



Island Global Research

Channel Islands Competition & Regulatory Authority (CICRA)

Mystery Shopper Research Findings

November 2015

Island Global Research is the trading name of Island Global Research Limited
Registered Address: Fourth Floor, Albert House, South Esplanade, St Peter Port, Guernsey, GY1 1AW
Guernsey Registered Company No. 60008

Location	PO Box 68, Albert House South Esplanade, St Peter Port Guernsey, GY1 3BY
Tel	+44 (0) 1481 716227
Web	www.islandglobalresearch.com

Background

Island Global Research conducted research to assess the customer service provided by telecoms companies in Guernsey and Jersey.

The companies assessed were:

Jersey: Newtel, Airtel, Sure, and JT.

Guernsey: Airtel, Sure, and JT.

Candidates selected to be mystery shoppers were asked to both visit and phone each company, indicating that they would like to change providers for their mobile, broadband, or other relevant product. They were then asked to score each company out of 5 in each of the areas listed below.

This report presents the main findings and average scores for Jersey, before putting forward the main findings and average scores for Guernsey.

Jersey Mystery Shop Findings

Overall, Newtel did not perform as well as JT, Sure, or Airtel due to the poor experience that customers had when visiting the shop. JT, Sure, and Airtel all received very similar scores in a number of areas, and we can conclude that these providers are very similar in their customer service.

Shop Visit

- Out of the companies in Jersey, Newtel received the lowest average rating for all of the shop visit categories. The company scored an average rating of between 1.8/5, on the welcoming appearance of the shop frontage, and 3.6/5, on knowledge of products and tariffs.
- JT scored comparatively highly for the appearance of the shop and shop frontage, however it fell short on the clarity of its pricing.
- The scores for all the other shop visit areas were very close for JT, Airtel and Sure, indicating that all three companies generally performed as strongly as each other. However, it is worth noting that, by a very small margin, Sure consistently scored more highly in areas relating to provision of information.
- Knowledge of products and tariffs was an area in which all the companies performed strongly. JT and Sure received the highest average ratings for this area, both scoring 4.3/5.

Telephone Call

- Newtel received the highest average rating, of 4/5, for answering the telephone in a timely manner.

- In all the other areas, the average scores are very close for all four companies. For example, JT, Sure, and Airtel all scored 3.8 or 3.9/5 for how friendly the telephone greeting was, while Newtel scored 3.4/5. However, JT did show consistency, by scoring slightly more highly in three areas; knowledge of products and tariffs, help selecting the right products and tariff, and additional technical support.
- Whether the caller was referred to any online information or help was the area in which all the companies performed most weakly. Sure and Newtel both received average ratings of just 2.6/5, while JT and Airtel both scored 3/5.

The following are the average ratings for each provider in Jersey, listed according to area scored.

The Shop (Jersey)

Rating (1-5) - Welcoming appearance of shop frontage

	Average Rating
JT	3.9
Sure	3.6
Airtel	3.3
Newtel	1.8

JT Comments:

- Bright, airy. Very branded.
- Friendly person good greeting
- One window has Christmas promotions which gave it a festive feeling
- One window was blocked with advertising, the other had staff at a desk with their back to me
- Showed offers and had a Christmas feel.
- Visible presence on high street. High tech display.
- What you expect from a shop.

Sure Comments:

- Bar advertising too close to shop front. Bright, friendly. Improved from last shop.
- Christmassy. Informative.
- Nothing special on shop front.
- They have moved to a new shop and looks welcoming
- Very basic frontage
- Very bright, shop is clearly visible, a bit strange being so low and beneath the restaurant but that's down to the building.

Airtel Comments:

- Good info display outside.
- New shop
- Nothing special again quite small
- Small basic frontage business like.
- Small clean frontage. Very basic.
- Small, down Side Street. Basic.
- The big screens were a nice touch but the rest of the shop feels dark and I felt like I was being watched from behind the TVs as I walked to the door (where a member of staff was smoking!)

Newtel Comments:

- Difficult to find. Signage in windows above shop. Shared with jewellery cabinets!!!!
- Newtel are now operating under the brand Homenet.je, they are in the same premises as Kerching, it says on the website upstairs, but they are tucked away behind the stairs
- Share shop.
- Shared shop. Big info display posters in windows.
- The company have recently changed their name to Homenet. There are three businesses in the same shop: Broadband, Foreign Exchange and a Pawn Brokers.
- Very, very hard to find, even after I was told where it was I still couldn't see that it was Newtel until I asked at the reception desk

Rating (1-5) - Overall appearance of the shop

	Average Rating
JT	4.0
Sure	3.7
Airtel	3.4
Newtel	2.0

JT Comments:

- Clean and bright. Good layout. Que waiting system. Very quick.
- Clean and tidy shop with lots of space
- large open area with lots of goods on display
- Products out to have a look at.
- Spacious - easy to browse phones.
- Very well laid-out, clean and zoned. Very good.
- Well-lit shop. Nice and bright.

Sure Comments:

- Clean and tidy. Adequate lighting but not as bright as JT. Smaller shop
- Clean, mobile phones on display working, quite bright/not great.
- inside quite small, layout ok but a bit cluttered
- Medium sized. Busy. Queuing point for advice.
- Tidy shop, selection of products to see.
- Too small to browse. Queue out of the door.
- Very nice, a bit small but the screens and modern high tech displays were very good.

Airtel Comments:

- Average displays with all info needed. Clean and bright enough lighting.
- Good branding, small, cluttered. One meeting desk. Layout poor.
- Great appearance inside.
- Moved in recently, clean and tidy if a bit small.
- Nothing wrong with the shop itself, feels a bit more like a budget phone repair shop though, (Why did they move?!)
- Small but adequate. Music was a bit loud.
- Small but good use of space.

Newtel Comments:

- Confusing
- Confusing, due to the different services in the same shop.
- Covered in big stickers about a foreign exchange, very confusing. Also for a broadband network that I'd never heard of.
- Cramped and very untidy.
- Shared shop.
- Typical appearance.
- Very disorganised, desks around back of stairs. No visible branding. Staff shouted from their deal when I was accidentally going to find help upstairs

Rating (1-5) - Ability to 'self-help' prior to seeking support
- Do the displays provide useful and easy to understand information?

