



CICRA media release

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CICRA releases results of fixed line customer satisfaction survey

The fourth independent Channel Islands Competition and Regulatory Authorities (CICRA) customer satisfaction survey into fixed line telecoms services in Guernsey and Jersey has seen increased levels of customer satisfaction in both islands.

CICRA, which carries out the survey every six months, commissioned Island Global Research to survey 1000 Channel Islanders asking them to give their opinion on the quality of service and billing and the level of customer service as well as whether they were likely to change their provider in the future.

Overall, since CICRA's first survey undertaken in May 2014, quality of service for both Sure and JT has shown an upwards trend with the majority of participants rating it as satisfactory or very satisfactory. The benefit of competition in Jersey is evident, the majority of Sure customers rating quality of service as satisfactory or very satisfactory since it began offering fixed line services in June 2015.

For satisfaction in billing the majority of participants continue to rate Sure's billing as satisfactory or very satisfactory, while fewer than half of participants rated JT's billing as satisfactory or highly satisfactory. CICRA's survey shows that the perception of JT's billing service continues to improve and JT is closing the gap with Sure.

Of those customers who had contacted customer services, more than half of Sure customers reported their experience to be satisfactory or highly satisfactory which is a significant improvement since the last survey in May 2015. Almost half of JT customers who contacted customer services found their experience to be satisfactory or highly satisfactory. Over the

course of four CICRA surveys the regulator is encouraged that there is an overall steady improvement in perceptions in this area by JT customers.

The proportion of Sure participants who said they were likely or very likely to change provider in the future was approximately half that reported by JT participants in Jersey and some way lower than reported by Sure customers in previous surveys.

Around a third of JT participants said they are likely or very likely to change provider in the future compared with about a quarter of Sure participants. In May 2015 half of the respondents indicated they were likely or very likely to change provider so the latest results showed a positive trend.

In both islands by far the biggest reason given for seeking to change operators was price.

CICRA director, Louise Read, said: "JT is showing steady improvement to the point where in some cases it is almost comparable to Sure in Guernsey. For the first time we've also been able to measure Sure's performance in Jersey for fixed lines and it's clear that it is offering service levels comparable to JT with higher levels of customer satisfaction benefitting Jersey consumers.

"There is still room for improvement but we're pleased with the upward trend that's developed. In order to support customers, and as part of our work programme for the year, we will be reviewing the basis for telecom operators' current service standards to ensure levels are appropriate for the island's needs and engagement with customers will be key.

"As usual we will provide all the (anonymised) data to operators and work with them to ensure their attention is focussed on the areas important to customers and that CICRA considers deliver the greatest improvement to customer satisfaction.

"The next survey is scheduled for May 2016. This will be the second survey to gather customer satisfaction results since the introduction of choice for fixed line telecoms services in Jersey and will help customers make an informed choice of fixed line service provider and allow us to track the impact of that choice on customer satisfaction levels and how the operators are performing in tackling underlying issues."

ENDS

NOTES TO EDITORS:

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Authority, 2nd Floor, Salisbury House, 1 - 9 Union Street, St Helier, Jersey JE2 3RF. Alternatively email info@cicra.gg.

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.