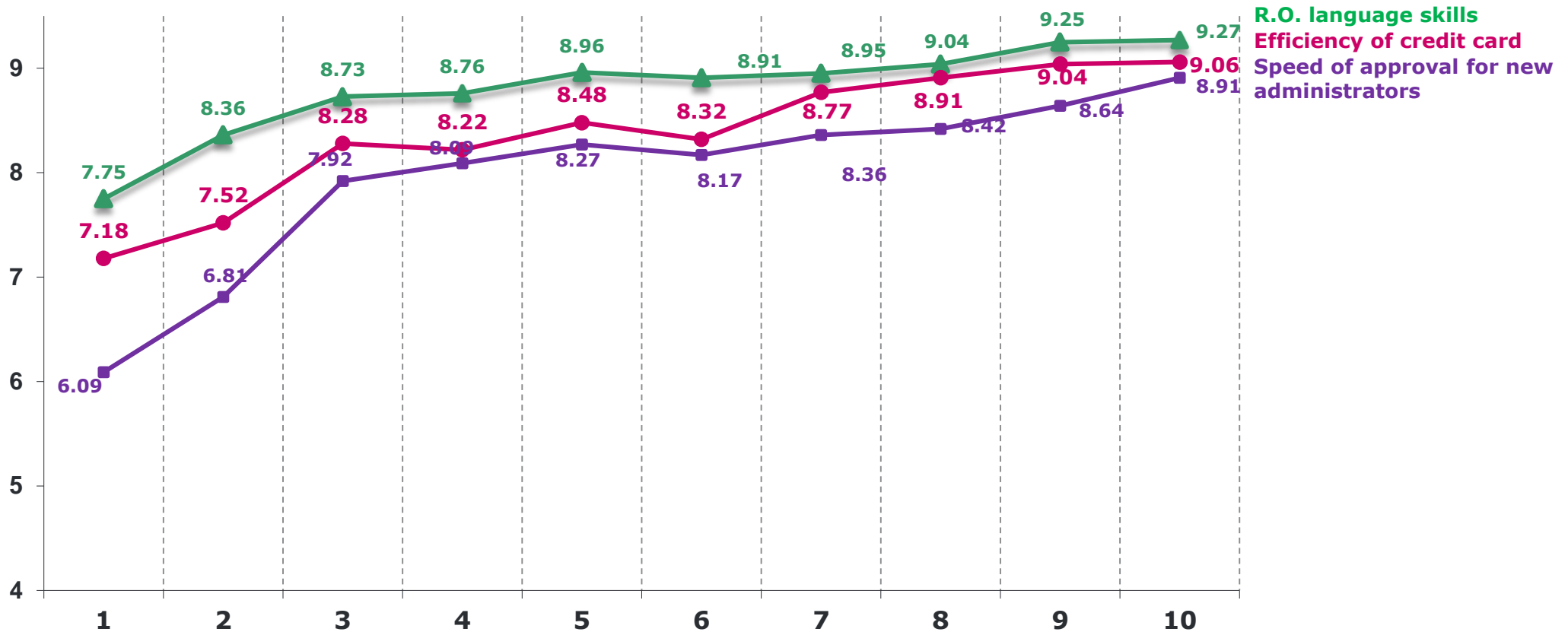
## Overall Performance Rating (Ten Point Scale) – Top 10



Even the most difficult metric of all to improve upon in surveys of this nature – level of fee charged – has increased to an average satisfaction rating of 7.65

# Key Service Aspects:

## Overall Performance Rating (Ten Point Scale) – 3 Least Important



With a significant improvement also registering with regard to the speed of approval for new administrators.