	Average Rating
JT	3.6
Sure	3.7
Airtel	3.6
Newtel	1.9

JT Comments:

- Able to look at products, get an idea of what's to offer from them
- Mobile phone displays good. Couldn't find Broadband info.
- Nicely produced information listing tariffs and offers
- Not much can be done about this but displays only show information relevant to people who already know a bit about the product / technology
- Phones on show have information next to them and other goods have breakdown of pricing plans
- Self-help terminal in shop door. User friendly.
- The leaflets available some repeats needed filling. Displayed Mobile phones working. Good display stands.

Sure Comments:

- Found a booklet.
- Good and easy to understand,
- Had to seek help first. Wasn't instant
- Information on boards and beside phones. Plenty of leaflets
- Like with JT, the information needed is always going to be complicated to those who don't already understand, however Sure's series of booklets for each service made for a much more easy on the eyes approach.
- not much information on show
- Selection of products, small amounts of info with all.

Airtel Comments:

- Adequate info available in services and phones
- Good informative posters in shop.
- Info on all phones. All phones working.
- Information boards and phones on show
- No self-help terminal. No one to greet you.
- Plenty of easy to understand information on display although the size of the shop left me feeling cramped and watched as I was the only customer in there
- Smaller amount of products on show, small amount of info given with each.

Newtel Comments:

- Basically just a desk and a couple of leaflets that don't really apply to me.
- No displays. Products on shelves behind office desks.
- None
- nothing obvious available
- Small amounts provided.
- There were no brochures or information on display, I had to ask for the details.

Rating (1-5) - Clear and easy to understand pricing

	Average Rating
JT	3.4
Sure	3.9
Airtel	4.0
Newtel	2.6

JT Comments:

- Good use add on services. Made easy to select a service.
- Leaflets were difficult to understand. Had to write on leaflet extra and didn't answer questions.
- Lots of details & options to read.
- Mobile and internet pricing isn't easy to understand in the first place but leaflets were available detailing each tariff / handset etc. leaflets could be made into booklets to be less crowded with information.
- simply set out price guides
- Some sort of understanding of pricing.

Sure Comments:

- Clear
- Each phone has its own set of pricing tables labelled with the phone as opposed to JT's handset only price.
- Explained well. Pricing on leaflets and boards.
- Pricing for standard tariffs.
- pricing ok like most providers can be a bit confusing
- Very clear. The best out of suppliers.

Airtel Comments:

- As with all the others pricing is as clear as it can be without prior knowledge of the products and technology.

- Average price guides
- Could be better.
- Don't have a set of products. Very simple to understand
- Plans very well laid out. Lots of choice for flexible family add-ons. Good phone coverage in prices.

Newtel Comments:

- Could be made clearer.
- If you can find it
- Not really any on display!
- Nothing displayed
- Yes

Rating (1-5) - Quality/usefulness of information available to take away

	Average Rating
JT	3.6
Sure	4.0
Airtel	3.7
Newtel	2.4

JT Comments:

- Basic leaflet good. More specific questions not in leaflet.
- Complete guide to home services
- Couldn't see anything such as leaflets etc.
- Everything you need is available but is somewhat crowded and not much use to those who don't already understand the technology
- Good brochure with plenty of information
- Good knowledge/helpful

Sure Comments:

- Again info given for standard tariffs.
- Good explanation and plenty to take away.
- Good info but had to write info on more specific queries.
- Good information to take away.
- Good quality brochure, plenty of information, particularly like the phone guide at the back.
- The Big Christmas Guide.

- Very good although I felt a bit overwhelmed with the amount of books and leaflets I had to look through the information was presented clearly

Airtel Comments:

- Adequate info available to take away.
- Brochure ok Christmas offers mainly.
- Good quality, well laid out. Very Good
- None on show.
- Nothing wrong here although the leaflets seem more focused on special offers and saving money than on the services they provide
- Power Up booklet.

Newtel Comments:

- A few leaflets to pick up, provided wide variety of info.
- About the same as JT, just an overcrowded price sheet and a vague leaflet
- I was not offered any information to take away.
- No brochure ware available, just the application form for the broadband.
- No literature - application form.
- Nothing to take away visible.
- Only application form. No specific branding.

The Shop Staff (Jersey)

Rating (1-5) - Friendly and prompt greeting - How long did you wait before being greeted? - How long did you wait before speaking to someone who could answer your questions?

	Average Rating
JT	4.1
Sure	4.1
Airtel	3.1
Newtel	3.0

JT Comments:

- Cheerful lady greeted on entering shop.
- Five minute wait but it was a quiet time of day
- Good greeting nice personally. Walked straight in and was greeted. Only a few minutes wait to speak to someone at the counter.
- Had to wait to be seen to even get a number to then wait to be seen by staff member.
- I was greeted almost immediately but only given a number for which I had to wait around 10 minutes before being seen.
- Less than a minute to be greeted and to speak to an adviser.
- Very friendly.

Sure Comments:

- Average wait for how busy the store was. Helpful member of staff.
- Bit of a queue but very friendly. Bookings available - flexible. Small area for queuing - outside after 3 people.
- Greeted immediately on entering the shop, had to wait about ten minutes to talk to an advisor.
- Greeted within a minute by an adviser at the queuing point.
- Immediately as I walked through the door a member of staff identified me as needing to talk to someone and sat me down at a desk with him.
- Polite but not over the top. Little while before being served as all staff busy. Not too long though!
- We were greeted almost straight away. He also answered all our questions.

Airtel Comments:

- Had a look around shop for a little while, had to approach staff member myself.
- Had to approach him.
- I waited approx. 5 minutes to be greeted and to speak to someone as all were busy with customers.
- I was greeted immediately at the door by a smoking member of staff although to his credit I put this down just too bad timing.

