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### **CICRA releases results of fixed line customer satisfaction survey**

The Channel Islands Competition and Regulatory Authorities' (CICRA's) second independent customer satisfaction survey into fixed line telecoms services in Jersey has seen a decrease in customer satisfaction in most areas.

JT is currently the only provider of fixed lines in Jersey.

CICRA, which conducts the survey every six months, commissioned Island Analysis 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 JT.

The number of respondents who rated JT's quality of service as satisfactory or highly satisfactory dropped from 45% in May to 35% in November.

Customer satisfaction with the billing process improved by 2% with 24% of respondents rating JT's billing as satisfactory or highly satisfactory - an increase from 22% in May. However this remains a very low satisfaction rating.

Of the 41% of respondents, who had cause to contact customer services in the past six to 12 months, 19% rated their customer service experience as either satisfactory or highly satisfactory – compared to 26% in May.

Almost seven in 10 respondents said that, if the option was available, they would be likely or very likely to change provider (up from six in 10 in May) with 41% indicating their decision would be driven by price.

CICRA director, Louise Read, said: “One of the aims of the initial survey was to bring greater transparency as to how the operators are perceived by their customers.

“Our expectation was that operators value their customers and would initiate improvements themselves. This second round of survey results suggest that either JT has not initiated improvements or that the improvements it has made have not yet translated into improved customer satisfaction ratings. This is particularly disappointing.”

CICRA has asked JT to put together an action plan, to share with the regulator and customers, setting out the steps it will take to improve customer satisfaction levels.

JT will need report its progress to CICRA and customers on a monthly basis until the results of the next survey are available.

“JT needs to listen to, and work with, its customers to ensure that it is delivering the service levels that its customers expect. If it is unable to improve the levels of customer satisfaction the results of our survey indicate that, once competition is introduced, a significant number of customers may vote with their feet,” Mrs Read said.

CICRA has confirmed that it is working with operators to ensure customers will be able to buy their fixed line from other telecoms operators from June 2015.

Mrs Read said the ultimate goal is to stimulate competition to improve the quality of existing services and introduce new and innovative services into the market.

“Competition encourages telecoms operators to improve in order to retain existing customers and win new business,” she said.

“Giving customers a choice of fixed line providers delivers benefits to all, not just those who decide to switch providers, and we are keen to ensure that customers have that choice as soon as possible.”

Mrs Read said: “Providing new and existing customers with appropriate satisfaction data helps customers to make informed choices. Our biannual survey will include other fixed line operators in the survey as they come on board.”

CICRA has also released the results of its independent Guernsey survey of customer satisfaction with fixed line telecoms service provider Sure - currently the only provider of landline services in Guernsey.

This is the first of a series of three reports that CICRA will issue. The second report, on mobile telecoms services, will be made public later this month and the final report, on broadband services, will be published shortly thereafter.

## **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, Suites B1 & B2, Hirzel Court, St Peter Port, Guernsey GY1 2NH 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.