# Satisfaction With The Registry x Key User Groupings

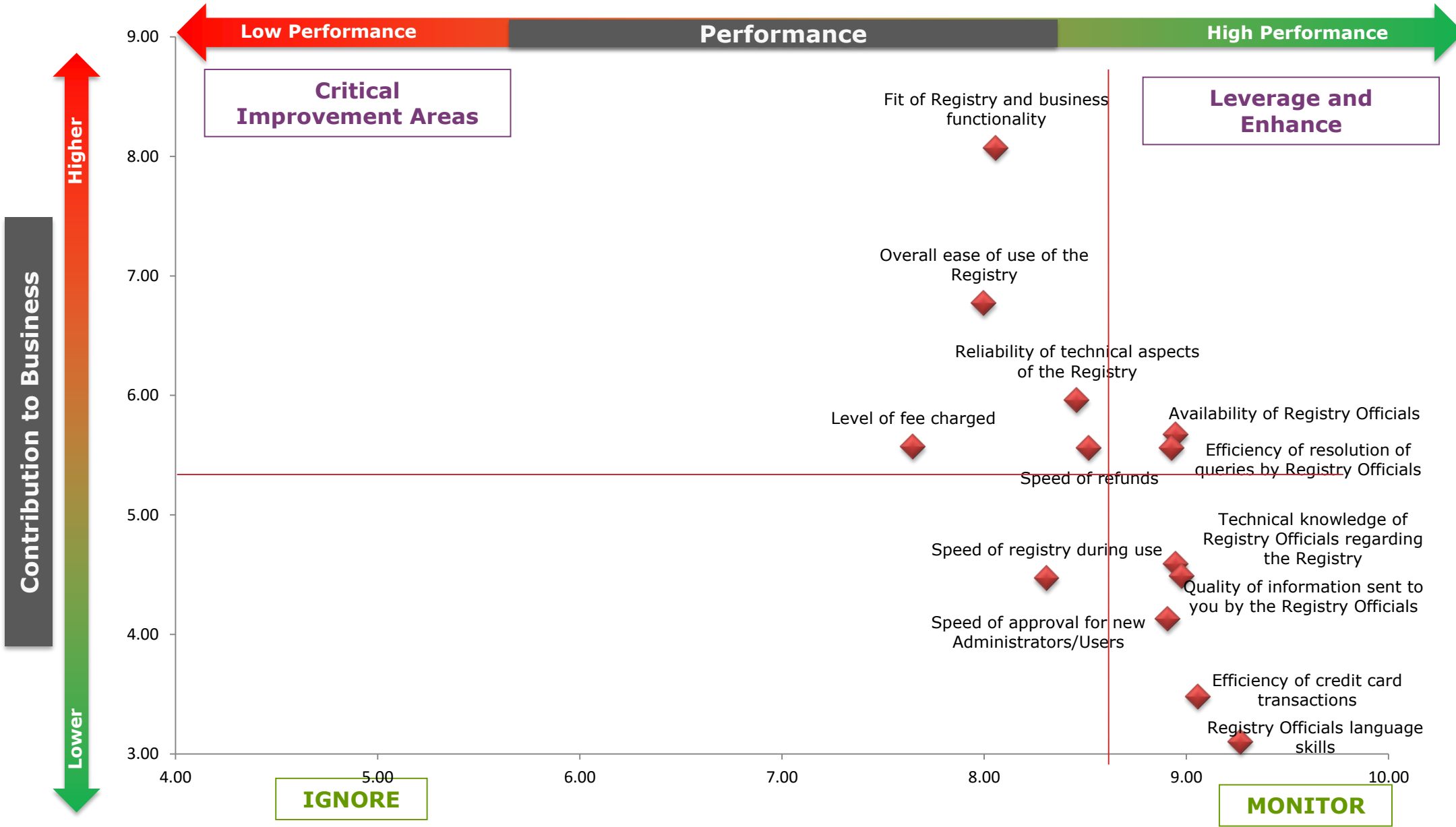
## Ten Point Rating Scale

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
The degree to which the functionality of the Registry fits with the way your business functions.	8.06	7.78	8.34	8.18	7.85	8.03	7.63	7.5	7.71	8.7	7.64	8.54
Overall ease of use of the Registry.	8.00	7.72	8.27	8.15	7.75	7.94	7.49	8	7.47	8.44	7.64	8.58
Reliability of technical aspects of the Registry.	8.46	8.28	8.62	8.43	8.25	8.77	8.26	8.57	7.96	8.53	8.44	8.79
Availability of the Registry Officials	8.95	8.72	9.16	9.07	8.9	8.71	8.75	8.95	8.69	9.38	8.65	9.17
Level of fee charged.	7.65	7.42	7.88	7.69	7.5	7.75	7.34	7.5	7.75	7.7	7.33	7.9
Speed of refunds	8.52	8.41	8.64	8.85	8.62	7.63	8.43	8.29	8.61	8.38	8.5	8.62
Efficiency of resolution of queries by Registry Officials	8.93	8.81	9.03	9.01	8.92	8.73	8.86	8.9	8.55	9.38	8.8	9.06
Technical knowledge of Registry Officials regarding the Registry	8.95	8.95	8.95	8.97	8.99	8.83	8.95	8.94	8.56	9.25	8.66	9.16
Quality of information sent to you by the Registry Officials	8.98	8.92	9.05	9.02	8.87	9.04	8.7	9.23	8.84	9.26	8.86	9.13
Speed of Registry during use.	8.31	8.16	8.46	8.32	8.35	8.26	7.92	8.27	8.16	8.56	8.19	8.6
Speed of approval for new Administrators/Users	8.91	8.66	9.15	8.85	9.09	8.84	8.75	8.72	8.89	9.24	8.8	8.98
Efficiency of credit card transactions.	9.06	8.87	9.24	9.01	9.1	9.13	8.92	9.42	8.94	9.15	8.81	9.18
Registry Officials' language skills	9.27	9.23	9.31	9.3	9.21	9.27	9.22	9.15	9.04	9.45	9.15	9.45
<b>Overall worth of the Registry to my organisation/business.</b>	<b>8.28</b>	<b>7.82</b>	<b>8.72</b>	<b>8.51</b>	<b>7.83</b>	<b>8.22</b>	<b>8.07</b>	<b>7.25</b>	<b>7.71</b>	<b>8.85</b>	<b>8.09</b>	<b>8.77</b>

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 2016

Base: All users

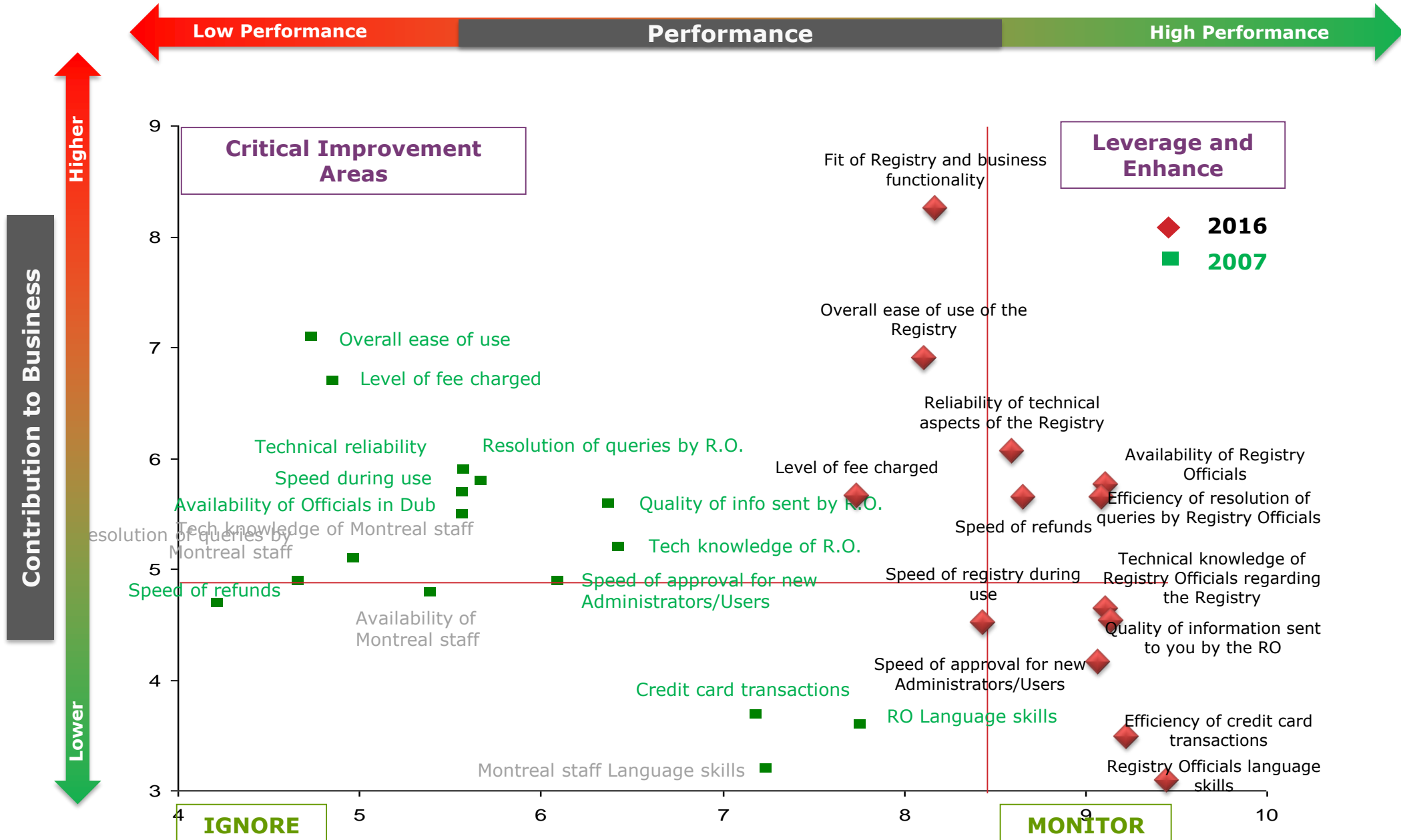


There is little remaining room for improvement on any of the service aspects measured, other than maintaining the on-going programme of constant improvement to the technical aspects and related ease of use of the Registry.



