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CICRA releases findings of first ever business customer satisfaction telecoms survey

The Channel Islands Competition and Regulatory Authorities (CICRA) has released the results of its first survey of business satisfaction with telecoms services.

Results show some local telecoms operators are outperforming the UK in each of the three areas surveyed – landline, fixed internet and mobile.

As part of CICRA's role to inform and protect local consumers it has been conducting customer satisfaction surveys since 2014, but this is the first one targeted specifically at businesses.

Consistent with the residential customer survey, CICRA has followed the approach used by Ofcom and has benchmarked local operators against those in the UK.

Some 234 Channel Islands businesses were surveyed across a range of sectors with the majority using all three services (landline, fixed internet and mobile).

Customer satisfaction levels varied significantly between operators, in excess of 20 per cent in some cases, which demonstrates the benefits of shopping around.

Business telecoms customer needs are generally more complex than those of residential customers and therefore access to appropriate information on which to base purchasing decisions is particularly important. The survey results indicate that if operators focussed greater attention in this area, customer satisfaction levels could increase significantly.

CICRA director Louise Read said: "The level of engagement from the business community reflects the survey results which unsurprisingly confirm that Channel Island businesses see telecoms services as fundamental to their businesses, significantly more so than in the UK.

“CICRA is urging business customers to engage with their existing operator but also to shop around to ensure that their business telecoms needs are met.”

“The full results of this survey have been shared with the telecoms operators and we hope that they will find it useful to identify where improvements can be made to ensure business customers are best served.”

ENDS

- **Please note a full copy of the survey will not be made public but, in common with previous surveys, a non-confidential version of the survey will be shared with operators for use within their business planning processes.**

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NOTES TO EDITORS:

All enquiries should be directed in writing to CICRA chief executive, Michael Byrne, in Guernsey at Suite 4, 1st Floor, La 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.

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.