Telecoms Customer Satisfaction in the Channel Islands 2018

CICRA 18/36

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About this document

CICRA has been reporting on customer satisfaction with telecoms operators in the Channel Islands since 2014. In this latest report we again cover key aspects of customer satisfaction, including quality of service, reliability, value for money, and complaints handling by the Channel Islands' main broadband, mobile and landline operators to their customers in 2018. The information has been collected through CICRA's own research, directly from operators, and from third parties.

By providing an independent view of operators' performance we want to help Islanders make more informed decisions, and to incentivise operators to improve the quality of the services they provide. We follow the approach used by Ofcom[1], and benchmark the performance of local operators against the results achieved in the UK.

We will publish information at least annually to give an up-to-date view on how operators are performing.

[1] The UK's telecom regulator

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Summary

Service quality matters

Communications services such as our home phone, mobile and broadband, help us to stay in touch with friends and family, keep us entertained and make everyday tasks easier. Our use of mobile and broadband services has been evolving rapidly and this has been reflected in a significant rise in the amount of data we use.

It is essential that our home phones (also known as landlines), mobile and broadband services are reliable and perform well. When they go wrong it can be inconvenient, disruptive and expensive. So when problems arise, it is vital that telecoms operators support customers and address their issues effectively.

Living, as we do, in the Channel Islands, makes the need for robust communications even more important. It is vital that telecoms operators locally deliver high quality, choice and value for money services, and offer proper support when things go wrong.

For customers to be able to compare how different operators are performing, they need clear information, including around customer satisfaction. Shining a light on customers' experiences means people can easily compare the service quality available. It allows them to look beyond the price and get a much richer picture of what they can expect from different telecoms operators, so that they can make an informed choice of who to trust to deliver the telecoms services they rely on. It also gives telecoms operators a clear incentive to improve their service quality particularly when their performance is benchmarked against providers in the UK.

This report looks at customers' views of how well the main operators, JT, Sure, Airtel, and in Jersey Homenet/Ytel, performed in 2018[2].

[2] The fieldwork for this report was conducted between 15 June 2018 and 19 July 2018

Mobile phones

Overall Satisfaction

Overall, the majority of mobile phone customers were satisfied with their service. When asked, 80% (n=760[3]) of mobile customers said they were satisfied with their service overall which has not changed since 2017. Overall satisfaction among mobile customers was lower than in the UK where, on average, 91%[4] of customers were satisfied.

Figure 1: Mobile Operators: Overall Satisfaction

airtel vodafone	Guernsey (n=43)	2018 84%	(2017 88%)
	Jersey (n =121)	2018 72%	(2017 83%)
JT	Guernsey (n=45)	2018 78%	(2017 80%)
	Jersey (n=231)	2018 74%	(2017 74%)
sure.	Guernsey (n=175)	2018 88%	(2017 82%)
	Jersey (n=128)	2018 87%	(2017 82%)
	UK Average 91%[3]		

Recommend to a friend

When asked, customers of Sure in Jersey were most likely to say they would recommend their mobile provider to a friend[5], and in Guernsey, customers of Airtel were most likely to say they would recommend their mobile provider to a friend.

[3] Included within the sample were 17 participants who selected the 'other' provider option – mainly UK providers.
[4] https://www.ofcom.org.uk/__data/assets/pdf_file/0023/113639/full-report.pdf page 12
[5] Net Promoter Score™ (NPS™). NPS is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It is calculated based on responses to a single question: How likely is it that you would recommend our company/product/service to a friend or colleague?

Broadband

Overall Satisfaction

Overall, the majority of broadband customers were satisfied with their service. When asked, 72% (n=663[6]) of home broadband customers said they were satisfied with their service overall which has increased from 67% in 2017. Overall satisfaction among broadband customers was lower than in the UK where, on average, 80% of customers were satisfied.

Figure 2: Home Broadband Operators: Overall Satisfaction

homenet	Jersey (n=29)	2018 79% (2017 53%)
JT	Guernsey (n=40) Jersey (n=227)	2018 68% (2017 65%) 2018 67% (2017 67%)
sure	Guernsey (n=195) Jersey (n=153)	2018 69% (2017 57%) 2018 84% (2017 80%)
	UK Average 80%	

Recommend to a friend

When asked, customers of Sure in Jersey were more likely to say they would recommend their broadband operator to a friend and in Guernsey, customers of JT were more likely to say they would recommend their broadband provider to a friend.