# Aviareto: Strategic Performance Matrix 2016 vs 2007

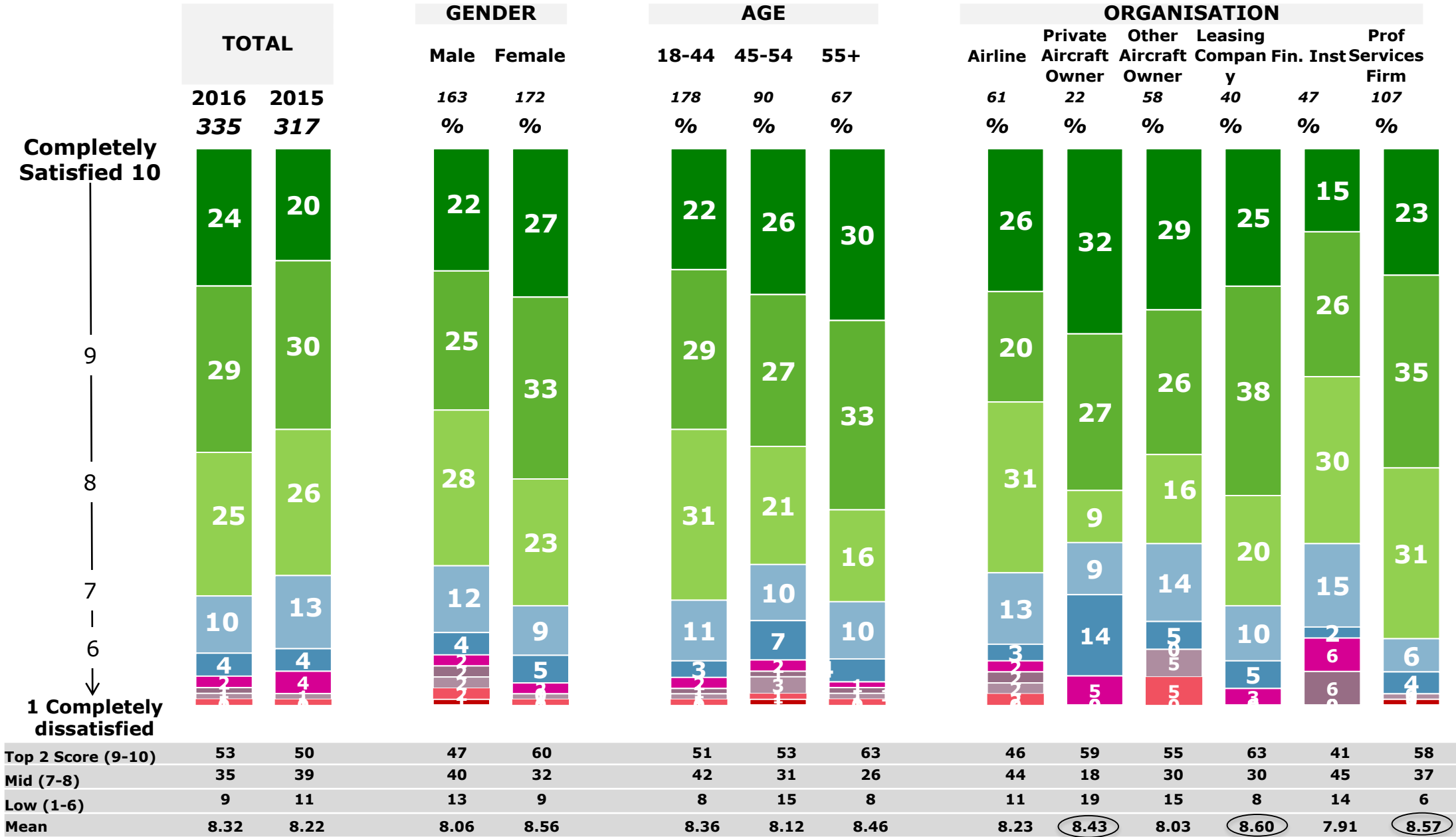
Base: All users



In superimposing the 2016 data on the original 2007 strategic performance map, we can see the phenomenal extent of the user improvements made over the last ten years.



