



CICRA media release

1 March 2016

CICRA releases results of fixed line customer satisfaction survey

The fourth independent Channel Islands Competition and Regulatory Authorities (CICRA) customer satisfaction survey into fixed line telecoms services in Jersey has seen JT continue to increase its levels of customer satisfaction and yielded positive results for new entrant Sure.

CICRA, which carries out the survey every six months, commissioned Island Global Research to survey JT and Sure customers asking them to give their opinion on the quality of service, billing and the level of customer service as well as whether they were likely to change their provider in the future.

Overall, since CICRA's first survey was undertaken, JT's quality of service has shown an upward trend with the majority of participants now rating it satisfactory or very satisfactory. The benefit of competition is evident from the fact that the majority of Sure customers have also rated quality of service as satisfactory or very satisfactory since it began offering fixed line services in Jersey in June 2015.

Less than half of participants rated JT's billing as satisfactory or highly satisfactory, however CICRA's survey shows that perception of JT's billing service continues to improve. While a significant difference is still in evidence, JT is closing the gap with Sure. A November 2015 rating of 43% was achieved compared to a May 2014 rating of only 22%. 68% of Sure customers rated billing service as satisfactory or highly satisfactory.

Almost half of JT customers who contacted customer services found their experience to be satisfactory or highly satisfactory. Over the course of four CICRA surveys the regulator is

encouraged that there is an overall steady improvement in perceptions in this area by JT customers.

Around a third of JT participants said they are likely or very likely to change provider in the future compared with about a quarter of Sure participants. In May 2015 half of the respondents indicated they were likely or very likely to change provider so the latest results showed a positive trend.

The biggest reason given for seeking to change operators continued to be price although the most commonly cited reason for not changing provider, when not satisfied, was due to being in a contract (36%) followed by there being no better or suitable alternative (32%).

CICRA director, Louise Read, said: "JT is showing steady improvement to the point where in some cases it is comparable to Sure n Guernsey. For the first time we've also been able to measure Sure's performance in Jersey for fixed lines and it's clear that it is offering service levels comparable to JT with higher levels of customer satisfaction benefitting Jersey consumers.

"There is still room for improvement from both operators but we're pleased with the upward trend that's developed. In order to support customers, and as part of our work programme for the year, we will be reviewing the basis for telecom operators' current service standards to ensure levels are appropriate for the island's needs and engagement with customers will be key.

"As a result of the choice now open to customers in fixed lines services we anticipate that telecoms service providers will seek to improve both the quality and pricing of their services to win new customers and to persuade their existing customers not to switch away from them. We also expect to see improved engagement by the operators as they seek greater feedback from their customers and respond to that feedback.

"As usual we will provide all the (anonymised) data to operators and work with them to ensure their attention is focussed on the areas important to customers and that CICRA considers deliver the greatest improvement to customer satisfaction.

"The next survey is scheduled for May 2016. This will be the second survey to gather customer satisfaction results since the introduction of choice for fixed line telecoms services and will help customers make an informed choice of fixed line service provider and allow us to track the impact of that choice on customer satisfaction levels and track how the operators are performing in tackling underlying issues."

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, 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.

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.