[6] Included within the sample were 19 participants who selected the 'other' provider option – mainly Airtel-Vodafone

Landline

Overall Satisfaction

Overall, the majority of landline phone customers were satisfied with their service. When asked, 76% (n=581[7]) of landline customers said they were satisfied with their service overall which has not changed since 2017. Overall satisfaction among landline customers was lower than in the UK where, on average, 87% of customers were satisfied.

Figure 3: Landline Operators: Overall Satisfaction

JT	Guernsey (n=24) Jersey (n=275)	2018 75% (2017 82%) 2018 68% (2017 71%)
sure.	Guernsey (n=201) Jersey (n=79)	2018 87% (2017 79%) 2018 80% (2017 86%)
	UK Average 87%	

Recommend to a friend

Across the Channel Islands, customers of Sure were more likely to say they would recommend their landline provider to a friend.

[7] Included within the sample were 2 participants who selected the 'other' provider option

How CICRA is working to improve service quality in the telecoms sector

This report is just one element of CICRA's plan to monitor and encourage the improvement of service quality, which also includes:

- setting wholesale price controls that strengthen the incentives on operators to make long-term investments in service quality;
- supporting the rollout of fibre networks in Jersey, which will enable faster speeds and provide a more reliable service;
- undertaking regular customer satisfaction surveys and providing the results to the operators and to the public to enable consumers to make better choices based on customer experience; and,
- monitoring service standards and encouraging operators to constantly improve. Where service standards fall below average levels in comparison with the UK, CICRA will engage with operators and either mutually agree changes or undertake a more formal process for improvement.

Residential mobile services

Overview

This section explores the service quality experienced by customers using mobile services in 2017, including:

- **Overall satisfaction** - how satisfied customers were with their service, and whether they would recommend their provider to a friend.

- **Satisfaction with specific aspects of the service** - how satisfied customers were with the reliability, reception and ease of access to the mobile network and value for money.

- **Reasons to complain, complaints volumes and satisfaction with complaints handling** – whether customers had a reason to complain, the reasons for those complaints, and how effectively operators dealt with and resolved complaints.

Overall satisfaction

Customer satisfaction with residential mobile services has remained the same since 2017. When asked, 80% (n=760[8]) of mobile customers said they were satisfied with their service overall which has not changed since 2017. Overall satisfaction among mobile customers was lower than in the UK where, on average, 91%[9] of customers were satisfied, although individually some operators achieved levels comparable to those enjoyed in the UK.

Figure 4: Satisfaction with residential mobile provider

	Airtel Guernsey	Airtel Jersey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Satisfaction with overall service	**84%** (n=43)	**72%** (n=121)	**74%** (n=231)	**78%** (n=45)	**87%** (n=128)	**88%** (n=175)	**91%**
Satisfaction with reception and network	**81%** (n=43)	**65%** (n=121)	**79%** (n=231)	**82%** (n=45)	**82%** (n=128)	**93%** (n=175)	**84%**
Satisfaction with value for money	**79%** (n=43)	**74%** (n=121)	**47%** (n=231)	**65%** (n=45)	**64%** (n=128)	**61%** (n=175)	**84%**

[8] Included within the sample were 17 participants who selected the 'other' provider option – mainly UK providers.
[9] https://www.ofcom.org.uk/__data/assets/pdf_file/0023/113639/full-report.pdf page 12

Sure or Airtel customers were more likely to recommend their provider

We asked residential mobile customers how likely they would be to recommend their telecoms provider to a friend.

Sure customers were more likely than average to say they would recommend their provider to a friend in Jersey. In Guernsey Airtel customers were more likely.

Figure 5: Mobile Operators: Recommend to a friend[10]

Reasons to complain and complaints volumes

Around one in five residential mobile customers reported that they had a reason to complain about their provider in the last 12 months. Across the Channel Islands, Airtel customers were more likely than others to have had a reason to complain in the past year.

