Feedback in Focus: What We've Heard and What We've Done
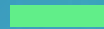
Member Feedback

- Member Feedback provides an understanding of our member needs & wants

- It is used by multiple teams, from Marketing to Technology
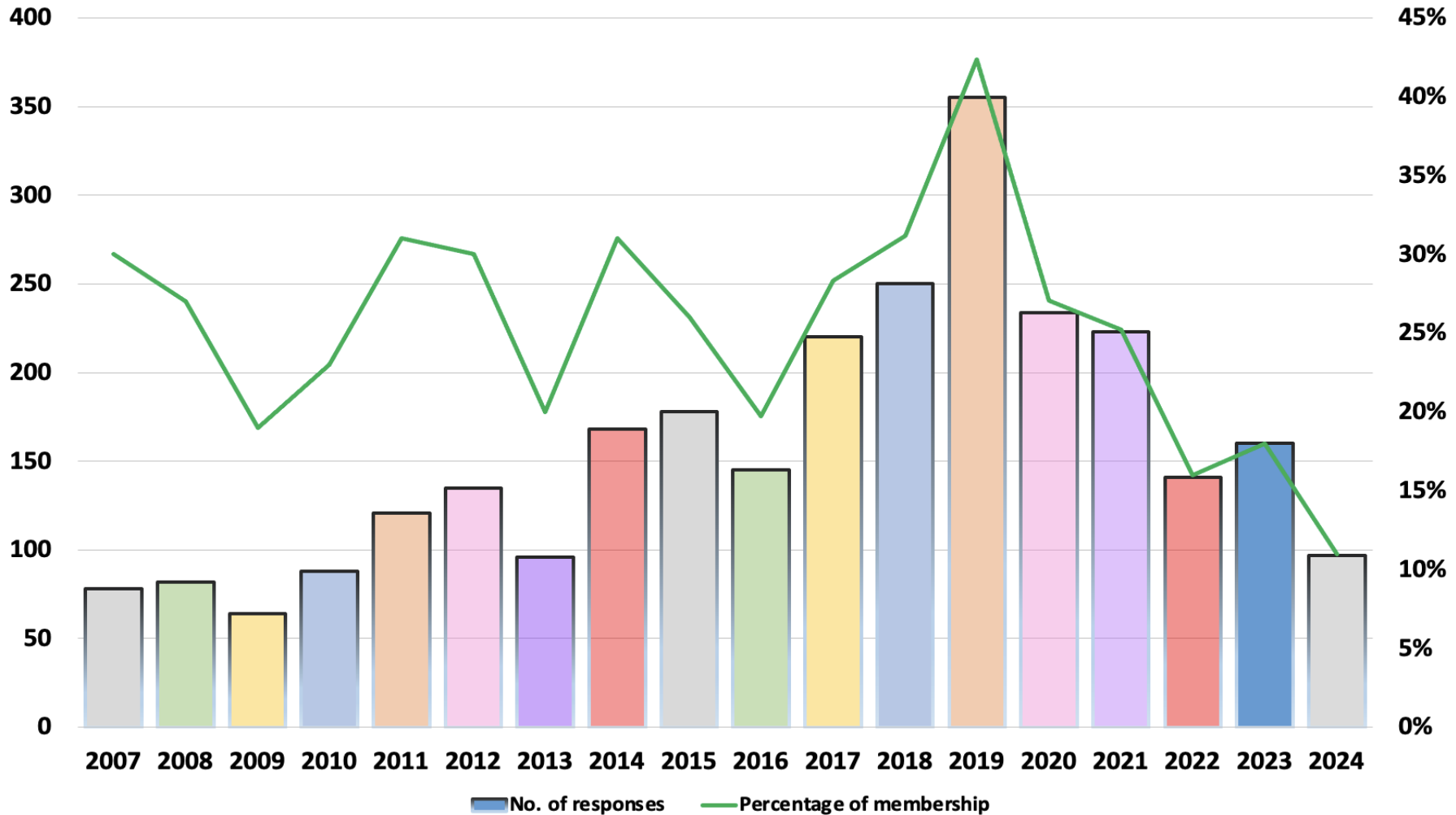
- Feedback comes for a variety of sources