- No greeting, approach staff myself. But friendly - no waiting.
- Very noisy. Very prompt and friendly.
- Waited about five minutes.

Newtel Comments:

- A smile and a nod from behind a desk before I approached to ask for help
- All sitting at desks, didn't feel retail whatsoever. Only offered help when I tried to go upstairs.
- I started to go up the stairs as directed on the website, the staff member saw me and said no we are actually down here. It would be easy for them to miss people if they were busy.
- I waited 30 seconds before being greeted, but they were behind a reception desk.
- Immediate - called as I walked towards the stairs and passed to a customer adviser.
- No greeting but person called "can I help"
- No uniform, not smart. Unapproachable.
- Welcomed into store. Helped straight away.

Rating (1-5) - Knowledge of products and tariffs

	Average Rating
JT	4.3
Sure	4.3
Airtel	4.0
Newtel	3.6

JT Comments:

- Good knowledge very helpful.
- Great info provided, was shown several options
- Knew everything I asked.
- Staff member I spoke to was very knowledgeable
- Talked through options available and suited to my needs.
- They knew everything there was to know about the money side of things but weren't able to answer a couple of questions about my own phone (which they have on display - LG G4)

Sure Comments:

- Good knowledge and gave useful information.
- Good knowledge and very helpful.
- He knew all competitors tariffs. Very good. Been at the shop long time

- Helpful information given for what I was asking. No pointless jargon.
- OK knowledge, a little nervous and hesitated a couple of times.
- Very knowledgeable of tariffs, very enthusiastic about the company's 'hang up on JT' campaign

Airtel Comments:

- Average knowledge of what they offer.
- Excellent. Very knowledgeable
- Staff member knowledgeable and efficient.
- Very helpful. Good knowledge and explanation
- Very knowledgeable and able to answer all my questions

Newtel Comments:

- Fair knowledge
- I recognised the guy from a few years ago when Newtel were my broadband provider and he has only grown more experienced and knowledgeable over time
- Lady knew about products and what they did and pricing.
- The staff on the reception desk were unsure of the product offering and had to ask for assistance.
- When spoke to girl it was ok.
- Wide knowledge of what they offer.

Rating (1-5) - Help selecting the right product and tariff for your needs

	Average Rating
JT	3.9
Sure	4.1
Airtel	4.0
Newtel	3.3

JT Comments:

- Added bolt-on which can be confusing and expensive.
- Asked about my usage and designed a plan that was better and cheaper than my current one.
- They were able to find their company's 'equivalent tariff' but didn't recommend anything other than the nearest price product.
- Was shown things that suit me with information I had provided the staff member.
- Yes, good advice about products

Sure Comments:

- Adequate info for needs
- Asked me a few questions as to what I like, how I use product etc. was given a few options to look at.
- Gave useful transfer information.
- Looked at current account. Worked to retain custom.
- Looked at my existing tariffs and identified where savings could be made (unused data's/ texts etc.) and offered me a more suitable Service for much less money
- Wrote everything down which we had discussed, gave a breakdown which was helpful.

Airtel Comments:

- Could have been less forceful about trying to keep my business and gone a bit easier trying to sell me more than I needed
- Face lots of info on best options to choose that gave good value
- Felt I was just being shown any product.
- Spoke about 4G broadband and pay as you go mobiles, very helpful
- Very good. Ask for our requirements.
- Very helpful additional info.

Newtel Comments:

- Each product explained and helped to ascertain what would be the best 'fit'.
- Offered what suits me and how I use the product.
- Understood what I wanted but I think was trying to hide the fact that they couldn't compete or provide a complete package for me
- Very in limited in products.
- Yes

Rating (1-5) - Additional technical support / further advice offered (transfer of contacts, use existing number, timescales involved etc.)

	Average Rating
JT	3.6
Sure	3.7
Airtel	3.6
Newtel	2.6

JT Comments:

- I asked when we were going to be connected to fibre cable, advised not before 2017, gave me number for a help-desk which deals with this.

- Informed me of photo ID and time scales.
- Looked up my existing contract to advise on options and any transfer charges.
- Summed up info on all that.
- Vague information given for each, for which I had to ask in the first place. Seemed to be trying to hurry me out to get a paying customer in which is fair but also a bit rude
- Very good

Sure Comments:

- Didn't know when fibre was coming out.
- Gave relevant information nothing further.
- good transfer information
- No info of this sort was given.
- Timescales, router, transfer of service.
- Very knowledgeable of all the company's processes and problems that may arise during transfers etc. I've opted to move all my services over to sure now!

Airtel Comments:

- Advice on how to switch to 4G
- Again, gave all necessary info.
- Became slightly vague and unwilling to help once he realised i was looking to move services, remained polite throughout though
- Free trial.
- Lots of help on technical support and best plan
- None of this was mentioned.
- Very helpful plus further advice offered. cover for family etc.

Newtel Comments:

- I asked about issues that may arise and was met with essentially a 'we can talk about that if it comes up' type answer
- Nothing. Offered 7 day trial.
- Router. Transfer of service.
- Some technical support offered
- Was told the average length of time transfer takes.
- Yes, advised that someone would need to come to my property to check the services were available.

Rating (1-5) - Provision of appropriate literature to take away

	Average Rating
JT	3.6
Sure	3.7
Airtel	3.6
Newtel	2.5

JT Comments:

- Good informative colour brochure
- If new customer probably would give a 3 or a 4 rating.
- They didn't give me any leaflets or anything, I also didn't feel like I needed any though!
- Very helpful information
- Wasn't given any.
- When I asked for this.

Sure Comments:

- As mentioned previously, it was a lot to carry but it was far clearer and more straightforward to understand
- Good info to take away
- Good overall leaflets.
- I had already found this.
- Seasonal brochure, the big Christmas guide.
- Wasn't given any to takeaway.

Airtel Comments:

- Again, wasn't given any.
- Gave me one leaflet to take away but it was a bit irrelevant and more of a hard sell. I picked up a few more myself.
- Offered but I had already found.
- small brochure, Christmas special
- Very Good.

