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**CICRA releases results of Channel Island Mystery Shopper  
Research**

The Channel Islands Competition and Regulatory Authorities (CICRA) has released the results of its first mystery shopping research designed to assess the customer service provided by telecoms operators in the Channel Islands.

The study reviewed the service received in store and over the telephone by local operators Airtel, JT and Sure in both islands as well as Newtel in Jersey.

CICRA commissioned Island Global Research to select 10 mystery shoppers who were asked to visit the high street stores and contact the same operators by phone indicating that they were contemplating changing their telecoms provider. The mystery shoppers then rated and commented on their experience.

In Jersey customer experience at JT, Sure and Airtel's shops was considered to be good; it was also deemed better than the customer experience received over the phone where each operator received a satisfactory rating. Newtel's in-store and telephone service performance was rated as satisfactory.

Customer experience at JT's shop in Guernsey was rated the highest followed by Airtel and Sure with the experience with each operator rated as good, JT showed consistency by scoring comparatively highly in a majority of areas although experiences suggested that all operators could do more to ensure that displays

provided useful and easy-to-understand information so that customers were able to 'self-help'.

CICRA director, Louise Read, said: "CICRA is responsible for the regulating the telecommunications industry in the Channel Islands and ensuring that customers receive best value, choice and access to high quality services.

"We commissioned the mystery shopper investigation to identify where the operators are performing well and where further work may be required.

"We have provided operators with the full details of the report and encourage them to use the results to help identify where further improvement could be made.

"The results of this study should be of benefit to customers when considering their choice of telecoms provider."

This is the first of such reports to be commissioned by CICRA with a second mystery shopping investigation planned for later this year.

## **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](mailto: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.