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CICRA customer satisfaction survey compares Channel Islands telecoms performance with the UK

The Channel Islands Competition and Regulatory Authorities (CICRA) has released its latest customer satisfaction survey. It suggests that Channel Islanders would benefit from shopping around if they are dissatisfied with the standard of service from their provider.

As part of CICRA's role to inform and protect local consumers it has been conducting customer satisfaction surveys since 2014. In its latest survey CICRA has followed the approach used by Ofcom and can now benchmark Jersey and Guernsey operators against results achieved by operators in the UK.

857 adult residents in Jersey and the Bailiwick of Guernsey were surveyed from a mix of specific social demographics (parish, gender, household income, for example) across a range of key areas including landline, mobile and broadband satisfaction, service reliability and value for money. Responses were compiled through a mixture of online and face-to-face interviewer-assisted surveys (via an iPad).

While overall satisfaction levels for landline services were below those in the UK (90%), they were healthy at 79% in Guernsey and 74% in Jersey. Satisfaction with overall mobile services was also high at 82% in Guernsey and 78% in Jersey compared to 93% in the UK. Results for overall satisfaction in broadband services were less positive with 61% for Guernsey and 71% for Jersey compared to 87% in the UK.

When respondents took a bundled service (where operators provide a combination of two or more landline, mobile or broadband services); satisfaction levels were lower than those in the UK (86%) with Guernsey scoring 65% and Jersey 67%.

CICRA Director Louise Read said by voting with their feet consumers were in a position to address levels of service they are unhappy with.

“By comparing each service for overall satisfaction, reliability and value for money consumers have the opportunity to ‘cherry pick’ their providers for landline, mobile and broadband. The results suggest some customers are more content with their provider than others,” she said

“It is however for consumers to balance the convenience of bundling against possible higher satisfaction and value for money when purchasing services individually.

“Channel Islands customers receive a comparable range of services to that in the UK and should be able to achieve similar levels of satisfaction.”

“CICRA is urging customers who are unhappy with their current service to shop around. Switching mobile operators takes a couple of days and broadband and landline services take a little longer (generally up to 10 days).”

As well as continuing to monitor and publish customer satisfaction data, CICRA is currently undertaking a mobile coverage audit designed to check that operator’s 4G networks are operating at CICRA prescribed quality levels and consulting on proposals to improve quality of service standards to further protect Channel Islands consumers.

Measures being considered include far greater transparency to customers about their provider’s obligations, automatic compensation schemes and incentives for faster repair and connection times.

ENDS

- **Please note a full copy of the survey will not be made public but, in common with previous surveys, a non-confidential version of the survey will be shared with operators for use within their business planning processes.**

NOTES TO EDITORS:

All enquiries should be directed in writing to CICRA chief executive, Michael Byrne, in Guernsey at 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@bicra.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.