Newtel Comments:

- Application form - not up to date with fibre option.
- Gave me a price sheet and a leaflet but made no attempt to talk me through them.
- No brochure ware on display or provided. I came away with an application form.
- Nothing
- Nothing

- Took the form for completing installation application in order to have some information
- Was given leaflets before left store.

ADDITIONAL COMMENTS

JT Comments:

- Although I couldn't immediately find info. On Broadband, the automated queuing system, which is in the centre of the shop as you enter, and which was manned by a member of staff, meant that I spoke to a customer adviser very quickly.
- Bin was half full on opening of shop, tools alongside of it. Window display on right hand side bit boring. Some leaflet needed filling.
- Customer service was good with initial helper was excellent. Sales adviser's knowledge was excellent.
- Shop was in order, variety of products on show.
- To save confusion about queues a ticket is issued with a number which is used by the staff when they are free to move on to the next customer. But it is not obvious at first, there is a staff member asking if you need help but all he does is give you a ticket.
- Visit made on a Saturday morning
- Helpful staff member, info provided would be helpful to make decisions.
- Very straightforward to get a response to queries. The shop was quiet when I visited.
- Polite service person (not overly friendly) good knowledge and helpful. Dressed well/smart appearance. Greeting person nice personality.
- Very helpful and answered all of my questions without hesitating, gave good advice about broadband.
- They could use more floor staff, no one wants to take a number and queue for 10 minutes just to ask a couple of quick questions

Sure Comments:

- Could have been a bit brighter lighting, Boards were clear and easy to understand. Information we were given was good and adequate.
- Easy shop to visit and provide yourself with info.
- Sure have a member of staff at the door, taking names to ensure each person is seen in turn, there is a waiting area with free hot drinks, but as I was leaving there was a queue forming at the door which meant some people were kept waiting outside.
- Visited on a Saturday afternoon
- Again a helpful member of staff, good product knowledge.
- Friendly and helpful.
- Only a little wait- polite man - shop was busy. Smart man spoke well - gave us good information.
- Overall friendly and helpful, seemed a bit under pressure, I think this may be due to smaller shop, and only three advisors available.
- Thanks to Sam in the Sure shop, I have now started moving all of my mobile / phone broadband over to Sure! Fantastic!

Airtel Comments:

- New shop looked great. Could be more products to look at with more info.
- No Idea why they moved, very weird to go down the stairs into this tiny new shop. This was my first visit since they moved and it was a literal step down! (They were my provider previously but I'm in the process of now moving to Sure)
- Good choice of plans. Can call other countries in prices i.e. UK Portugal etc. Approached staff myself. Good knowledge and gave good explanation of service. Gave additional info to save money.
- Another small shop, no attempt to ensure orderly queueing will be difficult to get into shop at busy times, I think some people will just walk away.
- Good knowledge and gave good explanation and took the time to explain further.
- Not many people in the shop, so at busy times they will struggle, there was an advert in the shop window asking for staff
- Shop had great appearance however staff member could have more knowledge on products to know what to suggest customer.
- Staff excellent.
- The shop was busy but I was able to get appropriate advice.
- Visited on a Monday morning

Newtel Comments:

- The overall experience was very poor. As you enter the shop, the reception desk had foreign exchange advertising on it so it wasn't clear whether you asked at the same desk for the broadband services or not.
- Visited on a Tuesday afternoon, I honestly don't know how this company is still going. Their broadband used to be the best in terms of speed and value, I thought they shut down years ago when Y-Tel failed. Turns out they're still pushing that on people too!! They could also do with clearing those MASSIVE window stickers off and letting people know there's a shop there business would increase a million times over!
- On entering the shop was like going into an office. So many desks with no greeting what so ever. No explanation as to where to go. Very disjointed. Selling jewellery was even more confusing as to where you were.
- A bit confusing as the shop is shared and the website indicated that residential services for Newtel (Y:tel/Homenet) were upstairs, but I was dealt with downstairs.
- When I looked on the Newtel website to find out where they are it directed me to Onetel, but the shop front is confusing, as both of the businesses are advertised together.
- Helpful staff, provided with info from member and leaflets.
- I'm still not sure really if Newtel can provide a complete service like they used to. (Just to note, I don't know a single person with a good thing to say about their experience with y-tel)
- Quickly identified which service might be best for me.
- The staff member I spoke to had her desk covered in paperwork, this made it feel disorganised, did give me a number to call to find out about fibre connection information.

- The staff weren't wearing a uniform and didn't look very smart.

Telephone Call (Jersey)

Rating (1-5) - Telephone answered in a timely manner

	Average Rating
JT	3.5
Sure	3.4
Airtel	3.1
Newtel	4.0

JT Comments:

- A couple of seconds
- About 20 seconds
- Answered immediately, two options to speak to adviser.
- Call answered with 1 minute.
- Got 'Experiencing a high volume of calls' message - I left my phone no. for a call back. Call back 1.5 hours later.
- Needed to be called back by JT
- No more than 20 seconds.
- Put through to advisor within 30 seconds

Sure Comments:

- 6 minutes wait (after 5 minutes I had the option to leave a message.)
- Answered immediately with options. Two options to speak to an adviser.
- Call was put in a queue. Call answered within 5 minutes.
- Few minutes wait
- Just under a 1 minute, however I was confused which options I should choose to get through to talk about both TV and mobile
- Not very long wait.
- spoke to an advisor within 45 seconds
- Within 5 minutes as in a queue.

Airtel Comments:

- 2 minutes
- 4 minutes - queuing system tells you your position in the queue.
- Got through straight away
- Had to phone twice. First time rang out. Second time I was about to put phone down as it was answered it was that long a wait again.
- It took more than 2 minutes to speak to an advisor

- Operators busy, transferred when free. 3 minutes wait.
- Within 1 minute

Newtel Comments:

- 2 minutes
- 1 minute.
- 20 seconds
- 5 minutes and was not able to speak to sales
- Answered immediately to options. One set of options. Long options.
- Didn't have to wait very long.

