



21 July 2016

CICRA says steady but slow upward trend in customer satisfaction means still a long way to go for telcos

Telecoms operators have generally maintained their customer satisfaction ratings but customers deserve better, according to the 5th independent Channel Islands Competition and Regulatory Authorities (CICRA) survey into telecoms services in Guernsey.

With the 5th survey completed CICRA has identified some emerging positive patterns. But it is disappointed at the overall satisfaction levels achieved.

CICRA, which now carries out the survey annually, has updated its survey to ensure that it remains relevant to Guernsey consumers while giving clarity and direction to the telecoms operators in the Channel Islands.

CICRA commissioned Island Global Research to survey 1000 telecoms customers across the Channel Islands on their satisfaction with landlines, mobile telecoms, mobile broadband and fixed broadband services.

Consumer satisfaction with Sure landlines services remains steady at 59%. JT, having only recently begun to provide exchange line services, is achieving a comparable level of satisfaction at 63%.

Customer satisfaction levels with mobile telecoms are fairly consistent with the previous surveys with JT achieving 72%, Airtel 69% and Sure 66%.

Customer satisfaction with broadband telecoms is improving for both JT and Sure, with scores of 56% and 43%, respectively. However, the levels achieved indicate that there is still significant room for improvement.

Participants were asked to rank, in order of importance, various factors that could be taken into account when choosing a telecoms provider.

Of those surveyed in Guernsey, reliability was considered the most important factor (20%) with price (18%), speed/ease of change (14%) and customer service response (13%) close behind.

Guernsey consumers also indicated that, if they had £5 more each month to spend on any telecoms service, faster and / or more consistent broadband would be their top priority (47%) followed by cheaper / inclusive roaming (22%).

CICRA director, Louise Read, said: "All operators have maintained a reasonable level of satisfaction since the last survey and we're pleased with a steady, if slow, upward trend. However there is still a long way to go - especially with the levels of satisfaction in fixed broadband services.

"JT has had a marked improvement on previous surveys and is now on par or ahead in most fields. However it's pleasing to see that all operators are maintaining customer satisfaction and are making some improvements.

"To help address issues of concern we will provide all the (anonymised) data to operators and ensure their attention is focussed on areas important to customers. This will help deliver the greatest improvement in customer satisfaction.

CICRA's decision to review the basis on which operators' services were assessed has included polling on mobile broadband for the first time to reflect the changing habits of telecoms customers. The findings in this survey will be used to identify trends in future surveys.

"The next survey is scheduled for May 2017. We will continue to track changes in customer satisfaction levels giving providers the opportunity to improve performance in areas causing customer dissatisfaction," Mrs Read said.

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.

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.