Figure 6: Proportion of residential mobile customers who had a reason to complain in the past 12 months, (whether or not they went on to make a complaint), by provider

	Airtel Guernsey	Airtel Jersey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Proportion of customers with a reason to complain	**23%** (n=43)	**28%** (n=121)	**20%** (n=231)	**18%** (n=45)	**15%** (n=128)	**11%** (n=175)	**4%**

The most common reason to have a potential complaint was a billing, pricing or payment issue. The next most common cause was the service not performing as it should.

[10] Jersey n=495, Guernsey n=265

Figure 7.1: Reasons to complain about residential mobile operator (Jersey)[11]

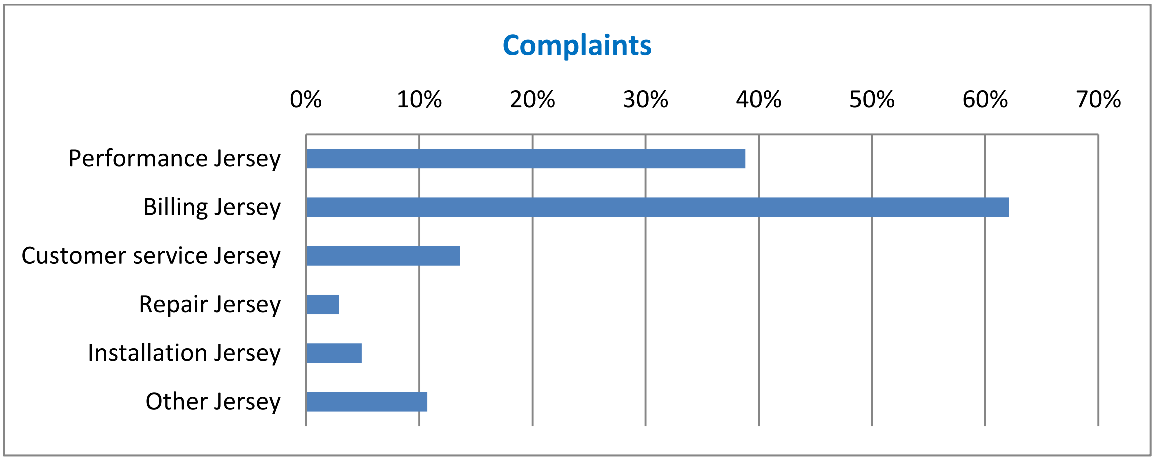
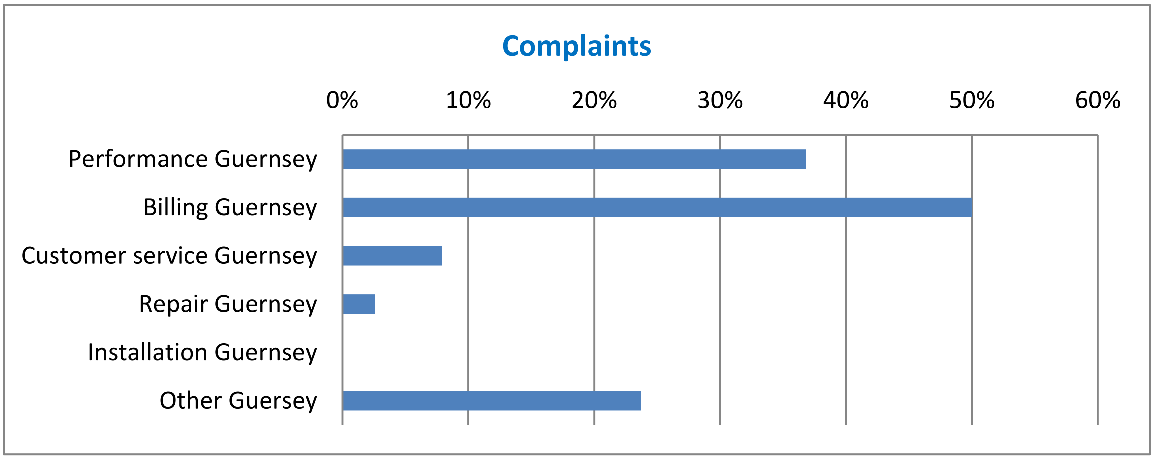