# Overall Satisfaction Ratings with the Registry



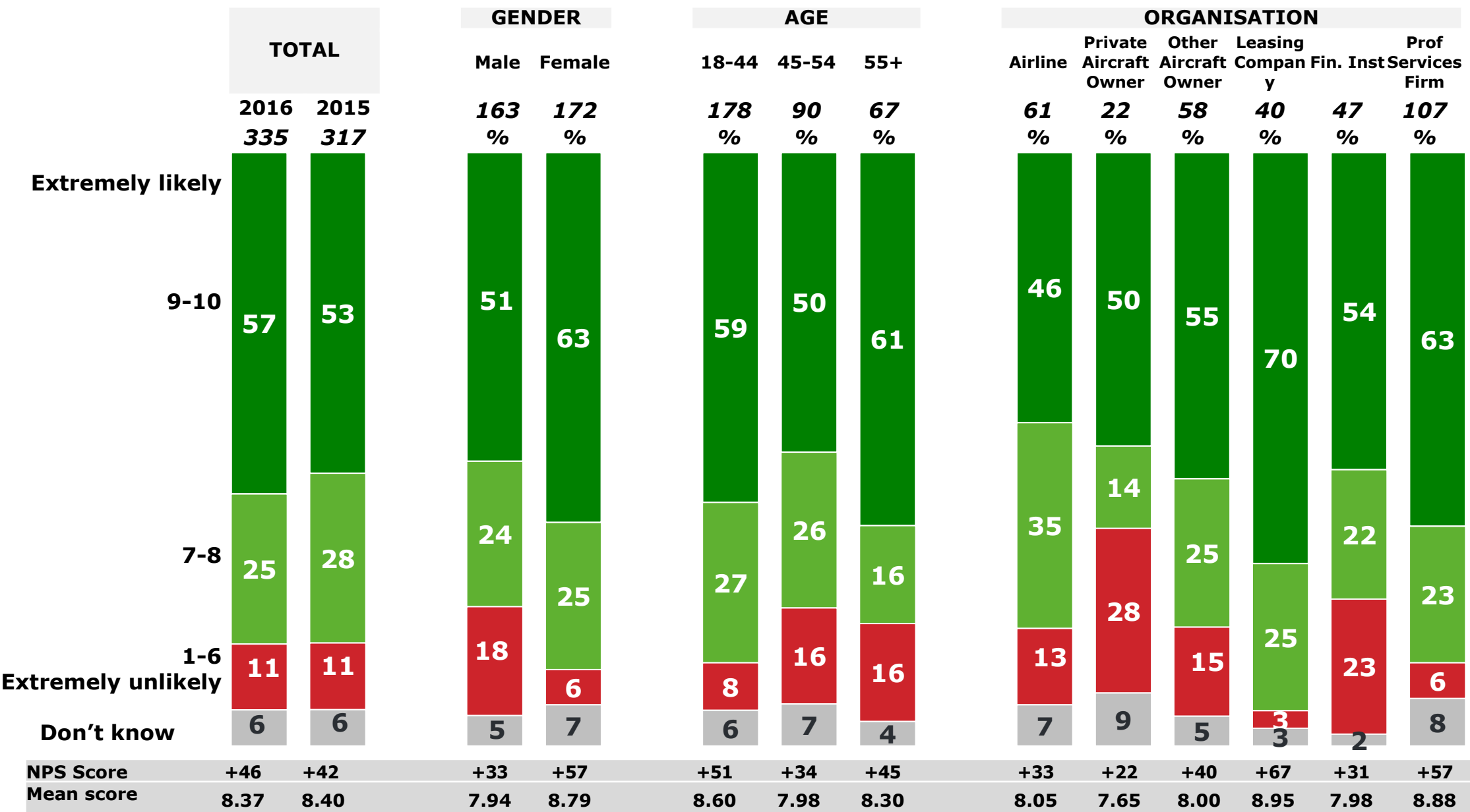
Overall satisfaction with the Registry, in keeping with general survey results, remains at over 8 out of 10 with greatest satisfaction amongst leasing companies, professional services firms and private aircraft owners.



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.

# Likelihood to Recommend Registry



The Registry Net Promoter Score (NPS) has increased to +46 – a very high NPS score by any service sector standards.

# Reasons for Recommend Score

Base: All respondents scoring 9 to 10 n - 179



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.

# Reasons for Recommend Score

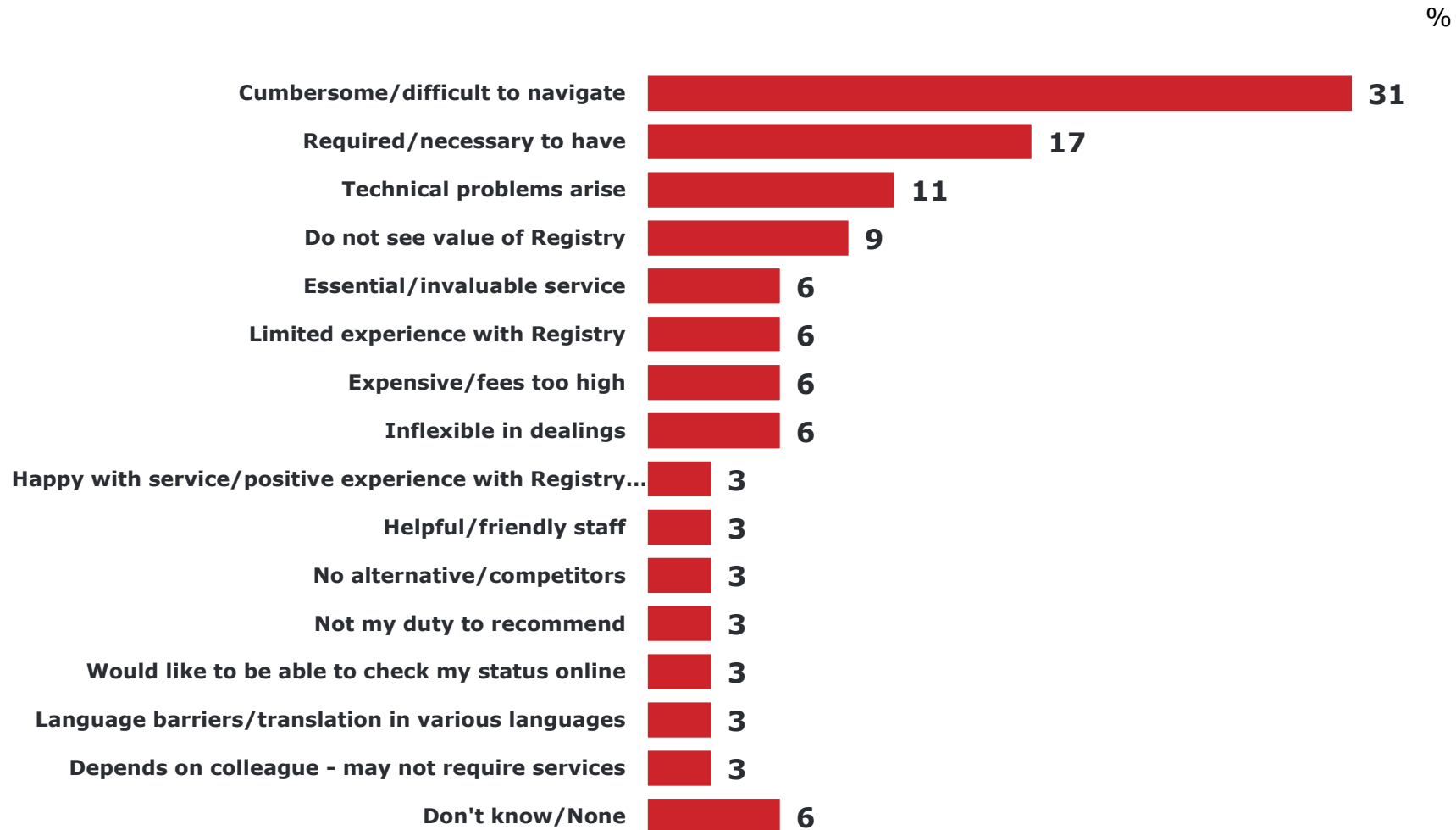
Base: All respondents scoring 7 to 8 n - 120



**Those scoring the Registry at a more modest 7-8 are generally happy with the service, although some point out they have little choice in their use of it.**

