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CICRA releases results of mobile customer satisfaction survey

JT, Sure and Airtel's performance in the fourth independent Channel Islands Competition and Regulatory Authorities (CICRA) survey into mobile telecoms services shows a different picture in Guernsey and 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.

Over the course of the four surveys all three operators have shown positive results with JT's performance, which we have criticised in previous surveys, showing improvement in both islands.

Customer satisfaction with the quality of mobile service saw high results for Sure and Airtel in Jersey of 81% and 83%, respectively, JT achieved a rating of 62%. In Guernsey Sure, Airtel and JT's ratings were 63%, 74%, and 73% respectively.

While scores are relatively high for satisfaction in billing service in this survey cycle in Guernsey, the operators have not maintained higher levels previously seen and the trend appears to be downwards with JT, Sure and Airtel rated 66%, 54% and 60%, respectively. In Jersey 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 in Jersey 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 and Airtel followed by JT, scores were 88%, 86% and 53% respectively.

In Guernsey JT customers that had cause to contact customer services who were satisfied or highly satisfied have steadily increased over the course of the four surveys to 73% while Airtel and Sure scored 58% and 54% respectively.

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.

6% of those surveyed had changed provider with 34% of those indicating that price was the main reason for changing. Across the board in Guernsey fewer survey participants said they are likely or very likely to change provider in the future compared with the November ratings with 14% likely or very likely to change their provider in the future and 30% citing price as the main reason.

CICRA director, Louise Read, said: "We're seeing positive results from all three operators since we initiated these surveys two years ago. While JT, Sure and Airtel all have some work to do across the islands, it's pleasing to see that all operators have tackled various customer satisfaction issues and are going in the right direction.

"We're pleased with the general upward trend that's developing. 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 to 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:

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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.