Voice of the Member

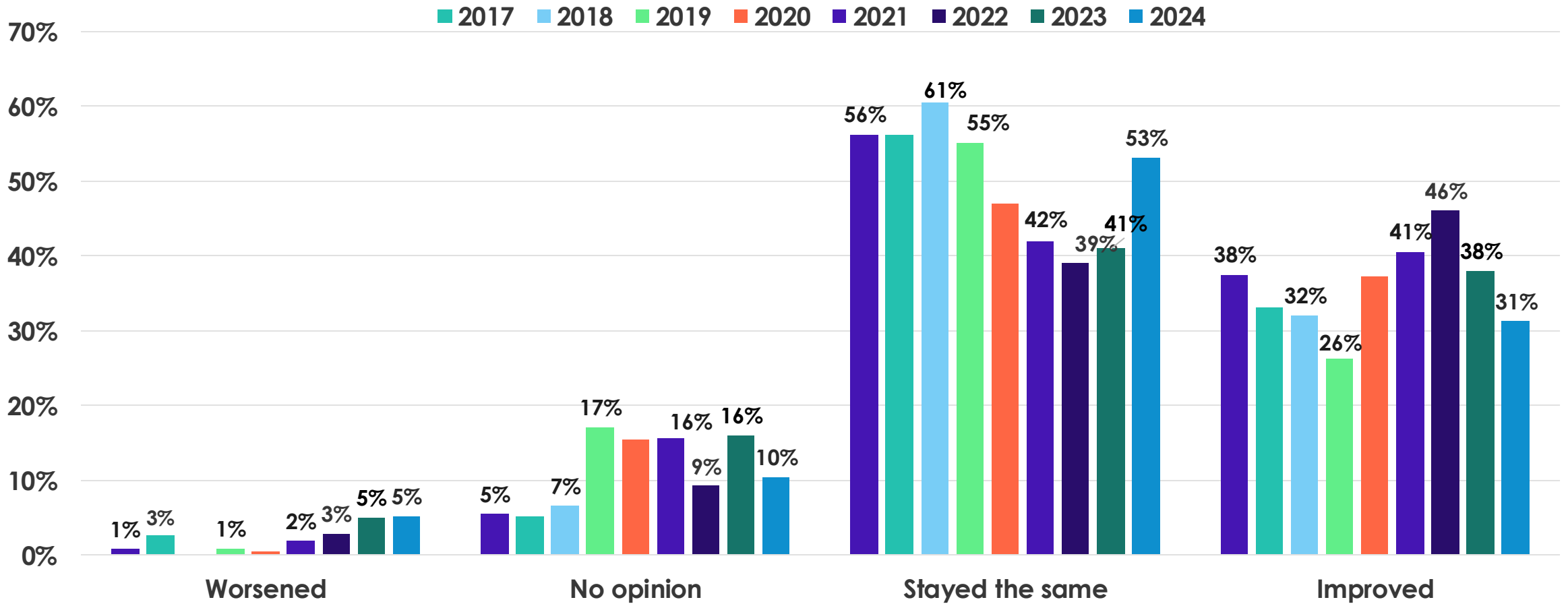LINX Meetings & Industry Events

Member Survey

Social Media

Member Meetings (Email, Portal Chat & Phone Calls)

Net Promoter Score (NPS)

Member Survey Reponses Against Percentage of the Membership

Legend: No. of responses — Percentage of membership

Do you feel LINX has changed over the last couple of years?