# Reasons for Score

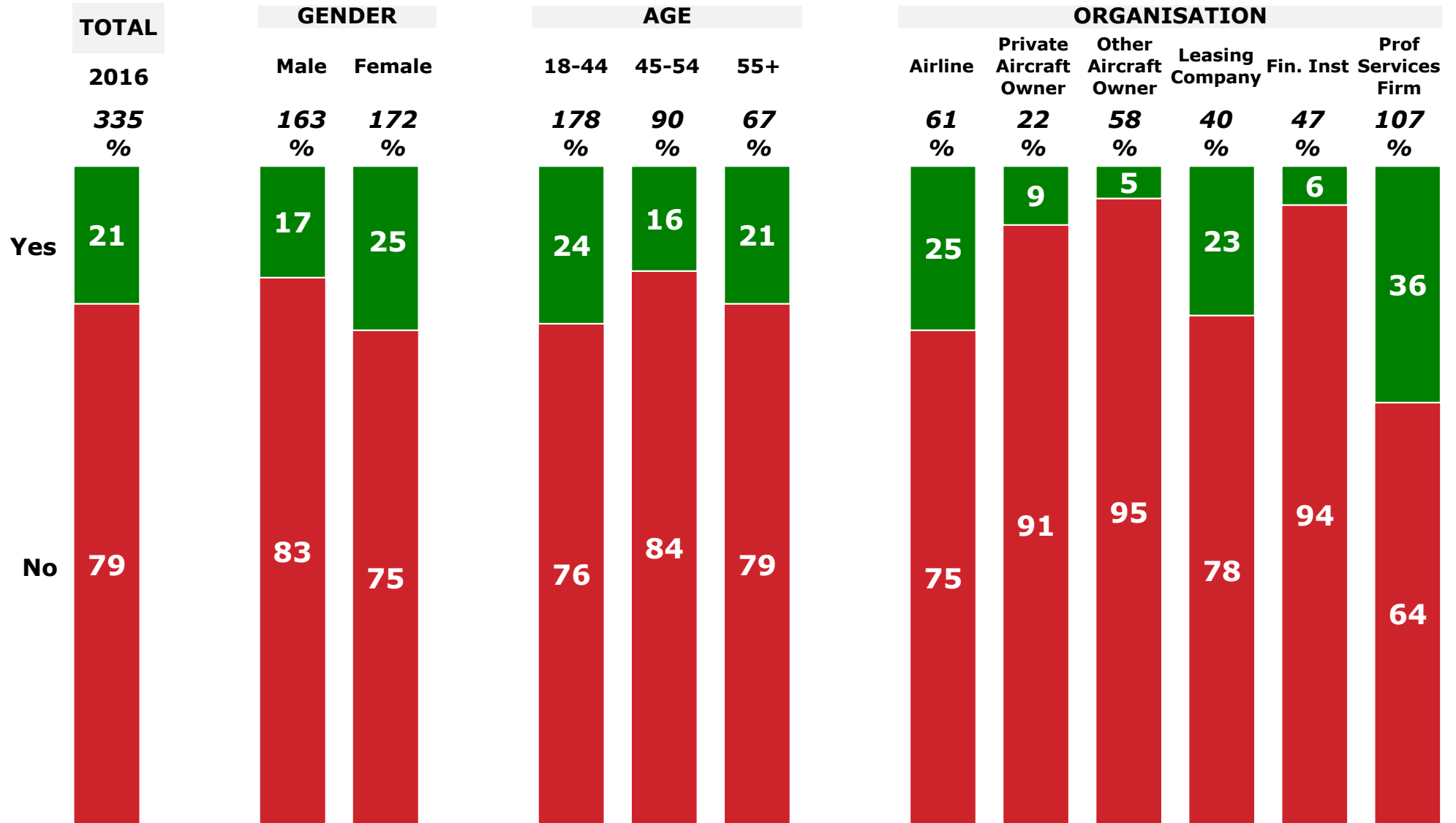
Base: All respondents scoring 1 to 6 n - 35



**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.**

# Use of Closing Room

Base: All respondents - 335



One in five of all respondents use the Closing Room feature, rising to 36% of those in professional services firms, 25% of airlines and 23% in leasing companies.

