



9 March 2016

## **CICRA releases results of mobile customer satisfaction survey**

JT, Sure and Airtel have all improved their customer service ratings, according to the fourth independent Channel Islands Competition and Regulatory Authorities (CICRA) survey into mobile telecoms services in Jersey.

CICRA, which carries out the survey every six months, commissioned Island Global Research to survey 1000 telecoms customers across the Channel Islands on the quality of service, billing and customer service response as well as whether they were likely to change provider in the future.

With the fourth survey completed CICRA has begun to see patterns emerge and the results should help operators identify where they are improving and where work still needs to be done.

Overall, over the course of the four surveys JT has shown improvement and has achieved satisfactory ratings, however it is still being outperformed by Sure and Airtel across the board.

Quality of service results have increased across the board with JT, Sure and Airtel scoring 62%, 81% and 83%, respectively.

Customer satisfaction levels with all providers' mobile billing services are consistent with the previous survey with JT at 43% and Sure and Airtel receiving scores of 74% and 78%, respectively.

Customer satisfaction with customer services has increased across the board with the 40% of survey participants (who indicated they had cause to contact customer services in the past six-to-12 months) rating the highest performers as Sure (88%) and Airtel (86%) followed by JT (53%).

8% of those surveyed in Jersey had changed provider in the last six-to-12 months with 41% indicating that price was the main reason. 19% of participants said that they were either likely or very likely to change their provider in the future with price again as the main reason.

CICRA director, Louise Read, said: “All three operators have made improvements since we initiated these surveys two years ago and we’re pleased with the general upward trend.

“While JT still has some work to do to reach the levels achieved by of Sure and Airtel, it’s pleasing to see that all operators have identified various customer satisfaction issues and are going in the right direction.

“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 is the focus.

“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 in customer satisfaction.

“The next survey is scheduled for May 2016. This will continue to allow us to track changes in customer satisfaction levels over time and give providers an opportunity to see how they are performing in tackling any underlying issues causing customer dissatisfaction.”

**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](mailto: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.