



EMBARGOED TO FRIDAY 06:00 23 January, 2015

22 January 2015

CICRA releases results of mobile customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) second independent survey of customer satisfaction into mobile telecoms service providers has seen Airtel and Sure lead the way by delivering across the board improvements in customer satisfaction in all areas. This is in stark contrast to JT.

Sure, Airtel and JT are the three providers currently providing mobile services in the Channel Islands.

CICRA, which conducts the survey every six months, commissioned Island Analysis 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 received from each provider.

Headline results *(results in brackets are from the May survey)*

	Jersey	Guernsey
Quality of Service	Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 78% Airtel (67%) • 78% Sure (90%) • 48% JT (55%) 	Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 88% Airtel (82%) • 70% Sure (59%) • 40% JT (49%)
Billing	Percentage rating billing as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 80% Sure (81%) • 78% Airtel (77%) • 27% JT (28%) 	Percentage rating billing as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 82% Airtel (60%) • 72% Sure (53%) • 48% JT (51%)

Customer Services	Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 74% Airtel (66%) • 73% Sure (67%) • 26% JT (40%) 	Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 82% Airtel (59%) • 55% Sure (53%) • 50% JT (46%)
Switching Provider	Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 51% JT (39%) • 23% Airtel (24%) • 12% Sure (11%) 	Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 28% JT (32%) • 18% Airtel (23%) • 15% Sure (18%)

CICRA director, Louise Read, said: “It is encouraging that both Airtel and Sure have made across-the-board improvements in both islands.

“Both providers appear to be responding to customers’ feedback and they have again achieved good ratings from customers in marked contrast to that of JT whose performance was the rated as the poorest in the May survey and has continued to decline since.

“I would urge JT to listen and react quickly and decisively to the feedback from its customers who ultimately have a choice of which mobile operator to use.

“If JT is unable to improve the levels of customer satisfaction there is the very real possibility that it could see a significant number of its customers vote with their feet,” Mrs Read said.

“We encourage customers to use this survey report to help them decide which mobile provider they choose in the future.”

This is the second of a series of three reports that CICRA will be issuing with the first report, on fixed lines, published on 16 January 2015 and the final report, on broadband services, due to be published shortly.

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, Suites B1 & B2, Hirzel Court, St Peter Port, Guernsey GY1 2NH 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@cticra.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.