

9 March 2016

CICRA releases results of mobile customer satisfaction survey

Sure, Airtel and JT continue to score highly for customer satisfaction in their mobile services but there is a downward trend for some of the areas surveyed, according to the fourth independent Channel Islands Competition and Regulatory Authorities (CICRA) survey in Guernsey.

CICRA, which carries out the survey every six months, commissioned Island Global Research to survey 1000 telecoms customers across the Channel Islands on the quality of service, billing and customer service response as well as whether they were likely to change provider in the future.

With the fourth cycle completed CICRA has been able to see patterns emerge and the results should help operators identify where they are improving and where work still needs to be done.

Since CICRA's first survey, customer satisfaction with the quality of mobile service has increased for JT to 73% consistent with Airtel at 74%. Sure's results (63%) were broadly consistent with the previous results.

CICRA operations director, Louise Read, said: "The results for all three operators are satisfactory but there is room for them to make further improvements."

"While scores are relatively high for the satisfaction of billing service in this survey cycle, the operators have not maintained higher levels previously seen and the trend appears to be downwards with JT, Sure and Airtel scored 66%, 54% and 60%, respectively.

"Those JT customers that had cause to contact customer services who were satisfied or highly satisfied have steadily increased over the course of the four surveys and its ratings are now ahead of those achieved by Sure and Airtel. 6% of those surveyed had changed provider with 34% of those indicating that price was the main reason for changing. Across the board in Guernsey fewer survey participants said they are likely or very likely to change provider in the future compared with the November ratings with 14% likely or very likely to change their provider in the future and 30% citing price as the main reason.

"We're seeing some positive results from all three operators. However there is still room for improvement. 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 in customer satisfaction.

"The next survey is scheduled for May 2016. This will continue to allow us to track changes in customer satisfaction levels over time and give providers an opportunity to see how they are performing in tackling any underlying issues causing customer dissatisfaction."

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 <u>info@cicra.gg</u>.

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.