Legend: 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024

Worsened: 1%, 3%, 1%, 2%, 3%, 5%, 5%

No opinion: 5%, 7%, 17%, 16%, 9%, 16%, 10%

Stayed the same: 56%, 61%, 55%, 42%, 39%, 41%, 53%

Improved: 38%, 32%, 26%, 41%, 46%, 38%, 31%

www.linx.net

Rating LINX in Various Areas

Chart: "Rating LINX in Various Areas" (rating scale 6 to 10), grouped bar chart by year (2020, 2021, 2022, 2023, 2024)

Area	2020	2021	2022	2023	2024
Stability of exchange platform	9.1	8.9	9.28	8.3	9.3
Engineering competence	9.0	8.2	9	9	9.2
NOC - Technical Support	8.7	8.9	9.38	8.1	9
Responsiveness to member requests	8.9	9.1	8.87	8.95	8.8
Are we easy to do business with	8.7	9.0	8.85	8.6	8.7
Communication with members		8.7	8.7	8.9	8.6
Members Portal	8.1	8.3	8.35	8.1	8.4
LINX Community					8.3
Good value	8.2	9.2	8.2	8.4	7.9

Legend: 2020, 2021, 2022, 2023, 2024

www.linx.net

Ranking LINX competencies in order of importance

www.linx.net
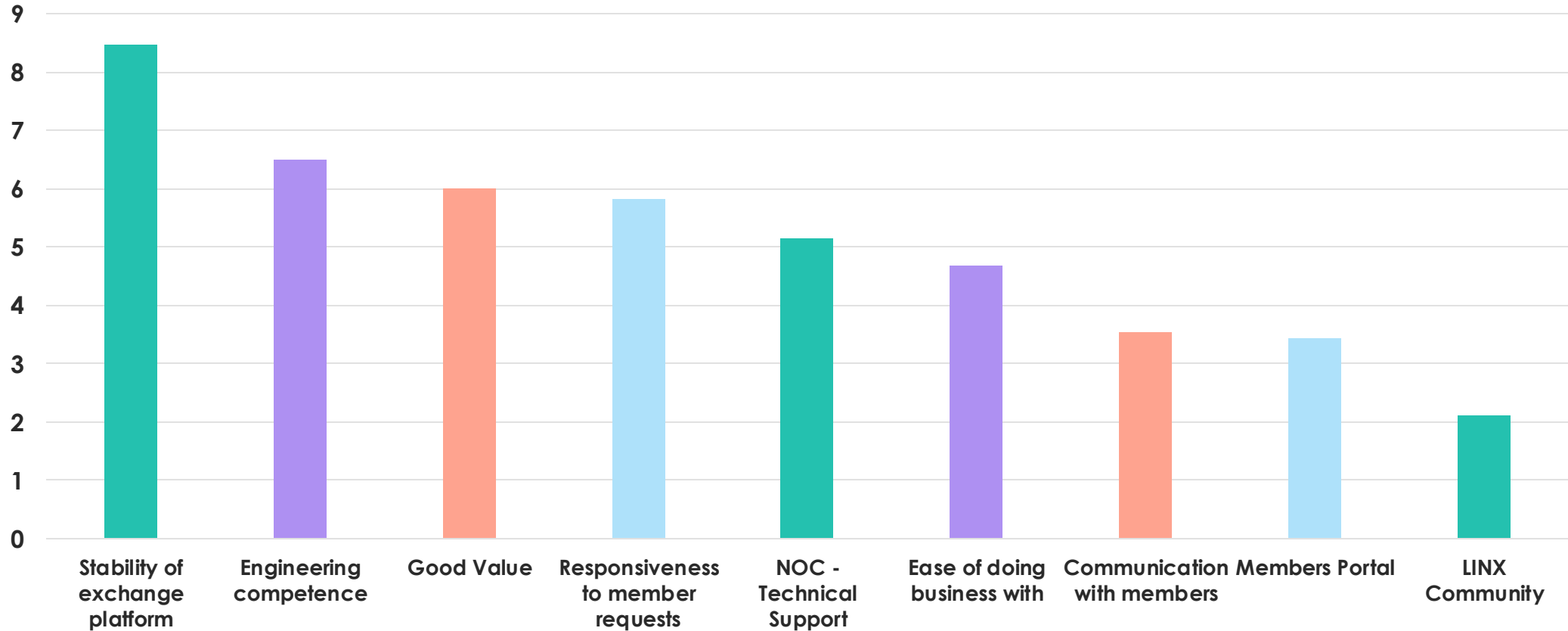
How can we enhance your LINX experience and add value to you?

