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CICRA commends telco operators for improvements in customer satisfaction ratings

Telecoms customer satisfaction levels in Jersey have generally increased, according to the 5th independent Channel Islands Competition and Regulatory Authorities (CICRA) survey into telecoms services in Jersey.

With the 5th survey completed CICRA has identified some emerging positive patterns; JT is showing improvement in all areas and has achieved generally satisfactory ratings – comparable with Newtel in fixed broadband. However both JT and Newtel are still outperformed by Sure and Airtel.

CICRA, which now carries out the survey annually, has updated its survey to ensure that it remains relevant to Jersey consumers while giving clarity and direction to the telecoms operators in the Channel Islands.

CICRA commissioned Island Global Research to survey 1000 telecoms customers across the Channel Islands on their satisfaction with landlines, mobile telecoms, mobile broadband and fixed broadband services.

Consumer satisfaction with landline services has increased compared to previous results for both JT and Sure - going up to 55% and 87%, respectively. Sure's result is noteworthy given it only started offering exchange line services in June 2015.

Customer satisfaction levels with mobile telecoms are fairly consistent with previous surveys: Sure and Airtel achieved satisfaction ratings of 82% and 80% respectively and JT's rating improved slightly to 58%.

Customer satisfaction with broadband telecoms is improving for Sure and JT with ratings of 81% and 44%, respectively. Newtel's rating has declined marginally to 45%.

Participants were asked to rank, in order of importance, various factors that could be taken into account when choosing a telecoms provider.

Of those surveyed in Jersey, reliability was considered the most significant factor (20%), closely followed by price (19%), customer services (14%) and speed/ease of change of provider (13%).

Jersey consumers also indicated that, if they had £5 more each month to spend on any telecoms service, faster and /or more consistent broadband (31%) and cheaper / inclusive roaming (27%) would be the top priorities.

CICRA director, Louise Read, said: "Operators have continued to make improvements since the last survey and we're pleased with this continuing upward trend. However there is still a way to go - especially with the levels of satisfaction in fixed broadband services.

"The levels of customer satisfaction that Sure and Airtel are achieving are particularly promising and it is positive to see operators that are continuing to identify customer satisfaction issues and making improvements. Jersey consumers should receive good quality, value for money, services.

"To help address issues of concern we will provide all the (anonymised) data to operators and ensure their attention is focussed on areas important to customers. This will help deliver the greatest improvement in customer satisfaction.

CICRA's decision to review the basis on which operators' services were assessed has included polling on mobile broadband for the first time to reflect the changing habits of telecoms customers. The findings in this survey will be used to identify trends in future surveys.

"The next survey is scheduled for May 2017. We will continue to track changes in customer satisfaction levels giving providers the opportunity to improve performance in areas causing customer dissatisfaction," Mrs Read said.

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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.

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.