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**CICRA releases results of Jersey broadband customer satisfaction survey**

Significant differences in customer satisfaction with Jersey's three broadband providers have been identified in The Channel Islands Competition and Regulatory Authorities' (CICRA's) third independent customer satisfaction survey.

Overall Sure has consolidated its position as the best rated provider. JT's results have improved, but lag some way behind Sure, and Newtel's results have declined significantly in two key areas - billing and customer services although its overall rating has remained steady.

CICRA, which conducts 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 the three providers.

Just under half of respondents rated their broadband quality of service as satisfactory or highly satisfactory which is slightly higher than the previous survey but there were significant differences between the operator's individual results.

Sure's satisfaction rating of 73% was significantly ahead of the results achieved by Newtel (46%) and JT (40%). Results in November were 77%, 46% and 27%, respectively.

52% of respondents rated their billing as satisfactory or highly satisfactory. Sure achieved 81% (consistent with November), Newtel achieved 64% (down from 80% in November) and JT achieving 40% (up from 22% in November).

56% of those surveyed had cause to contact customer services in the past six–12 months with 44% reporting their experience to be satisfactory or highly satisfactory (up from 34% in November). Sure achieved a satisfaction rating of 69% compared to JT's 36% and Newtel's 34%. Ratings were 65%, 21% and 53%, respectively, in November.

While 9% of those surveyed had changed provider in the past six-12 months, 34% suggested they would be likely or very likely to change provider in the future.

CICRA director, Louise Read, said: "Sure appears to be delivering sustained high levels of broadband quality of service.

"JT appears to be implementing initiatives which are improving their customers' experiences and may mount a challenge to Sure in future. Newtel's ratings have declined in two key areas and it now has some work to do to put measures in place to reverse that decline.

"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 scope for that." Mrs Read said.

Following a successful pilot study in Guernsey CICRA is currently undertaking a larger independent study into broadband quality of service across both Jersey and Guernsey which will report by the end of 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 needs improving.

Most importantly, having identified where the broadband service is not ideal, further investigations can be carried out to identify the cause which could include issues with the provider's network or issues with the customers' own equipment.

This is the final CICRA customer satisfaction report in its first series of three for the year. This is the final report in a series of three reports that CICRA has issued. The first report, on fixed lines, was published on 1 July and the second report, on mobile services, was published on 24 July 2015. The next survey series is scheduled for November.

## **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, Suite 4, 1<sup>st</sup> 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](mailto: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.