- ■ Concentrate on core product/UK
- ■ Improve LINX processes
- ■ More peering support
- ■ Different bandwidth options
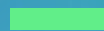- ■ Knowledge sharing
- ■ More peers
- ■ Account reviews
- ■ New products to help with issues
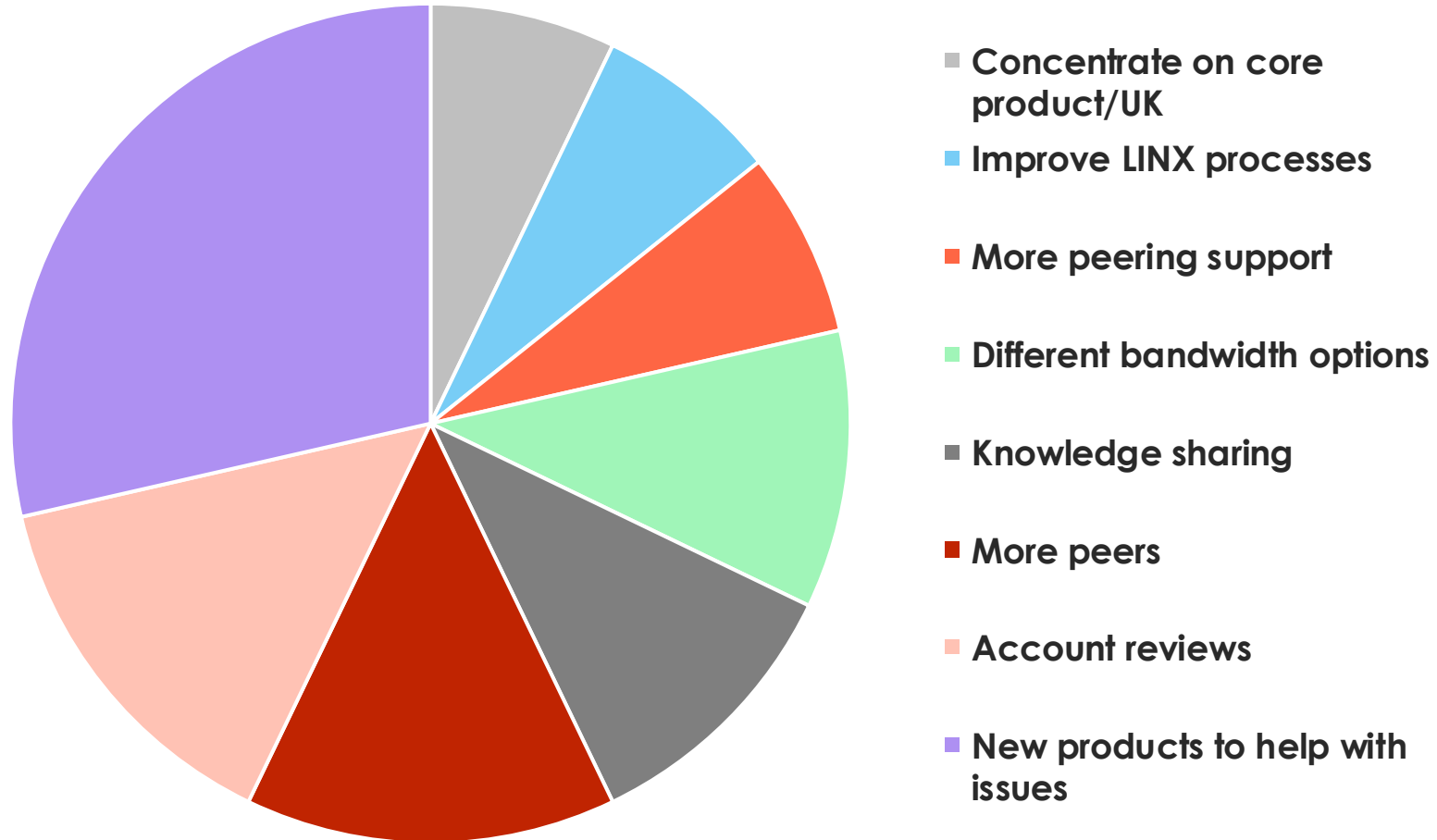
Are you satisfied with the range of issues LINX takes up with policy makers on behalf of our members?