# Benefits of Closing Room

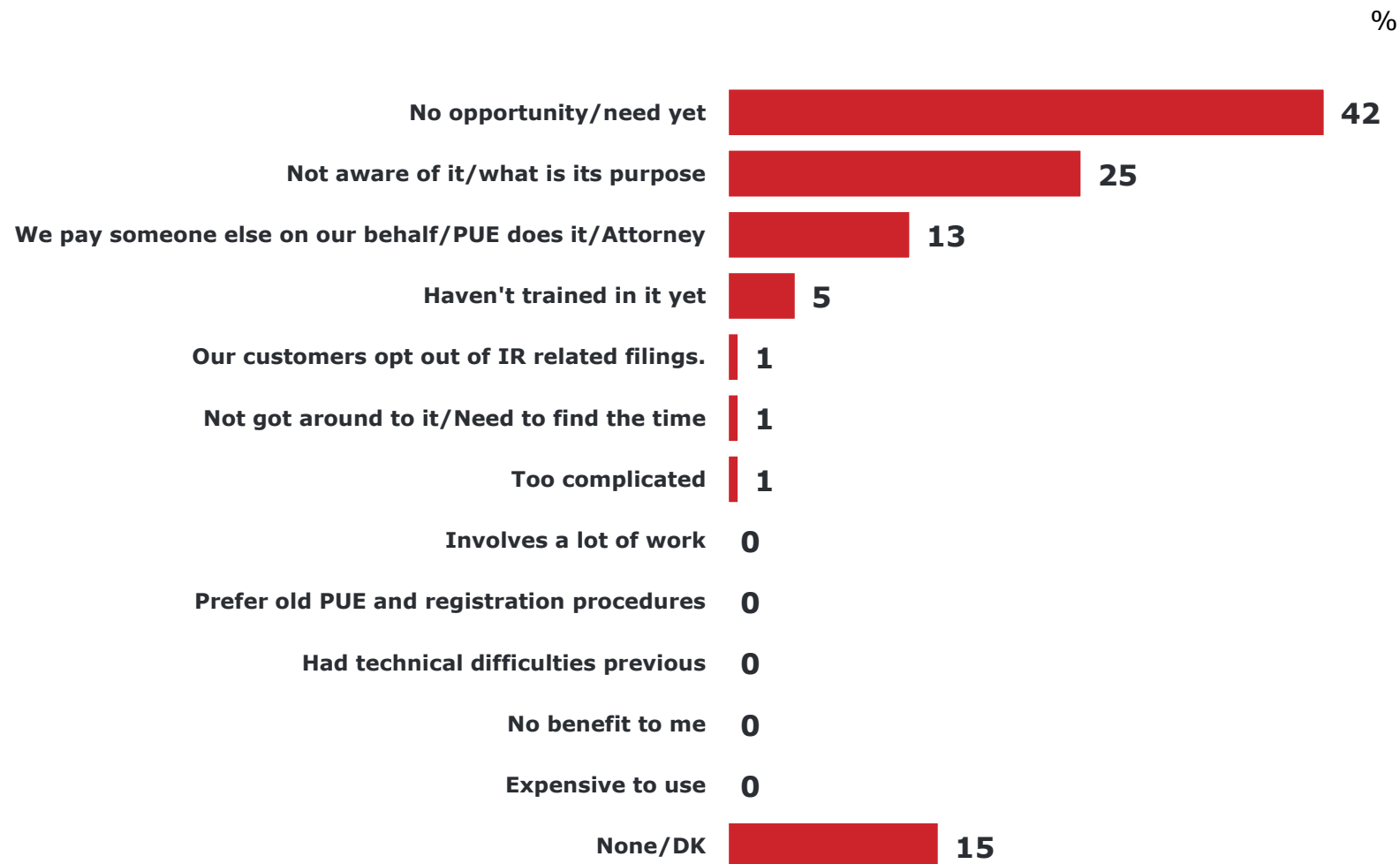
Base: All using the Closing Room - 71



**Its overall efficiency, and ability to review and amend filings in one place are cited as the main perceived benefits of the Closing Room.**

# Reasons for not using the Closing Room

Base: All who do not use the Closing Room - 264

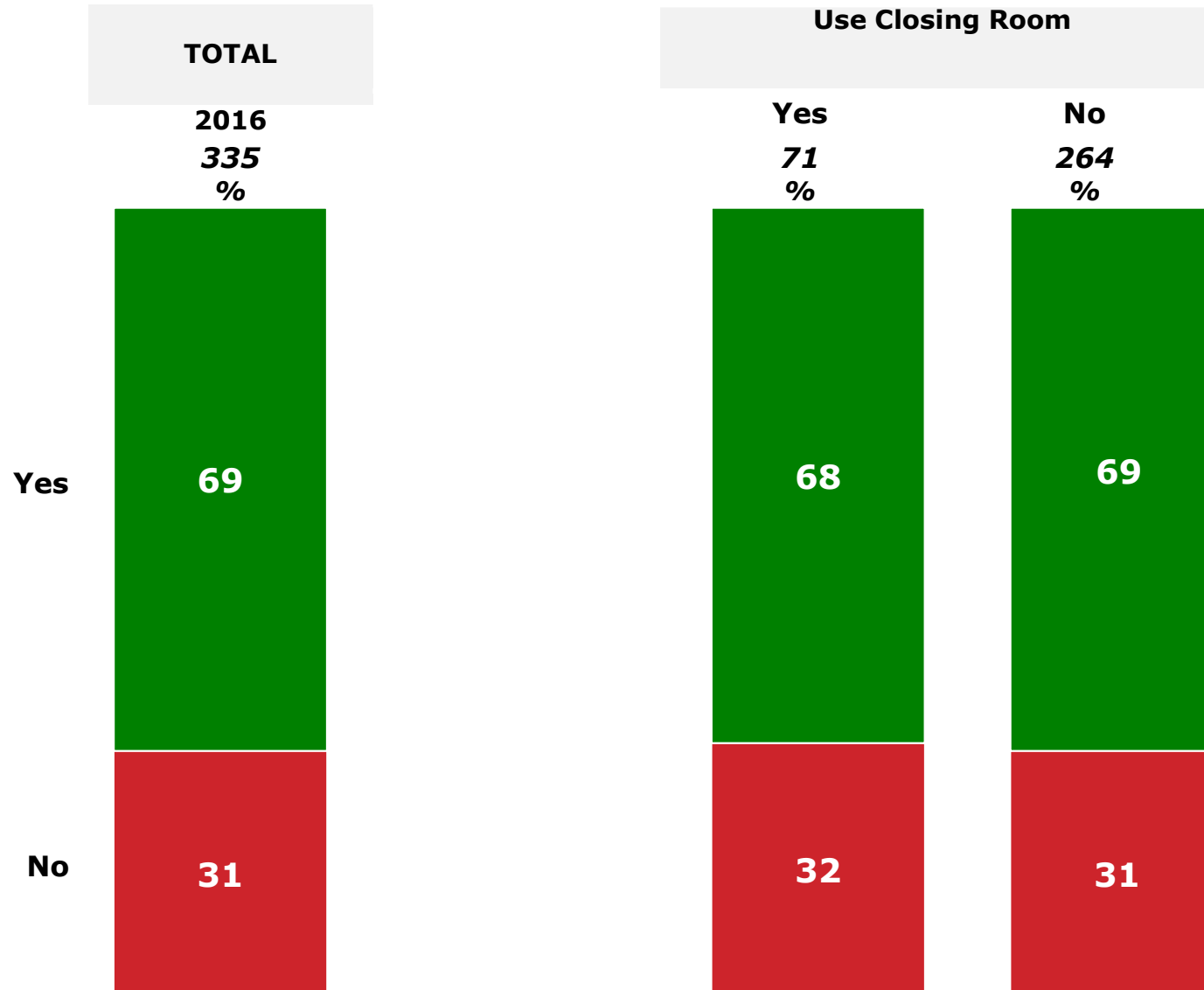


\*0 = less than 1%

There are few specific barriers to future use of the Closing Room, other than a lack of awareness of its existence or benefits.

