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CICRA releases results of mobile customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) second independent customer satisfaction survey of mobile 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.

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

CICRA, which conducts the survey every six months, commissioned Island Analysis to survey 500 islanders asking them to give their opinion on the quality of service, billing and the level of customer service they received from the three operators.

The number of respondents who rated their mobile service provider's quality of service as satisfactory or highly satisfactory increased from 60% in May to 68% in November. Airtel and Sure results have improved achieving 88% and 70%, respectively, compared to 82% and 59%, respectively, in May. However JT's original lower results in May of 49% declined further to 40% in November.

70% of respondents rated their billing as satisfactory or highly satisfactory - up from 53% in May. Airtel and Sure's results improved at 82% and 72%, respectively, compared 60% and 53% in May. JT's results declined to 48% compared to 51% in May.

A third of those surveyed (32%) had cause to contact customer services in the past six to 12 months with 59% reporting their experience to be satisfactory or highly satisfactory. Airtel's results have improved significantly to 82% from 59% in May with results for Sure and JT showing only a slight improvement to 55% and 50%, respectively, from 53% and 46% respectively.

Only 8% of those surveyed had changed provider in the past six to 12 months with 16% suggesting that they would be likely or very likely to change provider in the future with half citing pricing and special offers as the main reason for seeking to change.

CICRA director, Louise Read, said: "It is encouraging that both Airtel and Sure have made across-the-board improvements. Both providers appear to be responding to customers' feedback and they have again achieved good ratings from customers.

"Airtel's and Sure's achievements are 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.

"Almost three in 10 of its mobile customers surveyed indicated that they were likely to change provider in the future compared to only 18% of Airtel customers and 15% of Sure customers.

"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.

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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@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.