Proportional percentage by responses received

Legend: 2020, 2021, 2022, 2023, 2024

Misses some issues
- 2020: 5%
- 2021: 5%
- 2022: 9%
- 2023: 8%
- 2024: 3%

Intervenes in some issues unnecessarily
- 2020: 2%
- 2021: 2%
- 2022: 4%
- 2023: 4%
- 2024: 0%

About right
- 2020: 94%
- 2021: 93%
- 2022: 87%
- 2023: 89%
- 2024: 97%
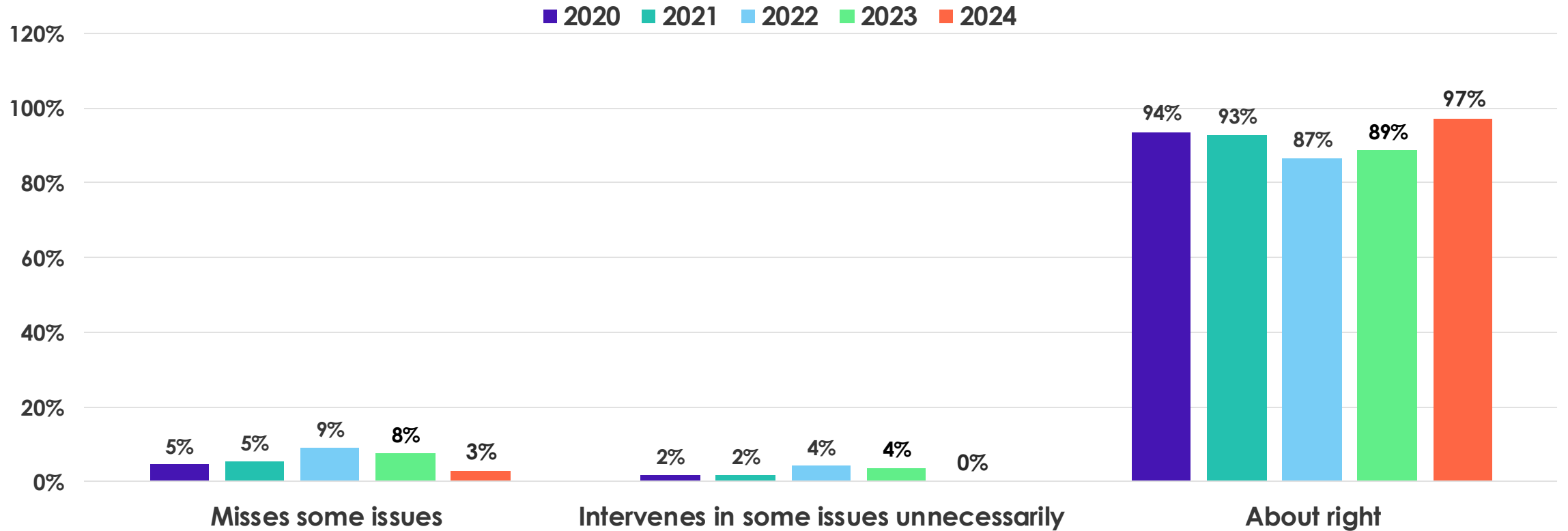
Other Feedback Received
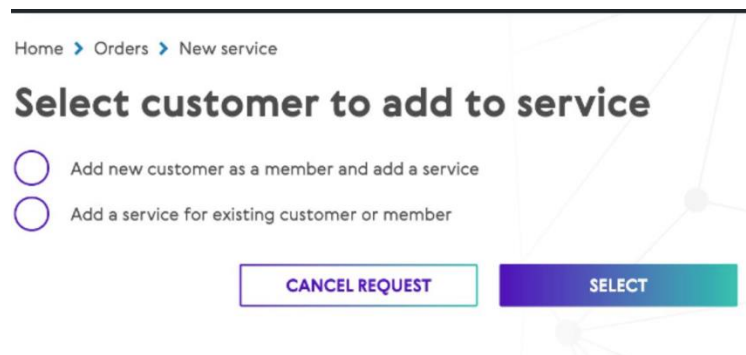
Turning Member Feedback into Meaningful Action