Rating (1-5) - Friendly greeting

	Average Rating
JT	3.8
Sure	3.8
Airtel	3.9
Newtel	3.4

JT Comments:

- Happy, friendly, helpful
- Slight mumble, once conversation started was more upbeat attitude.
- The sales person didn't seem very upbeat. I would have expected to be asked how I was or how my day was going. A bit of personal interaction would have been good.
- Very polite and clear.

Sure Comments:

- Average
- Fine
- Friendly greeting.
- Nice friendly voice. Happy to help.
- Polite lady.

Airtel Comments:

- "Airtel Vodafone how can I help?" not very enthusiastic & did not give name.
- Didn't seem interested at all.
- Polite. Sounded a very young girl.
- very poor line, hard to hear
- very professional

Newtel Comments:

- Fine- asked how she could help
- Friendly greeting but hard to understand due to accent at times.
- Just hello
- Nice greeting
- Young chap, friendly but flustered as he could not help.

Rating (1-5) - Knowledge of products and tariffs

	Average Rating
JT	4.1
Sure	3.7
Airtel	3.6
Newtel	3.4

JT Comments:

- All questions asked were provided with an answer.
- Good overall knowledge, every question asked was given an answer.
- They knew products and tariffs well. Gave plenty of options.
- Only mentioned 1 product, which was the JT1. Didn't mention any other products or try to upsell. I would have expected the sales person to talk to me about my mobile phones and whether they needed to be upgraded.

Sure Comments:

- Good knowledge and advice
- Had basic knowledge of packages and transferring details.
- Had to check whether GST included, otherwise very good.
- Knew info of all that is to offer.
- Knew what I asked, but I realised after hanging up I still had questions about what he'd said
- Recommended went into the shop

Airtel Comments:

- asked about data usage
- Didn't really tell me what they provide.
- Didn't know a great deal about offers. Said best to visit the shop to compare old contract with something new from them.
- Good knowledge, but initially started to talk to me about products based on assumptions about my situation rather than asking for clarification- I said I had questions

regarding the sharing plan thing as I was looking to move on to my partner's. He assumed we were both moving and I had to interrupt his long spiel in the end to clarify my partner was already with them, and it was just me looking to move in order to be with him.

Newtel Comments:

- Didn't know Fair Usage Policy charges.
- Gave details of Homenet. Come into shop
- Good knowledge.
- Was happy to tell me all what they offer.

Rating (1-5) - Help selecting the right product and tariff for your needs

	Average Rating
JT	3.8
Sure	3.3
Airtel	3.0
Newtel	3.1

JT Comments:

- Didn't feel I was pushed into something more expensive that would be no use to me.
- Explained the 'bolt-on' options and how they would benefit me if you wanted to make CI calls without further charges. Also advised on GB and what would be best for my needs.
- Helped as best she could- although my usage means that all the options were pretty expensive for my level of use.
- The recommended product would mean I would be paying need to pay an additional monthly fee for a second mobile + another fee for a bolt on.

Sure Comments:

- Advised if one mobile on contract broadband cheaper
- Didn't try to persuade me to stay with any offers or by suggesting a better tariff or anything. Didn't ask why I was looking to cancel.
- Gave all the information that was required.
- Once said thinking about switching, offered a few different things but would have I pay more for that tariff.

Airtel Comments:

- Asked about pay as you go top ups
- Come into the shop
- Couldn't really give me specific information.

- Good knowledge, but again initially I didn't feel I was actually being listened to- in answer to a very specific question about sim only vs buying a phone he just spurted off what sounded like a script about how I change (send text to keep number etc.). Spoke quite fast & difficult to take in the instructions given. Next question answered more concisely.
- No help in pointing me in the right direction. Seemed like he had better things to be doing.

Newtel Comments:

- Apart from a moment where I was confused what she meant RE: whether they do or don't cover all the areas in St Helier's she was helpful. Lots of advice about data usage.
- Great in helping selecting what suits me.
- Spoke about wireless and landline options and the time scales involved with installing these services.

Rating (1-5) - Additional technical support / further advice offered (transfer of contacts, use existing number, timescales involved etc.)

	Average Rating
JT	3.5
Sure	3.1
Airtel	3.0
Newtel	3.1

JT Comments:

- Advised me of the information I would need to transfer my phone or have a new contract.
- asked about fibre connection, unsure of timescale
- No further services provided
- No real additional info, other than its normally quick process
- Not a lot of additional info was given, apart from being told it's normally a quick switch over.
- Yes answered my questions clearly and simply.

Sure Comments:

- A little sketchy but gave adequate information for my basic request.
- Advised quick and easy to transfer from another provider.
- Customer support phone times.
- Mostly answered well, but after processing information still have a couple more questions.

- No real addition info was given as was told coming into store would be better.
- None

Airtel Comments:

- None at all.
- None offered.
- Router set up. Free trial. Extra data.
- Technical support given, but seemed more interested in providing this than answering my actual questions.
- Website

Newtel Comments:

- Gave all information I'd need clearly.
- Let me know what I would need in order to complete forms and ID etc. Gave me directions to the shop.
- None
- Summed up how the transfer works.

Rating (1-5) - Referred to any online information/help

	Average Rating
JT	3.0
Sure	2.6
Airtel	3.0
Newtel	2.6

JT Comments:

- Gave website address and talked me through the areas I needed very well.
- No further services mentioned
- not referred but the way the conversation went I didn't feel I needed to be appreciated that she just answered things straight forwardly
- Was told I could look back on info online or pop into store.
- Was told information is available on website or I could pop into store.

Sure Comments:

- Explained shop location.
- None
- Not referred online- might have been helpful if information needed were there, but as far as I can see information I needed not actually there.

- Not referred to online info
- Was told to come into store.

Airtel Comments:

- Gave website address but no instruction on how to navigate to the section I would need.
- Referred to online info
- Was told info was available online after I had asked the question.
- Wasn't referred online for any help- could have been when I asked about bolt-ons.
- Website is good

Newtel Comments:

- Asked to come into the shop to discuss further and complete forms.
- None
- Not referred online for more information about anything. Not much detailed information online.
- Welcomed to call into store.

