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CICRA releases results of fixed line customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) second independent survey of customer satisfaction into fixed line telecoms service providers has seen Sure improve customer satisfaction ratings in most areas but JT has lower customer satisfaction ratings in most areas.

Sure and JT are currently the only providers of fixed lines in Guernsey and Jersey, respectively.

CICRA, which conducts the survey every six months, commissioned Island Analysis to survey 500 customers in each island asking them to give their opinion on the quality of service, billing and the level of customer service they had received from both providers.

Headline results - Guernsey	Headline results - Jersey
<ul style="list-style-type: none"> 68% of respondents rated Sure's quality of service as satisfactory or highly satisfactory, an increase from 57% in May 	<ul style="list-style-type: none"> A third (35%) of respondents rated JT's quality of service as satisfactory or highly satisfactory, a decrease from 45% in May
<ul style="list-style-type: none"> 66% of respondents rated Sure's billing as satisfactory or highly satisfactory an increase from 53% in May 	<ul style="list-style-type: none"> A quarter (24%) of respondents rated JT's billing process as satisfactory or highly satisfactory, a slight increase from 22% in May
<ul style="list-style-type: none"> Of the 21% of respondents who contacted customer services 44% rated their customer service experience as either satisfactory or highly satisfactory – compared to 48% in 	<ul style="list-style-type: none"> Of the 41% of respondents who contacted customer services 19% rated their customer service experience as either satisfactory or highly satisfactory – compared to 26% in

May	May
<ul style="list-style-type: none"> Just over a quarter of respondents said that, if the option was available, they would be likely or very likely to change provider (a decrease from 37% in May) with 51% indicating their decision would be price-driven 	<ul style="list-style-type: none"> Almost seven in 10 respondents said that, if the option was available, they would be likely or very likely to change provider (up from six in 10 in May), with 41% indicating their decision would be price-driven

CICRA director, Louise Read, said: “One of the initial aims of the survey was to bring greater transparency as to how the operators are perceived by their customers.

“Our expectation was that operators value their customers and would initiate improvements themselves. This second round of survey results suggest Sure has done that which is excellent news for customers.

“However the results for JT suggest that either JT has not initiated improvements or that the improvements it has made have not yet translated into improved customer satisfaction ratings. This is particularly disappointing.”

CICRA has asked JT to put together an action plan, to share with the regulator and customers, setting out the steps it plans to take to improve customer satisfaction levels.

CICRA has asked Sure for a briefer, targeted plan focussing only on improving customer satisfaction levels through its customer services department.

CICRA has confirmed that it is working with operators so that customers will be able to buy their fixed line from other telecoms operators from June 2015.

Mrs Read said the ultimate goal is to stimulate competition to improve the quality of existing services and introduce new and innovative services into the market.

“Competition encourages telecoms operators to improve the quality of existing customers and win new business,” she said.

“Giving customers a choice of fixed line providers delivers benefits to all, not just those who decide to switch providers, and we are keen to ensure that customers have that choice as soon as possible.”

Mrs Read said: “Providing new and existing customers with appropriate satisfaction data helps customers to make informed choices. Our biannual survey will include other fixed line operators in the survey as they come on board.”

This is the first of a series of three survey reports that CICRA will issue. The second report, on mobile telecoms services, is due later this month and the final report, on broadband services, will be issued shortly thereafter.

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NOTES TO EDITORS:

All enquiries should be directed in writing to CICRA chief executive, Michael Byrne, in Guernsey at the Guernsey Competition and Regulatory Authority, Suites B1 & B2, Hirzel Court, St Peter Port, Guernsey GY1 2NH or in Jersey at the Jersey Competition Regulatory Authority, 2nd Floor, Salisbury House, 1 - 9 Union Street, St Helier, Jersey JE2 3RF. Alternatively email info@cicra.gg.

In line with CICRA’s consultation policy, it intends to make responses to the consultation available on the CICRA website. Any material that is confidential should be put in a separate annex and clearly marked as such so that it may be kept confidential. CICRA regrets that it is not in a position to respond individually to the responses to this consultation.

About CICRA:

The Channel Islands Competition and Regulatory Authorities or 'CICRA' is the name given to the Jersey Competition Regulatory Authority (JCRA) and the Guernsey Competition and Regulatory Authority (GCRA) (formerly the Office of Utility Regulation). The JCRA was established under the Competition Regulatory Authority (Jersey) Law, 2001, and the GCRA was established under The Guernsey Competition and Regulatory Authority Ordinance, 2012. In Jersey, the telecoms and postal sectors are regulated by the JCRA, which is also responsible for administering and enforcing the Competition (Jersey) Law 2005. In Guernsey the telecoms, postal and electricity sectors are regulated by the GCRA, which is also responsible for the administration and enforcement of the Guernsey competition law since it came into force on 1 August 2012.

By working together and sharing resources and expertise between the islands, CICRA strives to ensure that consumers in all the Channel Islands receive best value, choice and access to high quality services.