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CICRA releases results of Guernsey 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 companies in Guernsey.

The study reviewed the service received in store and over the telephone by local operators Airtel, JT and Sure.

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

Customer experience at JT's shop was rated the highest followed by Airtel and Sure although in all cases the experience was rated as good rather than satisfactory.

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 regulating the telecommunications industry in the Channel Islands and for 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 needed.

“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 benefit 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.

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.