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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 that they have previously achieved.

JT, where previous results lagged significantly behind the other operators, has achieved across-the-board improvements in customer satisfaction levels and its overall customer satisfaction rating and is now comparable with those operators.

Sure, Airtel, and JT are the three providers currently providing mobile services in Guernsey.

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 their operator.

Overall the number of respondents who rated their mobile service provider's quality of service as satisfactory or highly satisfactory decreased marginally from 68% in November to 66% in May. Results for Airtel and Sure have fallen with the operators achieving 71% and 64%, respectively, compared to 88% and 70%, respectively, in November. JT's rating has increased to 68% in May from 40%.

63% of respondents rated their billing as satisfactory or highly satisfactory – down from 70% in November. All three operators, JT, Airtel and Sure, achieved higher

rankings of 72%, 68% and 60%, respectively, compared to those they achieved in CICRA's first survey in May 2014.

Just under a third of those asked (28%) had cause to contact customer services in the past six to 12 months with 56% reporting their experience to be satisfactory or highly satisfactory. Sure and Airtel's results have both fallen from 55% and 82% to 47% and 64%, respectively, while JT has seen an improvement from 50% to 69% since November.

Only 5% of those surveyed had changed provider in the past six to 12 months with 16% suggesting that they would be likely or very likely to change provider in the future. Half cited pricing and special offers as the main reason for seeking to change.

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 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 sustainable 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.

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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, 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.