# Beneficial to have training

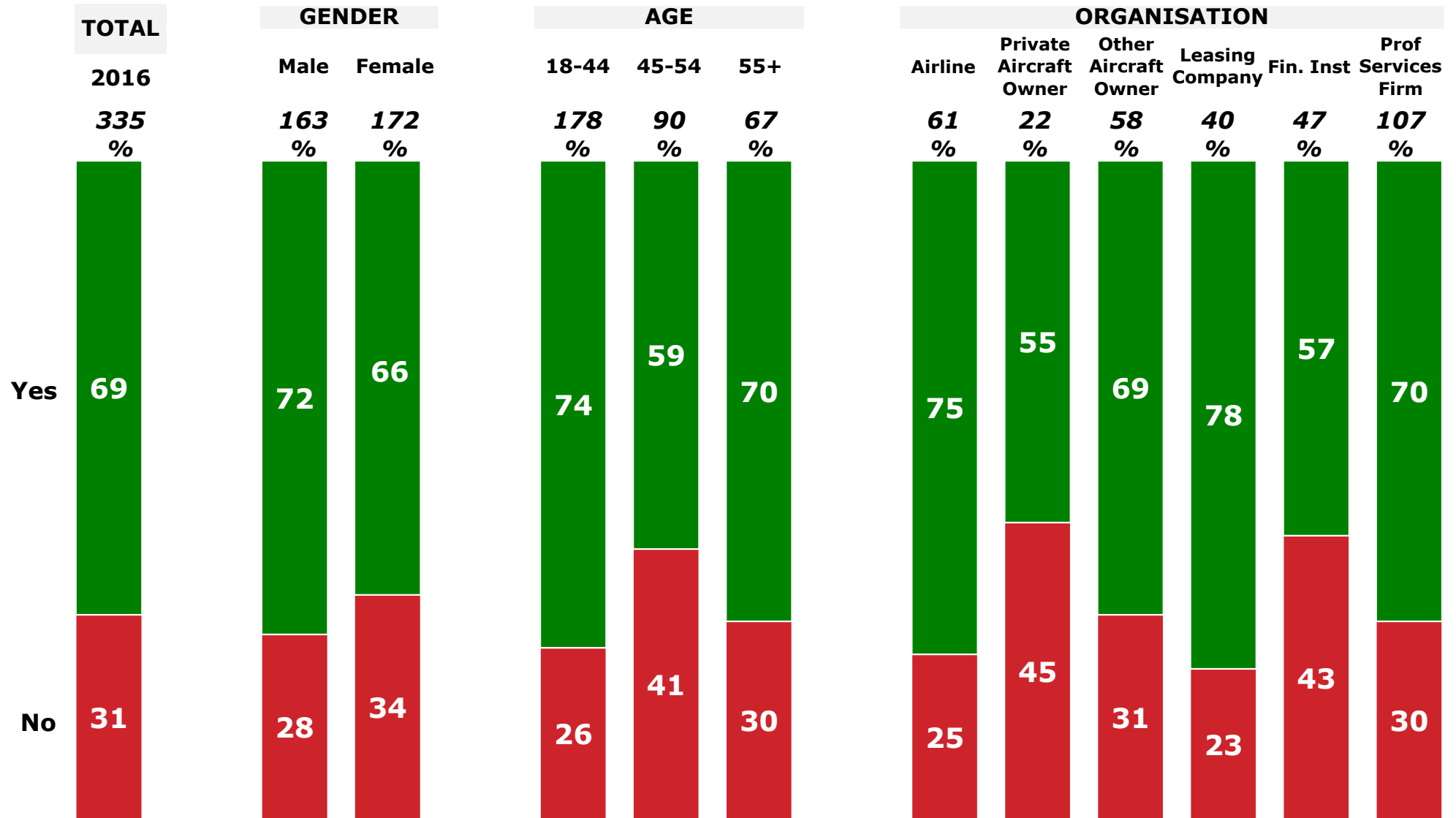
Base: All respondents - 335



Seven in ten believe it would be helpful to receive training on the Closing Room – including 69% of those who have yet to avail of the service.

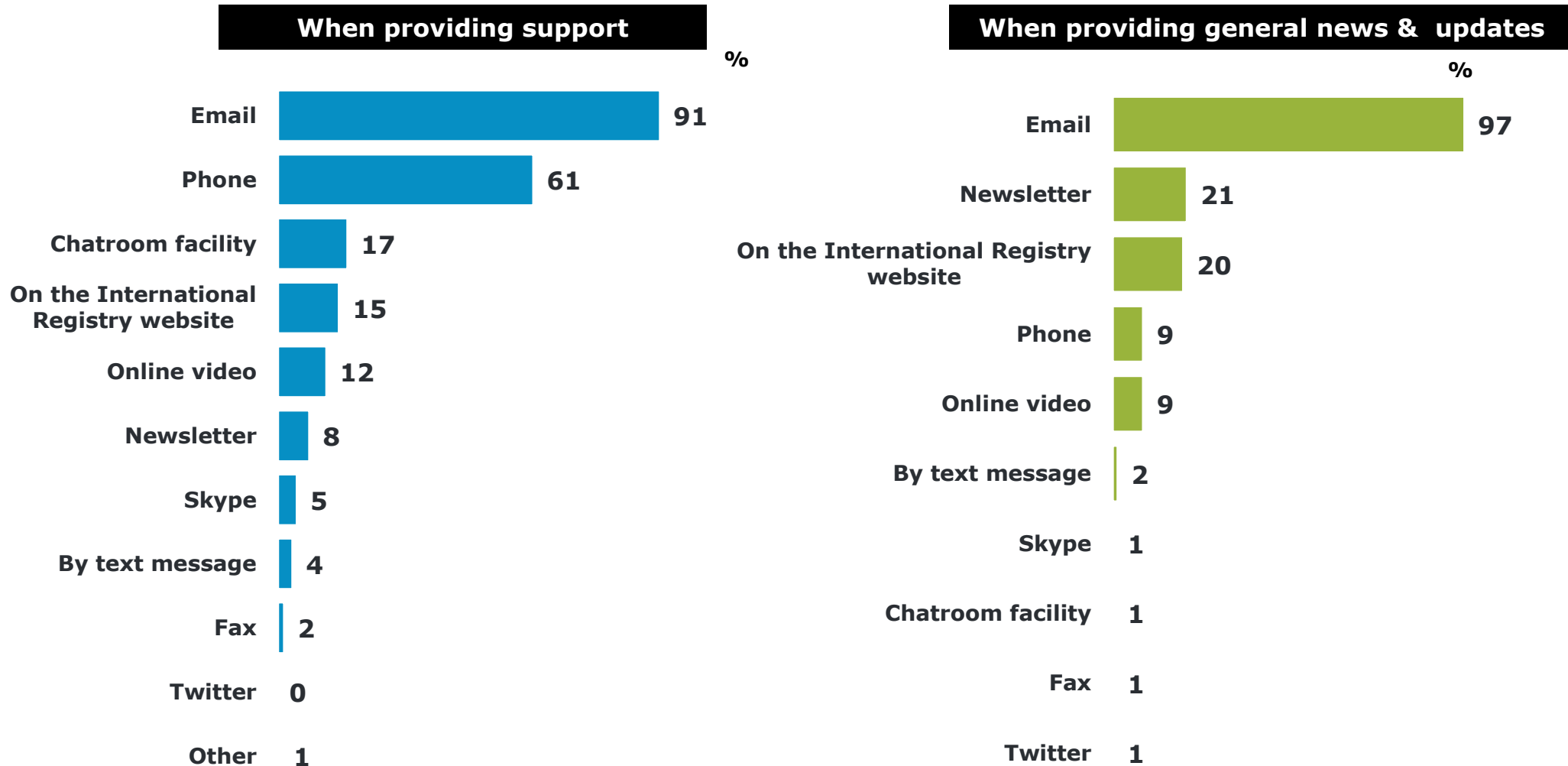
# Beneficial to have training

Base: All respondents - 335



Airline owner, leasing company and professional services firm users feel they would benefit most from the Closing Room training.

