

# Names.co.uk increases domain renewal rates by 8%

## INDUSTRY

Domain and Hosting

## THE CHALLENGE

To reduce customer churn and increase the average renewal rate of domains.

## THE SOLUTION

Implementing BaseKit's website building platform to tie in with names.co.uk's core domain product and bundle with other additional services, encouraging further adoption and renewals.

## BENEFITS

- Increased renewal rates of 8%
- Increase in additional services being purchased by existing customers
- Reduction in customer churn

## CUSTOMER PROFILE

Names.co.uk originated as two separate private Internet companies in 1996 and 1997 and in 2007 joined the Dada Group. The Dada Group is an international group of companies who provide professional online services for businesses and individuals and operates in the UK, Ireland, USA, Italy, Spain, Portugal and the Netherlands.

As one of the world's largest hosting and domain name providers they target small startups and growing medium sized businesses across the globe. names.co.uk wanted to deploy a partner focused on continuous product development and innovation. With the Dada Group already utilising three different website builders across the group, BaseKit fought against stiff competition to be named as the primary website builder for names.co.uk.

## The Challenge

Names.co.uk realised they needed to focus their efforts on customer retention. Having identified that customers who utilise additional services are much more likely to renew their purchases, they decided to target customers early on in their domain name ownership.

Stephen Ewart, Commercial Director of names.co.uk, noted: "We identified early on that offering additional services to our customers was a way to reduce customer churn. Like any service provider, our customers are continuously looking for innovative products that can improve and benefit their business. Consumers are continuously demanding simplicity on the surface with increasing complexity behind the scenes."

## The Solution

BaseKit is a website building platform that enables SMEs and micro-businesses to create their own website in an easy and cost effective manner. Their continuous innovation and simplistic client facing software has enabled names.co.uk to engage with thousands of customers buying domain names, giving them instant access to build their own website in just a few clicks.

Having renewed efforts on reducing customer churn and upping retention by offering cost-effective additional services, names.co.uk has seen an increase in the number of customers attaching additional services to their core domain product. They have also seen an increase in the renewal rates of domains themselves of approximately 8 per cent.

Stephen Ewart of names.co.uk added: “Our customers want more feature rich and technically advanced products, but they want the user experience to be simple and intuitive. BaseKit has been able to introduce enhanced functionality without compromising the demand for an easy to use product.”