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CICRA releases results of fixed line customer satisfaction survey

Sure has seen a fall in customer satisfaction in the Channel Islands Competition and Regulatory Authorities' (CICRA) third independent survey into fixed line telecoms services in Guernsey back to levels seen in our first survey undertaken in May last year.

At the time of the survey Sure was the only provider of fixed lines in Guernsey. From 1 June 2015, as a result of steps taken by CICRA, Sure and JT are both able to offer fixed line services to islanders.

CICRA, which carries out 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 Sure.

The number of respondents who rated Sure's quality of service as satisfactory or highly satisfactory decreased from 68% in November to 56% in May.

Customer satisfaction with the billing process fell from 66% to 58%.

One in five of respondents had cause to contact Sure's customer services in the past six to 12 months and 39% rated their experience as either satisfactory or highly satisfactory – compared to 44% in November.

Just over a quarter (27%) of respondents said that, if the option was available, they would be likely or very likely to change provider (marginally up from 26% in

November) with around half (46%) indicating that their decision would be driven by price.

CICRA director, Louise Read, said: "This third round of survey results suggests that customer service improvements by Sure need to be sustained.

"Sure has previously demonstrated the ability to deliver improvements and the challenge now is for Sure to deliver continued improvements in the future.

"We want to better understand what Sure's plans are and they may need to be complemented by quality of service standards. We are asking Sure to share its plans with us so we can best consider what the next steps should be."

Mrs Read said that ultimately the best way to drive improvements was to stimulate competition and for operators to improve the quality of existing services and introduce new and innovative services into the market.

"One of the aims of our surveys is to help customers make decisions about which telecoms provider they choose.

"The introduction of competition to this market, with JT competing against Sure to offer fixed line services, encourages telecoms operators to demonstrate improvements in performance to retain 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, in part through this survey, to ensure that customers have information available to help make decisions about which fixed line telecoms provider they choose in the future. Our biannual survey will include other fixed line operators, such as JT, as they come on board."

CICRA has also released the results of its independent Jersey survey of customer satisfaction with fixed line telecoms service provider JT. JT has improved its customer satisfaction ratings across the board although its results are still below those achieved by Sure in Guernsey.

This is the first of a series of three reports CICRA will issue. The remaining reports, on mobile and broadband telecoms services, will be published shortly.

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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, Suite 4, 1st 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@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.