ADDITIONAL COMMENTS

JT Comments:

- I enquired about moving my broadband, landline and mobile phones to JT. By moving to JT, it would cost me an additional £15 per month + a £50 moving fee. Overall the man I spoke to couldn't really tell me the benefits of moving to JT, other than it would be more expensive.
- I would have preferred to have waited to speak to an advisor in this instance, but the call back feature is useful.
- Overall call was full of info, questions I asked were given answers. Felt that maybe in store is be provided with just that bit more.
- Overall friendly and helpful attitude.
- Overall phone call was productive, was given information on different tariffs and was suggested to which one suited me best based on the info I had given. Felt that maybe instore additional questions would had been answered.
- Trying to find out when fibre cable will be connected, informed it could be within the next 3-4 months, but we will be contacted as soon as they are ready to start.

Sure Comments:

- Overall attitude better than Airtel but not as helpful or friendly as JT. About same as Newtel.
- Overall info given was good, what I was offered however wasn't what I was asking for.
- Tried to get an explanation on data usage, still find this confusing, each company has different and varied explanations.

Airtel Comments:

- Bad customer service had no inflat rest, seemed like he could not be bothered to help.
- End of the call was slightly awkward. Did not get asked if there was anything else he could help with, or if he'd managed to answer all my questions or anything like that. Sounded like he needed to be elsewhere. Attitude throughout the whole call not very welcoming, friendly or helpful.
- The line was quite bad, and the adviser seemed to be in a hurry to end the conversation, not very patient in explaining data usage.
- Very informative and helpful.

Newtel Comments:

- As with shop visit this was the worst customer help, asked about cable tv service advised this was not available in our area, could not be put through to sales, the young man who took the call went through to them and just relayed information from them, very poor service.
- Great call, was told exactly what I was asking and nothing more.
- Overall attitude better than Airtel but not as helpful or friendly as JT. About same as Sure.

Guernsey Mystery Shop Findings

- The average ratings achieved by all three companies are very close in a number of areas, and we can conclude that the quality of the customer service provided by all is very similar, however it is important to note that JT showed consistency by scoring comparatively highly in a majority of areas. In particular, compared to Sure and Airtel, they performed well for:
 - Appearance of the shop and shop frontage,
 - Friendliness of the staff in the shop and on the phone,
 - Knowledge of products and tariffs in the shop and on the phone.
- Sure performed least well with regards to the appearance of the shop frontage and shop, as well as for the friendliness of their shop staff. Sure achieved an average rating of 3.1/5 for these categories.
- As in Jersey, whether customers are referred online is an area of weakness for all the companies assessed.
- Out of the three providers, Airtel scored most highly for clarity of pricing in both Guernsey and Jersey, although only by a small margin.

The following are the average ratings for each provider in Guernsey, listed according to area scored.

The Shop (Guernsey)

Rating (1-5) - Welcoming appearance of shop frontage

	Average Rating
JT	4.1
Sure	3.1
Airtel	3.3

JT Comments:

- Bright, colourful Christmassy display.
- Christmassy, smart, colourful
- Clean, bright, current offers displayed well in the window.
- Made an effort with their Xmas shop with all their Xmas gifts on display.

Sure Comments:

- Standard Christmas stickers, quiet dull in appearance.
- Very tired and scruffy and dark no display only posters no effort to show off the products or Xmas promotions

Airtel Comments:

- A good shop window
- Clean and had a window display not as good as JT
- General information on shop front. Nothing special or eye-catching.
- Nothing eye catching or Christmas related, quite boring!
- Only one that looks like a phone shop

Rating (1-5) - Overall appearance of the shop

	Average Rating
JT	4.6
Sure	3.1
Airtel	3.3

JT Comments:

- Clean and tidy, good lighting. Products displayed well.
- Neat, tidy, warm, electric sliding doors, no smell, all looks new.
- Plenty of staff, bright & cheerful.
- The shop is laid out well and a lot of displays
- Very clean I am sure the green and white helps

Sure Comments:

- A little tatty, large space which is under-utilized.
- Big shop with staff at bottom end, doesn't seem a good option
- Dated and dark but clean
- Nice and easy layout
- Tired design.

Airtel Comments:

- A little dark. Products on display but it's a small shop. Good visual information about counter provided by a large screen.
- Great layout
- Quite bare apart from a few mobiles on display. Slightly dark shop interior.
- shop very small and a bit cluttered
- White and red made it look cleaner

Rating (1-5) - Ability to 'self-help' prior to seeking support
- Do the displays provide useful and easy to understand information?

	Average Rating
JT	3.9
Sure	3.5
Airtel	3.4

JT Comments:

- A lot of information on offer
- Good
- Had to ask for help, was confused by some the signage
- Leaflets where they should be, all phones working and in position, all hardware available on show and labelled.
- Nicely produced literature for Christmas. All branded well and displayed neatly. Plenty available.
- Plenty of information about but mostly mobile focussed.

Sure Comments:

- Information readily available. Standard Sure format. Nothing that eye-catching.
- plenty of phones on view and information
- Prices by phones

Airtel Comments:

- Lots of information available including digital parenting Christmas offers and price lists.
- Not much/clear information available for self-help.
- They probably had the best display of prices and plans with prices by phones and leaflets open on plans in full view

Rating (1-5) - Clear and easy to understand pricing

	Average Rating
JT	3.9
Sure	3.8
Airtel	4.4

JT Comments:

- Clear information on pricing plans in shop and literature.
- Displayed next to each phone
- Easy bolt on data rates, text packages and bundles

- Had to ask about price plans and extras
- most of the pricing is understandable

Sure Comments:

- a lot of tariffs on offer
- Leaflets by phones explaining
- Standard layouts and pricing for tariffs. A little too much information on one page perhaps. Could be confusing for the elderly (small print).
- Very good price signage

Airtel Comments:

- Power Up leaflet provided clear and bright information on pricing and tariffs.

