



**EMBARGOED TO 06:00 WEDNESDAY 1 JULY, 2015**

**30 June 2015**

**CICRA releases results of fixed line customer satisfaction survey**

The Channel Islands Competition and Regulatory Authorities' (CICRA's) third independent survey of customer satisfaction into fixed line telecoms service providers has seen Sure's customer satisfaction ratings fall back to levels seen in our first survey in May last year and JT has improved customer satisfaction ratings across the board.

At the time of the survey, Sure and JT were the only providers of fixed lines in Guernsey and Jersey, respectively. From 1 June 2015, as a result of steps taken by CICRA, Sure and JT have both been able to offer fixed line services across the Channel Islands.

CICRA, carries out the survey every six months, and commissioned Island Global Research to survey 500 customers in each island asking them to give their opinion on the quality of service, billing and the level of customer service they had received from both providers.

Headline results - Guernsey	Headline results – Jersey
<ul style="list-style-type: none"> <li>56% of respondents rated Sure's quality of service as satisfactory or highly satisfactory, a decrease from 68% in November</li> </ul>	<ul style="list-style-type: none"> <li>48% of respondents rated JT's quality of service as satisfactory or highly satisfactory, an increase from 35% in November</li> </ul>
<ul style="list-style-type: none"> <li>58% of respondents rated Sure's billing as satisfactory or highly satisfactory a decrease from 66% in November</li> </ul>	<ul style="list-style-type: none"> <li>37% of respondents rated JT's billing process as satisfactory or highly satisfactory, an increase from 24% in November</li> </ul>
<ul style="list-style-type: none"> <li>Of the 21% of respondents who contacted customer services 39% rated their customer</li> </ul>	<ul style="list-style-type: none"> <li>35% of respondents who contacted customer services 41% rated their customer</li> </ul>

service experience as either satisfactory or highly satisfactory – compared to 44% in November	service experience as either satisfactory or highly satisfactory – compared to 19% in November
<ul style="list-style-type: none"> <li>27% of respondents said that, if the option was available, they would be likely or very likely to change provider (marginally up from 26% in November) with around half (46%) indicating their decision would be price driven</li> </ul>	<ul style="list-style-type: none"> <li>49% of respondents said that, if the option was available, they would be likely or very likely to change provider (down from 67% in November), with 44% indicating their decision would be price driven</li> </ul>

CICRA director, Louise Read, said: “This third round of survey results suggests that JT has begun to initiate improvements and that their customer satisfaction ratings are improving. The results for Sure suggest that customer service improvements by Sure need to be sustained. The challenge for both operators is to demonstrate the ability to deliver continued improvements over subsequent periods.”

CICRA has asked Sure and JT to put together action plans and to share these with the regulator and customers; setting out the steps they plan to take to improve customer satisfaction levels.

Mrs Read said that ultimately the best way to drive improvements is to stimulate competition to improve the quality of existing services and introduce new and innovative services into the market.

“The introduction of competition to this market from 1 June 2015, with currently Sure and JT competing against each other across the Channel Islands to offer a wider choice of fixed line services, encourages both operators to demonstrate improvements in performance in order to retain existing customers and win new business,” she said.

“Giving customers a choice of fixed line providers delivers benefits to all not just those who decide to switch providers and we are keen, in part through this survey, to ensure that customers have information available to help make informed choices about which fixed line telecoms provider they choose in the future. Our biannual survey will include other fixed line operators, specifically Sure in Jersey and JT in Guernsey, as they come on board.”

This is the first of a series of three reports that CICRA will issue. The remaining reports, on mobile and broadband telecoms services, will be published shortly thereafter.

## **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, 1<sup>st</sup> 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.