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CICRA releases results of Jersey broadband customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) second independent customer satisfaction survey of broadband providers shows that there are significant differences between the three operators with Sure outperforming Newtel who, in turn, outperformed JT.

Sure, Newtel and JT are the three providers currently providing broadband services in Jersey.

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 broadband quality of service as satisfactory or highly satisfactory was 42% – similar to May. Sure achieved a satisfaction rating of 77%, significantly ahead of the results achieved by Newtel (46%) and JT (27%). Results in May were 76%, 50% and 32% respectively.

43% of respondents rated their billing as satisfactory or highly satisfactory with Sure and Newtel achieving 82% and 80%, respectively, compared to JT's 22%. Ratings were 81%, 86% and 25% respectively in May.

63% of those surveyed had cause to contact customer services in the past six–12 months with 34% reporting their experience to be satisfactory or highly satisfactory

(down from 44% in May). Sure achieved a satisfaction rating of 65% compared to Newtel 53% and JT 21%. Ratings were 65%, 60% and 36% respectively in May.

While 13% of those surveyed had changed provider in the past six-12 months 48% suggested that they would be likely or very likely to change provider in the future.

CICRA director, Louise Read, said: "It is encouraging that Sure appears to be responding to customer's feedback and has again achieved good ratings from customers in most areas.

"Newtel's performance shows that there is still considerable room for improvement, so to with JT who was rated as the poorest performer in both the May and November surveys.

"I would urge all operators to listen and react quickly and decisively to the feedback from its customers who ultimately have a choice of which broadband operator to use."

63% of JT's broadband customers surveyed indicated that they were likely to change provider in the future compared to only 26% of Newtel customers and 14% of Sure customers.

"Customers have a choice of broadband service provider and customer satisfaction informs that choice. We wish to see further improvements in the broadband customer experience and these results show there is considerable scope for that." Mrs Read said.

Following a successful pilot study in Guernsey, CICRA is in the process of commissioning a larger independent study into broadband quality of service across both Jersey and Guernsey which will start by the end of March 2015.

The results of the study will provide independent and robust information confirming the areas of each island where customers generally receive a good quality of service and those areas where the customer experience is not so good.

Most importantly it will indicate why the quality of service is less than ideal which could include issues with the provider's network or issues with the customers' own equipment.

This is the final report in a series of three reports that CICRA has issued. The first report, on fixed lines, was published on 16 January and the second report, on mobile services, was published on 23 January. The next survey is scheduled for May.

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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.