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CICRA releases results of fixed line customer satisfaction survey

The Channel Islands Competition and Regulatory Authorities' (CICRA's) third independent customer satisfaction survey into fixed line telecoms services in Jersey has seen signs of improvements in the level of customer satisfaction with JT.

At the time of the survey JT was the only provider of fixed lines in Jersey. From 1 June 2015, as a result of steps taken by CICRA, JT and Sure are both able to offer fixed line services to islanders.

CICRA, which carries out the survey every six months, commissioned Island Global Research 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 JT.

The number of respondents who rated JT's quality of service as satisfactory or highly satisfactory increased from 35% in November to 48% in May.

Customer satisfaction with the billing process improved from 24% to 37%.

Of the 35% of respondents who had cause to contact JT's customer services in the past six to 12 months, 41% rated their experience as either satisfactory or highly satisfactory – compared to 19% in November.

Around half of respondents said that, if the option was available, they would be likely or very likely to change provider (down from 67% in November) with 44% indicating their decision would be driven by price.

CICRA director, Louise Read, said: “JT is to be congratulated for achieving improvements in satisfaction ratings across the board. This third round of survey results suggests that JT has begun to initiate improvements and they’re beginning to see the benefits through improved customer satisfaction ratings.”

“We are now looking to JT to demonstrate the ability to deliver further, sustained, improvements in customer satisfaction levels so that they are on par with those achieved in the UK and by Sure in Guernsey.

“Given the scope for improvement we want to better understand what JT’s plans are and they may need to be complemented by quality of service standards. We are asking JT to share its plans with us so we can best consider what the next steps should be.”

Mrs Read said that ultimately the best way to drive improvement was to stimulate competition and for operators to improve the quality of existing services and introduce new and innovative services into the market.

“One of the aims of our surveys is to help customers make decisions about which telecoms provider they choose.

“The introduction of competition to this market, with Sure competing against JT to offer fixed line services, encourages telecoms operators to demonstrate improvements in performance to retain existing customers and win new business,” she said.

“Giving customers a choice of fixed line providers delivers benefits to all not just those who decide to switch providers and we are keen, in part through this survey, to ensure that customers have information available to help make informed choices about which fixed line telecoms provider they choose in the future. Our biannual survey will include other fixed line operators, such as Sure, as they come on board.”

CICRA has also released the results of its independent Guernsey survey of customer satisfaction with fixed line telecoms service provider Sure, where Sure has seen a slight fall in customer satisfaction levels across the board although its results are still ahead of those achieved by JT in Jersey.

This is the first of a series of three reports that CICRA will issue. The remaining reports, on mobile and broadband telecoms services, will be published shortly thereafter.

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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, Suite 4, 1st Floor, Plaiderie Chambers, La Plaiderie, St Peter Port, Guernsey GY1 1WG 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.