Figure 7.2: Reasons to complain about residential mobile operator (Guernsey)[11]



Performance - Service not performing as it should (eg, loss of service, unable to use mobile in certain areas, text or voicemails delivered late, poor line quality)

Billing - A billing, pricing or payment issue (eg, unexpected/unclear charges, overcharged or incorrect bill)

Customer service - Dissatisfaction with customer service from a previous occasion or contact

Repair - A problem with a repair to the service (eg, time taken to be repaid, it did not happen/did not happen when you were told it would or did not solve the problem)

Installation - A problem relating to the installation or set up of your service (eg, time taken for hardware to arrive, switching issues such as trying to port your number)

Other - Something else

[11] Jersey n=103, Guernsey n=38

Residential mobile providers need to improve their handling of complaints

Mobile customers' satisfaction with how their complaints were handled was only 32% on average (n=88[12]), compared to 56% in the UK.

There were differences in satisfaction with how mobile providers handled complaints. However, care needs to be taken in interpreting this data given the low numbers involved.

Figure 8: Satisfaction with complaints handling and resolution of complaints

	Airtel Jersey	Airtel Guernsey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Overall satisfaction with complaint handling	**38%** (n=24)	**50%** (n=6)	**30%** (n=33)	**0%** (n=7)	**13%** (n=8)	**38%** (n=8)	**56%**
Proportion of complaints completely resolved	**21%** (n=24)	**67%** (n=6)	**18%** (n=33)	**0%** (n=7)	**13%** (n=8)	**38%** (n=8)	**54%**
Proportion of complaints partially resolved	**46%** (n=24)	**0%** (n=6)	**46%** (n=33)	**14%** (n=7)	**25%** (n=8)	**38%** (n=8)	**-**
Proportion of complaints not resolved	**33%** (n=24)	**33%** (n=6)	**36%** (n=33)	**86%** (n=7)	**63%** (n=8)	**25%** (n=8)	**-**

[12] Included within the sample were 2 participants who selected the 'other' provider option

Broadband

Overview

This section explores the customer satisfaction experienced by customers using fixed home broadband services in 2017, including:

- **Overall satisfaction** - how satisfied customers were with their service, and whether they would recommend their provider to a friend.
- **Satisfaction with specific aspects of the service** - how satisfied customers were with the reliability, speed of service and value for money.
- **Reasons to complain, complaints volumes and satisfaction with complaints handling** – whether customers had a reason to complain, the reasons for those complaints, and how effectively operators dealt with and resolved complaints.

While the focus of this section is on services marketed to residential customers, this information will be relevant to the many small businesses that also use these or equivalent service.

Overall satisfaction

Overall, the majority of broadband customers were satisfied with their service. When asked, 72% (n=663[13]) of home broadband customers said they were satisfied with their service overall which has increased from 67% in 2017. Overall satisfaction among broadband customers was lower than in the UK where, on average, 80% of customers were satisfied, although individually some operators achieved levels comparable to those enjoyed in the UK.

Figure 9: Satisfaction with fixed broadband provider

	Homenet Jersey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Satisfaction with overall service	**79%** (n=29)	**67%** (n=227)	**68%** (n=40)	**84%** (n=153)	**69%** (n=195)	**80%**
Satisfaction with reliability of service	**79%** (n=29)	**65%** (n=227)	**68%** (n=40)	**83%** (n=153)	**64%** (n=195)	**80%**
Satisfaction with speed of service	**76%** (n=29)	**63%** (n=227)	**63%** (n=40)	**75%** (n=153)	**53%** (n=195)	**77%**
Satisfaction with value for money	**52%** (n=29)	**44%** (n=227)	**48%** (n=40)	**66%** (n=153)	**42%** (n=195)	**78%**

[13] Included within the sample were 19 participants who selected the 'other' provider option.

Fast broadband has become essential for day-to-day activities such as business, entertainment and socialising, and the amount of data residential broadband customers in the Channel Islands used per line last year grew to an average of around 130 Gigabytes per month.

Average download speeds have also been rising in recent years particularly in Jersey with the roll out of fibre optic broadband across the island and the move towards faster speeds. Speeds of 1 Gigabit per second are available to almost all customers in Jersey, although by the end of 2017 only 1.5% of customers had subscribed to speeds of that level, with the majority of customers (82%) provided with a 100Mbps service.