Rating (1-5) - Quality/usefulness of information available to take away

	Average Rating
JT	4.3
Sure	3.8
Airtel	4.3

JT Comments:

- Clear printed information provided
- Free sim offered to test signal strength at home. Clear pricing and details.
- Good clear information. Lots of detail on Christmas offers.
- Plenty around the shop

Sure Comments:

- All the information you need but very small and perhaps the need for a little verbal instruction in the shop.
- good info on offer
- Not that much to take away
- Plenty of leaflets

Airtel Comments:

- Available
- Have loads leaflets
- Printed information provided but mostly U.K. related so rather misleading.
- Very good, nicely produced information.

The Shop Staff (Guernsey)

Rating (1-5) - Friendly and prompt greeting - How long did you wait before being greeted? - How long did you wait before speaking to someone who could answer your questions?

	Average Rating
JT	4.4
Sure	3.1
Airtel	3.9

JT Comments:

- Approached on arriving in the shop. Friendly and smart staff. Easily identified.
- Had to go up to a member of staff for their attention.
- Only a few minutes wait
- met with a smile , served quickly

Sure Comments:

- 10 minutes very busy shop and the biggest of the three shops
- Had a look around, was greeted within 5mins and dealt with same guy.
- Not approached, had to queue.
- Shop busy, had to go to the back and wait at the counter for a short time. Counter staff ok but not overly friendly.
- slow to serve

Airtel Comments:

- Had to wait 10 minutes as shop had no staff on the floor when I entered. Returned after a while with feedback for another customer. Shy member of staff who lend on counter when talking to customers.
- Only 2 members in and scruffy in different uniforms too
- Soon as walked in was greeted and asked if needed any help

Rating (1-5) - Knowledge of products and tariffs

	Average Rating
JT	4.5
Sure	4.1
Airtel	4.0

JT Comments:

- All questions answered
- Answered all my questions and gave additional information on transferring contacts, numbers etc.

Sure Comments:

- Good knowledge
- good knowledge
- Good knowledge of products when asked a number of questions. Did not volunteer additional information that would make me stay with the company!
- Knew what he was talking about

Airtel Comments:

- Good knowledge of products and asked relevant questions to be able to help me in selecting a suitable package.
- Knew what they were talking about
- Was able to answer questions

Rating (1-5) - Help selecting the right product and tariff for your needs

	Average Rating
JT	4.4
Sure	3.5
Airtel	4.3

JT Comments:

- Discussed requirements
- Instructions regarding information required to transfer contact. Form of I.D. etc.

Sure Comments:

- Did not offer anything to make me stay just information on how to transfer.
- Looked at usage and suggested best
- Trying to sell me a higher tariff

Airtel Comments:

- Asked questions
- Very good, found out about my needs as a person with a family and what might be the best package to add the children to save 'pay as you go' charges. Manager also offered me a reduced tariff for two months to counteract the charge on my outstanding contract with my old supplier.
- Very helpful understood my needs and offered tariff suitable for me

Rating (1-5) - Additional technical support / further advice offered (transfer of contacts, use existing number, timescales involved etc.)

	Average Rating
JT	3.8
Sure	3.9
Airtel	4.1

JT Comments:

- Advice given on timescales, keeping your number, settling your bill with current provider etc.
- Asked about moving to them and about porting number, was told its best to get a new number from them, then port
- He went through all the options for me
- Needed promoting

Sure Comments:

- Gave me all the information I needed to transfer.
- Needed prompting
- Porting would take up to 24hours depending on network.

Airtel Comments:

- Very good advice tailored to what I needed, almost wanted to really transfer my contract!!
- Very good explained costs of leaving contract early, how easy porting is. Once paperwork done would take up to 48 hours to transfer
- very keen to give information for contract swaps without asking
- Was able to ask questions

Rating (1-5) - Provision of appropriate literature to take away

	Average Rating
JT	4.3
Sure	3.6
Airtel	4.1

JT Comments:

- Available
- Clear and relevant information.
- Was told all information on website

Sure Comments:

- Everything I might need.
- Tariffs
- Told to go online

Airtel Comments:

- Available
- Gave me all the information and more along with verbal instruction about what I needed to do to transfer my number with the least amount of fuss.

ADDITIONAL COMMENTS:
JT COMMENTS:

- The overall shop was warm and made you happy to stay longer.
- Not a very busy shop although a nice feel to the shop staff dressed all in corporate uniform
- The shop staff appeared friendly and appeared by my side quickly to help with all my questions
- Response
- Advice given on timescales, keeping your number, settling your bill with current provider etc.
- He went through all the options for me
- Needed promoting
- Asked about moving to them and about porting number, was told its best to get a new number from them, then port
- Lauren the assistant couldn't have been more helpful. I was approached almost immediately without feeling harassed. She had a clear understanding of every product and seemed like she enjoyed her job. She explained things well and took the time to find out how I used my phone in order to point me in the right direction. I noted another

member of staff who helped a lady with her pram down the step on leaving the shop. The overall experience made me seriously consider moving to JT.

- Looked smart but only 2 staff members
- Overall extremely professional assistant who clearly explained the product and provided suitable printed information.
- Very friendly and helpful
- Would be nice to be greeted rather than looking a bit lost and asking for advice

Sure Comments:

- Shop needs updating, they have the most staff but still 10 minute wait to get served
- not as friendly as JT and slower to meet and greet, although they were much busier
- Design layout not changed since it was installed. Shop far too big for its use. Phones missing or not working. Screens and kiosks not working, general wear and tear.
- Great product knowledge, however tried to sell me a higher value tariff which wouldn't need or use.
- Staff all in corporate uniform and helpful
- Staff helpful but seemed to want to move on to next customer, although very busy at the time of calling
- Was keen to move on to the next customer. Although helpful, had an overall feeling that she didn't want to be there. Was prompted to speak to the business sales team several times.

