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CICRA releases results of mobile customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) third independent customer satisfaction survey of mobile service providers has seen Sure and Airtel struggle to sustain the level of customer satisfaction they previously achieved.

JT's overall customer satisfaction rating, which previously lagged significantly behind that of other operators, has improved and is now comparable with Sure and Airtel in Guernsey and, while still behind her operators in Jersey, JT's rating has improved.

Sure, Airtel and JT are the three providers currently offering mobile services in the Channel Islands.

CICRA, which conducts the survey every six months, commissioned Island Global Research 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 received from their provider.

Headline results *(results in brackets are from the November survey)*

	Jersey	Guernsey
Quality of Service	Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 70% Airtel (78%) • 80% Sure (78%) • 58% JT (40%) 	Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 71% Airtel (88%) • 64% Sure (70%) • 68% JT (40%)
Billing	Percentage rating billing as	Percentage rating billing as

	satisfactory or highly satisfactory <ul style="list-style-type: none"> • 76% Sure (80%) • 75% Airtel (78%) • 44% JT (27%) 	satisfactory or highly satisfactory <ul style="list-style-type: none"> • 68% Airtel (82%) • 60% Sure (72%) • 72% JT (48%)
Customer Services	Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 81% Airtel (74%) • 64% Sure (73%) • 51% JT (26%) 	Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 64% Airtel (82%) • 47% Sure (55%) • 69% JT (50%)
Switching Provider	Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 31% JT (51%) • 17% Airtel (23%) • 12% Sure (12%) 	Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 21% JT (28%) • 22% Airtel (18%) • 15% Sure (15%)

CICRA director, Louise Read, said: “It is encouraging that JT has made significant, across-the-board improvements. It appears to be responding to customers’ feedback, has initiated improvements and is seeing the customer satisfaction ratings improve as a result.”

“The results for Sure and Airtel suggest that these operators have been unable to progress further with sustained across-the-board improvements.

“We are now looking to all three operators to demonstrate the ability to achieve sustained improvements in customer satisfaction.

“We encourage customers to use these survey results to help them decide which mobile provider they choose in the future.”

This is the second of a series of three reports that CICRA will be issuing. The first report on fixed lines was published on 1 July, 2015 and the final report, on broadband services, is due to be published shortly.

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, 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.