- Pricing changes for 2025+ - "We want more flexibility on bandwidth choices"
- Feedback on install fees for logical changes, which has now been removed
- Private VLAN – now able to separate traffic types

Turning Member Feedback into Meaningful Action

- Requests for Members to be able to change their MAC address themselves

- Reviewed our order forms – selecting LAN then service

- We have also introduced a variety of other self-service functionality

Home > Orders > New service

Select customer to add to service

◯ Add new customer as a member and add a service

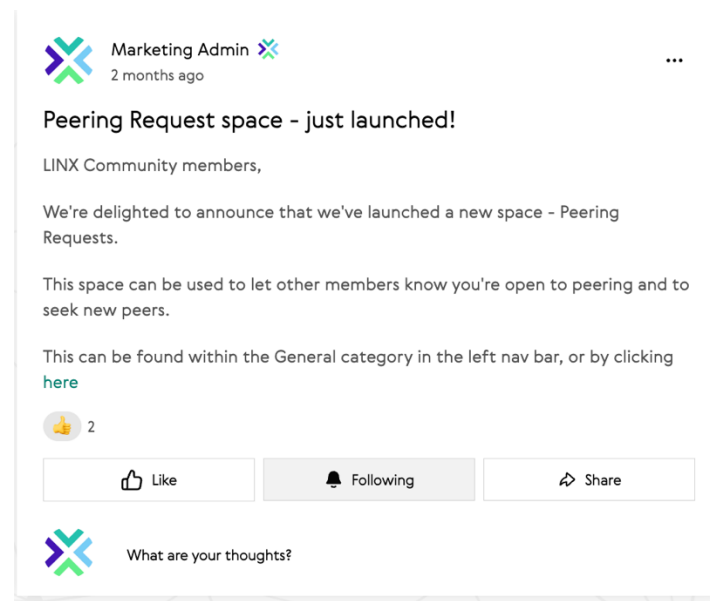◯ Add a service for existing customer or member

CANCEL REQUEST | SELECT

Turning Member Feedback into Meaningful Action

- Introduced a Peering Request space on LINX Community

- Feedback from potential LINX Members; rehaul of our application form

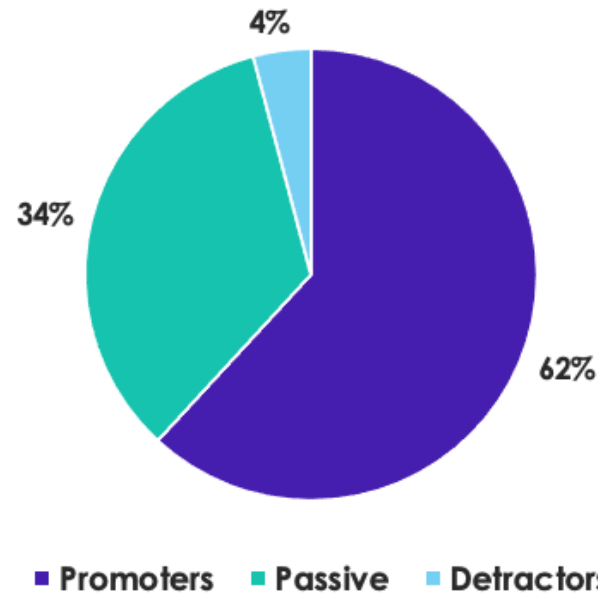- Improvements to our ConneXion partner forms