Airtel Comments:

- Assistant was placing a mobile on display as I entered the shop, with his back to me, he turned & saw me, said nothing, finished what he was doing before coming to assist me. He was the only assistant in the job at that time but once he began assisting me a further assistant came back from the 'staff only' area.
- It smelt like a charity clothes shop. Dirty walls, heater over the door held away from door with old mobile phone boxes. Broken and rusty stools, faded and rubbed off paintwork on counter and desks. Phones missing, no easy way to use phones. Literature down to last price list available.
- Probably the most transparent easy to see pricing
- with a small shop you got noticed quicker but all seemed a bit cluttered
- Fantastic knew what they were selling and even better at finding the right tariff for me
- One staff member abrupt to other customer, the guy I dealt with wiped his nose with his hand before serving. Not great appearance overall.
- staff were friendly and helpful
- Was busy and had to wait to be served around 10 minutes

Telephone Call (Guernsey)

Rating (1-5) - Telephone answered in a timely manner

	Average Rating
JT	3.4
Sure	3.6
Airtel	3.4

JT Comments:

- Given a number of options, on second options transferred to very polite member of the mobile section.
- Had to be called back as lines were busy. 45 mins.
- In a queue high number of calls they will call me back
- Numerous calls made before telephone answered, recorded message 'we're experiencing a high volume of calls, leave your number & we will get back to you' Not satisfactory!
- Only rang once
- Took a couple of minutes to speak to them

Sure Comments:

- Got through almost straight away.
- In a que for around 2 minutes
- Took over 5mins to get through to an advisor
- Went to options. Two options until spoke to sales person.

Airtel Comments:

- answered almost at once
- Answered and given options. One option to reach adviser. Had to wait until an adviser was free - 5th person waiting. This was mid-morning not a peak time. Waited 8 minutes. Second call took 6 minutes.
- Got straight through
- No 'your call is important to us message' just 'you're in a queue'
- Took a while to find a contact number, but when did answered pretty much straight away
- Took five attempts to press number before it would go through

Rating (1-5) - Friendly greeting

	Average Rating
JT	4.4
Sure	4.1
Airtel	3.5

JT Comments:

- Took 30 mins to call back
- Very polite, gave name and ask how he could help.

Sure Comments:

- Polite and introduced himself on answering.
- very friendly on the phone
- Was intuitive to exactly where I would want to move to

Airtel Comments:

- Needed prompting
- Not given much of a friendly/ helpful impression
- Polite

Rating (1-5) - Knowledge of products and tariffs

	Average Rating
JT	4.5
Sure	4.0
Airtel	3.6

JT Comments:

- Good general knowledge of contacts and offers.
- Knowledgeable
- Very good knowledge of services offered and offered suggestions

Sure Comments:

- Lacked knowledge of tariffs, would have to go into the shop to find out details or the website.

Airtel Comments:

- Did not sound confident in knowledge on products/services

- Full knowledge of all the plans and products. Very clear explanation of what you will be paying.
- Needed prompting

Rating (1-5) - Help selecting the right product and tariff for your needs

	Average Rating
JT	4.0
Sure	3.8
Airtel	3.9

JT Comments:

- Seemed more interested in getting the right tariff for me than for them
- Talked through how much I use the phone texts etc.
- Tried selling a more expensive tariff then actually need

Sure Comments:

- Asked about transferring the children across to my plan (like another provider has). Nothing until available until January with a family contract.
- Did not check my tariff or offer info on how to save money
- very good at giving advice on different tariffs and options

Airtel Comments:

- More interested in what my current provider provides to get comparison
- Really helpful. Take time to help you get the best value for money and a plan that suits your requirements.
- Took a bit of time to look it up

Rating (1-5) - Additional technical support / further advice offered (transfer of contacts, use existing number, timescales involved etc.)

	Average Rating
JT	3.8
Sure	3.8
Airtel	3.6

JT Comments:

- Forgot to advise time it would take to transfer
- Offered advice freely about support and transfer of contracts

- Talked me through whole transfer process, documentation needed and timings.
- Told me best option is to go instore

Sure Comments:

- Said transfer times vary, from a couple of days to a week depending on the provider.
- Was very negative about length of time left on contract and cost to me personally

Airtel Comments:

- Have to go into the shop to get a pack to transfer over
- Explained documentation needed for transfer and the pack that you would be given. Plus review of general process of releasing the number and using your new SIM.
- Great knew what they were talking about
- No mention

Rating (1-5) - Referred to any online information/help

	Average Rating
JT	3.3
Sure	3.5
Airtel	3.3

JT Comments:

- Guided me to use the web
- None offered
- Talked me through the JT website so I could access the correct page of offers relevant to me.
- Told me to go into the shop, nothing said about their website

Sure Comments:

- Not offered as enquiring to move
- Nothing about transferring out of Sure online only transferring into the company.
- Online help

Airtel Comments:

- Directed to online material.
- Needed promoting
- No mention
- Online info

ADDITIONAL COMMENTS:

JT Comments:

- Friendly knowledgeable member of staff, went out of his way to help & also encouraged website, further calls if needed/visits to shop to get information required on deciding to move from another provider.
- Knew about their products but kept telling me to go instore for more info
- Overall a pleasant conversation with a friendly person offering suggestions without having to be prompted
- Similar experience to shop, friendly helpful and knowledgeable.

Sure Comments:

- A very friendly man , very keen to give information without having to drag it out of him
- Had better service on phone then instore
- Member of staff just referred me to website & to pop into shop for more details.
- Was left in a que for 2 minutes but service info was good.

Airtel Comments:

- Can't fault the call
- Commenced telephone call at 10.24 am Tuesday morning - didn't think it would be busy. Was listed as 5th person waiting. Took over 8 minutes. Called back later. Second call, in position 2 to reach an adviser, took 6 minutes to reach an adviser. Such a good helpful service when you do get to an adviser. Really want you to have the best deal for your requirements, shame it takes so long!
- Friendly but didn't offer too much information without first requesting it
- In a que for 10 minutes with several callers in front of me. Ended up putting the phone down.
- Not impressed, would not encourage me to change provider
- When I did get through was in a que for about 20 mins took five minutes to go from statues 2 to 1 then 15 minutes to get to speak to someone after that.