In Guernsey, the situation is different. The Bailiwick is still heavily reliant on copper networks, with the fastest residential broadband speed package available to most residential users providing maximum download speeds of 100 Mbps. At the end of 2017, the majority of customers (84.7%) used the 20 Mbps service.

Sure or JT customers were more likely to recommend their provider

We asked broadband customers how likely they would be to recommend their broadband provider to a friend.

Sure customers were more likely than average to say they would recommend their provider to a friend in Jersey. In Guernsey this was the case for JT.

Figure 10: Home Broadband Operators: Recommend to a Friend[14]

[14] Jersey n=419, Guernsey n=265

Reasons to complain and complaints volumes

Around one in four broadband customers reported that they had a reason to complain about their provider in the last 12 months. Sure and JT customers were more likely than Homenet/Ytel customers to have had a reason to complain in the past year.

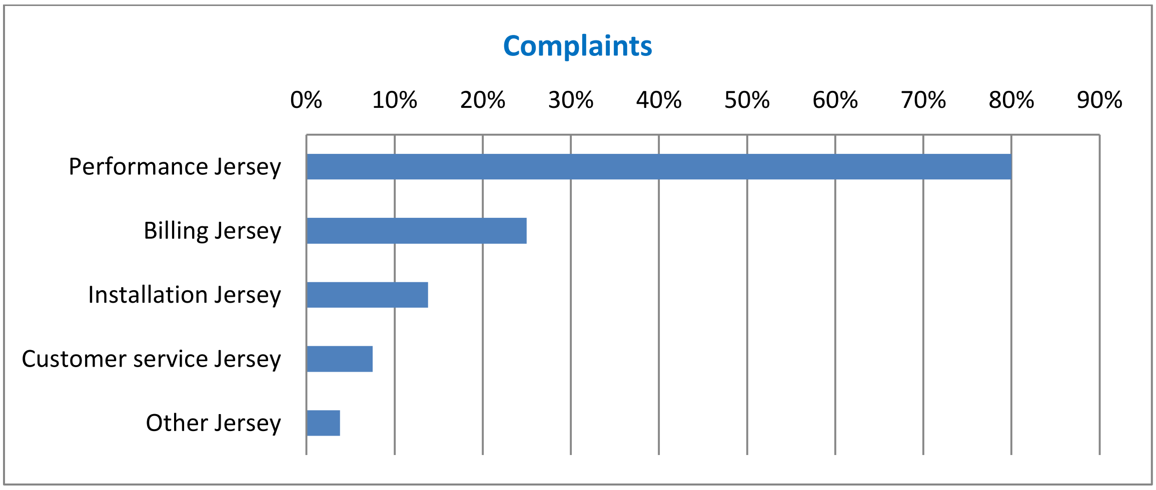
Figure 11: Proportion of broadband customers who had a reason to complain in the past 12 months, (whether or not they went on to make a complaint), by provider

	Homenet Jersey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Proportion of customers with a reason to complain	**21%** (n=29)	**20%** (n=227)	**35%** (n=40)	**16%** (n=152)	**29%** (n=195)	**15%**

The most common reason to have a potential complaint was the service not performing as it should