# Preferred Method of Communication



**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.**



**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?

# Preferred Method of Communication when providing support

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
	<b>335</b>	<b>163</b>	<b>172</b>	<b>178</b>	<b>90</b>	<b>67</b>	<b>61</b>	<b>22</b>	<b>58</b>	<b>40</b>	<b>47</b>	<b>107</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Email	91	88	94	90	92	91	87	95	93	93	89	92
Phone	61	55	66	63	59	55	44	50	60	73	57	69
Chatroom facility	17	18	16	19	20	9	18	9	17	20	23	15
On the International Registry website	15	13	17	15	10	21	20	5	7	13	15	20
Online video	12	13	11	15	8	10	11	-	5	10	17	17
Newsletter	8	9	8	9	3	13	5	5	7	5	11	12
Skype	5	6	4	6	3	6	7	-	5	5	6	5
By text message	4	4	5	4	3	7	5	-	5	8	-	6
Fax	2	1	3	1	-	6	-	-	3	-	4	2
Twitter	0	1	-	-	1	-	-	-	2	-	-	-
Other	1	1	1	2	-	-	-	-	-	3	-	3



# Preferred Method of Communication when providing general news & updates

	Total	Gender		Age			Organisation					
		Male	Female	18-44	45-54 yrs	55 yrs +	Airline owners	Private owners	Other Owner	Lease company	Fin inst.	Prof firm
	<b>335</b>	<b>163</b>	<b>172</b>	<b>178</b>	<b>90</b>	<b>67</b>	<b>61</b>	<b>22</b>	<b>58</b>	<b>40</b>	<b>47</b>	<b>107</b>
	%	%	%	%	%	%	%	%	%	%	%	%
Email	97	97	97	95	99	99	97	95	97	95	98	97
Newsletter	21	21	22	20	14	33	16	14	17	20	23	27
On the International Registry website	20	18	22	20	18	24	18	9	12	15	23	28
Phone	9	7	12	10	7	10	7	9	7	13	17	7
Online video	9	10	7	11	3	10	5	-	9	5	15	11
By text message	2	1	3	1	1	4	2	-	2	3	-	3
Skype	1	2	1	2	1	1	5	-	-	3	2	-
Chatroom facility	1	1	1	1	-	-	-	5	-	-	-	1
Fax	1	-	1	1	-	1	-	-	2	-	-	1
Twitter	1	1	1	1	2	-	2	-	2	-	-	1

# USA Versus Other Regions: Comparative Analysis

	2009		2010		2011		2012		2013		2014		2015		2016	
	USA	Other	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	7.97	8.13
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	7.95	8.04
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	7.63	7.66
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	8.38	8.27
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	8.43	8.47
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	9.01	8.85
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	8.83	8.99
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	8.92	8.97
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	9.07	8.93
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	9.26	8.93
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	8.95	8.95
Speed of refunds	6.7	6.72	7.01	7.00	8.13	8.15	7.99	7.3	8.22	8.09	8.37	8.40	8.87	7.98	8.41	8.58
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	9.36	9.21
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	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	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	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	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	8.02	8.46



**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

- A third of the user sample base is from professional services firms, with 43% aircraft owners of some type.
- With users almost evenly split by gender, and spread across all age groups from 18-34 yrs to 55 yrs+ - very much in line with the demographic profile of the 2015 users surveyed.
- There are marginally more lawyers, and correspondingly fewer legal assistants in the 2016 sample versus 2015.
- Use of LinkedIn and Twitter has increased significantly year-on-year.
- Financial institution users are heaviest users of Facebook, with highest levels of Twitter usage amongst private and 'other' aircraft owner users.
- 13% of all Registry users use the system at least once a day, with two-thirds accessing it at least once a month. Weekly+ use of the Registry is highest amongst female users, those working in professional firms, financial institutions and lease companies.
- There has been a slight year-on-year drop in the proportion of users based in the USA (from 49% to 44%). Within the USA user base, there has been something of a shift away from Oklahoma to other States.

# 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 Reliability of Technical Aspects. The latter aspect has increased slightly in importance since last year, although it has always been important to users overall, and remains so.
- Despite levelling out in recent years, the overall weighted Registry experience rating has improved yet again in 2016 – and now stands at 8.53 out of a possible 10. This is a remarkably high score for any B2B service, most of whom struggle to reach the 8.0 mark.
- With the Registry’s overall satisfaction rating now exceeding 8 out of 10 in practically all user sub-groupings. The most notable improvements in overall satisfaction have been amongst private airline owners and lease companies.
- The perceived worth of the Registry to users business remains extremely high – with limited scope for further significant improvements beyond 8 out of 10.
- Remarkably, performance scores on all five of the most important service aspects has increased year-on-year.
- Satisfaction with the three most important aspects have improved to the extent that circa half of all users now allocate near perfect satisfaction scores of 9 or 10 to them.

# Summary

- Even the most difficult metric of all to improve upon in surveys of this nature – level of fee charged – has increased to an average satisfaction rating of 7.65
- With a significant improvement also registering with regard to the speed of approval for new administrators.
- 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.
- There is little remaining room for improvement on any of the service aspects measured, other than maintaining the on-going programme of constant improvement to the technical aspects and related ease of use of the Registry.
- In superimposing the 2016 data on the original 2007 strategic performance map, we can see the phenomenal extent of the user improvements made over the last ten years.
- Overall satisfaction with the Registry, in keeping with general survey results, remains at over 8 out of 10 with greatest satisfaction amongst leasing companies, professional services firms and private aircraft owners.
- The Registry Net Promoter Score (NPS) has increased to +46 – a very high NPS score by any service sector standards.

# Summary

- 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 point out they have little choice in their use of it.
- 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.
- One in five of all respondents use the Closing Room feature, rising to 36% of those in professional services firms, 25% of airlines and 23% in leasing companies.
- Its overall efficiency, and ability to review and amend filings in one place are cited as the main perceived benefits of the Closing Room.
- There are few specific barriers to future use of the Closing Room, other than a lack of awareness of its existence or benefits.
- Seven in ten believe it would be helpful to receive training on the Closing Room – including 69% of those who have yet to avail of the service.
- Airline owner, leasing company and professional services firm users feel they would benefit most from the Closing Room training.
- 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



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