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**CICRA releases results of Guernsey broadband customer satisfaction survey**

JT customer satisfaction levels have improved in Guernsey while Sure's have declined across the board, according to the results of the Channel Islands Competition and Regulatory Authorities' (CICRA's) third independent broadband customer satisfaction survey.

Against each of the three criteria, quality of service, billing and the level of customer satisfaction, JT's results have improved and now surpass Sure's results which have decreased.

Overall customer satisfaction with quality of service is low at only 53% for JT and 33% for Sure.

CICRA, which conducts the survey every six months, commissioned Island Global Research to survey 500 islanders asking them to give their opinion on the quality of service, billing and the level of customer service they received from the two providers.

Overall the number of respondents who rated their broadband quality of service as satisfactory or highly satisfactory was 38% – a drop of 12% from the November results. Sure's 33% satisfaction rating also dropped from the November survey results when it scored 51%. JT's satisfaction rating of 53% saw a 20% increase from November.

57% of respondents rated their billing as satisfactory or highly satisfactory. Sure's rating decreased from 66% to 52% while JT's results improved from 55% to 71%.

51% of those surveyed had cause to contact customer services in the past six–12 months with 50% reporting their experience to be satisfactory or highly satisfactory (down from 58% in November). Sure's rating fell to 49% from 60% while JT's rating improved to 58% from 45%.

CICRA director, Louise Read, said: "Sure's results have returned to the levels reported at the time of our first survey in May 2014. Sure's November 2014 results were better which indicated it had initiated improvements but these improvements do not appear to have been sustained.

"We will be speaking to Sure to understand how it plans to address this attrition of customer satisfaction and how it will implement sustained improvements.

"While JT's results have markedly increased across the board, its ratings in most areas remain below the UK Which? 'Best Buy' criteria of 70%. CICRA is looking for reassurances that JT can deliver further sustainable improvements.

"Guernsey customers have a choice of broadband service provider and customer satisfaction informs that choice."

Following a successful pilot study in Guernsey CICRA is currently undertaking a larger independent study into broadband quality of service across both Jersey and Guernsey which will report by the end of 2015.

The results of the study will provide independent and robust information confirming the areas of each island where customers generally receive a good quality of service and those areas where the customer experience needs improving.

Most importantly, having identified where the broadband service is not ideal, further investigations can be carried out to identify the cause which could include issues with the provider's network or issues with the customers' own equipment.

This is the final CICRA customer satisfaction report in its first series of three for the year. The first report, on fixed lines, was published on 1 July and the second report,

on mobile services, was published on 24 July. The next survey series is scheduled for November.

**ENDS**

**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, Suite 4, 1<sup>st</sup> Floor, Plaiderie Chambers, La Plaiderie, St Peter Port, Guernsey GY1 1WG 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@bicra.gg](mailto:info@bicra.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.