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CICRA releases results of Channel Island mobile customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities (CICRA) has released the results of its independent survey of customer satisfaction with mobile service providers Sure, JT and Airtel.

CICRA commissioned Island Analysis to conduct the survey of 500 islanders in Guernsey and Jersey, respectively, which asked customers to give their opinion on the quality of service, billing and the level of customer service they had received from the three operators.

In Jersey 63% of all respondents rated their mobile quality of service as satisfactory or highly satisfactory compared with 60% in Guernsey. 53% of all respondents in Guernsey rated their billing as satisfactory or highly satisfactory compared with 47% in Jersey. 37% of those surveyed in Jersey had cause to contact customer services in the past six–12 months compared with 29% in Guernsey.

Headline results

| | Jersey | Guernsey |
|---------------------------|--|--|
| Quality of Service | Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 67% Airtel • 59% Sure • 55% JT | Percentage rating quality of service as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 82% Airtel • 59% Sure • 49% JT |

| | | |
|---------------------------|---|---|
| Billing | Percentage rating billing as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 81% Sure • 77% Airtel • 28% JT | Percentage rating billing as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 60% Airtel • 53% Sure • 51% JT |
| Customer Services | Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 67% Sure • 66% Airtel • 40% JT | Percentage rating customer services experience as satisfactory or highly satisfactory <ul style="list-style-type: none"> • 59% Airtel • 53% Sure • 47% JT |
| Switching Provider | Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 39% JT • 25% Airtel • 11% Sure 60% cite pricing and offers as the main reason for switching | Percentage likely or very likely to switch provider <ul style="list-style-type: none"> • 32% JT • 23% Sure • 18% Airtel 52% cite pricing and offers as the main reason for switching |

CICRA director, Louise Read, said: “There are marked differences in the quality of services rating achieved by the three operators.

“We encourage operators to use the results of this survey to identifying areas where they may need to improve to better meet their customers’ needs and we encourage customers to use this report to help them decide which mobile provider they choose in the future.

“Competition encourages telecoms operators to improve the quality of existing services and introduce new and innovative services into the market in order to retain existing customers and win new business

“However, for competition to be truly effective customers need to have information such as the results of this survey.”

CICRA has taken steps, in response to concerns raised by local consumers, to ensure that from 1 October 2014, mobile operators are no longer able to change a customer’s mobile contract during the fixed term of the contract.

It has also worked with operators to reduce the incidence of bill shock and Sure and JT have voluntarily introduced caps to roaming charges.

CICRA has also placed a condition on operators seeking 4G spectrum, that customers must have the ability to control the cost of their mobile phone through the use of a data cap.

This is the second in the series of three reports that CICRA has issued with the first report on fixed lines published in July and the third report, on broadband services, to be published in September. CICRA expects to conduct the surveys annually.

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@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.