Member Satisfaction

Tracking Member Satisfaction

- Our 2024 Net Promoter Score – 58%

- LINX Meeting Net Promoter Score – over 90% each time this year

Net Promoter Score = 58
Previous years NPS was: 2023 – 64, 2022 – 69, 2021 – 67, 2020 - 67, 2019 - 50

**Would you recommend LINX to a friend/colleague?**

4%

34%

62%

■ Promoters   ■ Passive   ■ Detractors

Tracking Member Satisfaction

- Tracked across the company
- Below graph illustrates all functions
- "Very helpful, immediate response – all resolved!"
- "Request was dealt with promptly and there were no issues"
- "Great response – went above and beyond the extra mile"

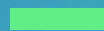All Member Feedback This Year (1=Good, 0+OK, -1=Not Good)
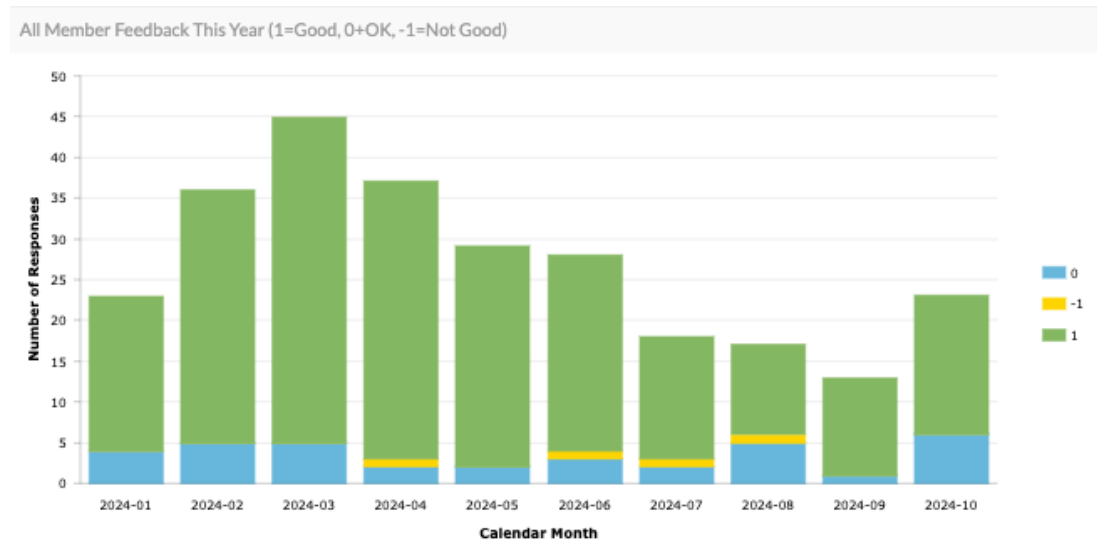
Member Insight

Member Insight

- Alongside Member Feedback, we also retrieve Member Insight
- We mainly do this through Member Interviews
- This insight is used when reviewing LINX's Strategy
- It helps to ensure we stay relevant for all our Members
- **If you'd be happy to participate, please reach out!**

How To Share Your Feedback

- Speak to a Member of Staff
- Send via Email
- LINX Community
- Next Years Membership Survey

HELP US IMPROVE!

WE WANT YOUR FEEDBACK

Thank You!