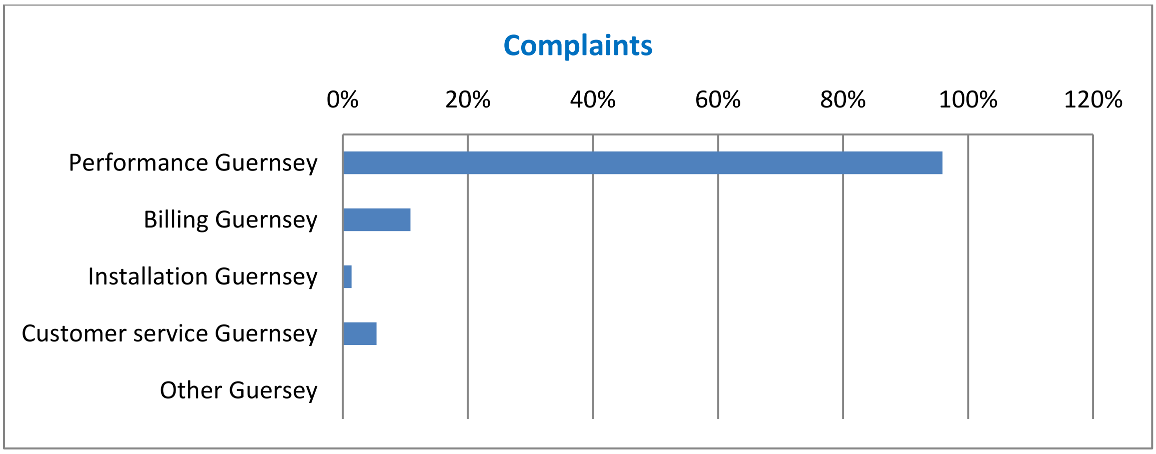
Of those in the Channel Islands with a reason to complain, the main cause was the service not performing as it should. The next most common cause was a billing, pricing or payment issue.

Figure 12.1: Reasons to complain about fixed broadband provider (Jersey)[15]



15 Jersey n=80, Guernsey n=74

Figure 12.2: Reasons to complain about fixed broadband provider (Guernsey)[15]



Performance – The service not performing as it should (eg, complete loss of service, intermittent loss of service, slow broadband speeds, service not as advertised)

Billing - A billing, pricing or payment issue (eg, unexpected/unclear charges, overcharged or incorrect bill)

Installation - A problem relating to the installation or set up of your service (eg, time taken to install/set up the service, changed/missed/late installation or installation appointment, it was not installed/set up correctly or time taken for hardware to arrive)

Customer service - Dissatisfaction with customer service from a previous occasion or contact

Other - Something else (other)

Home broadband providers need to improve their handling of complaints. Broadband customers' satisfaction with how their complaints were handled was only 28% (n=98[16]) compared with 50% in the UK. There were differences in satisfaction with how broadband providers handled complaints. However, care needs to be taken in interpreting this data given the low numbers involved.

[16] Included within the sample were 5 participants who selected the 'other' provider option

Figure 13: Satisfaction with complaints handling and resolution of complaints

	Homenet Jersey	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Overall satisfaction with complaint handling	**50%** (n=6)	**14%** (n=29)	**20%** (n=10)	**46%** (n=13)	**29%** (n=35)	**50%**
Proportion of complaints completely resolved	**17%** (n=6)	**17%** (n=29)	**20%** (n=10)	**54%** (n=13)	**29%** (n=35)	**49%**
Proportion of complaints partially resolved	**50%** (n=6)	**52%** (n=29)	**50%** (n=10)	**23%** (n=13)	**40%** (n=35)	**-**
Proportion of complaints not resolved	**33%** (n=6)	**31%** (n=29)	**30%** (n=10)	**23%** (n=13)	**31%** (n=35)	**-**

Service problems can arise in the home, as well as on the network

If diagnosed correctly, problems in the home can often be resolved quickly by providers through effective customer support. Customers can also use information available on operators' websites to test their broadband connection and get tips on how to improve it.

Landline services

Overview

This section explores the customer satisfaction experienced by customers using home phones, also known as landline services, in 2018, including:

- **Overall satisfaction** - how satisfied customers were with their service, and whether they would recommend their provider to a friend.
- **Satisfaction with specific aspects of the service** - how satisfied customers were with the reliability, and value for money.
- **Reasons to complain, complaints volumes and satisfaction with complaints handling** – whether customers had a reason to complain, the reasons for those complaints, and how effectively operators dealt with and resolved complaints.

Overall satisfaction

Overall, the majority of landline phone customers were satisfied with their service. When asked, 76% (n=581[17]) of landline customers said they were satisfied with their service overall which has not changed since 2017. Overall satisfaction among landline customers was lower than in the UK where, on average, 87% of customers were satisfied, although some operators achieved levels comparable to those enjoyed in the UK.

Figure 14: Satisfaction with residential landline provider

	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Satisfaction with overall service	**68%** (n=275)	**75%** (n=24)	**80%** (n=79)	**87%** (n=201)	**87%**
Satisfaction with reliability of service	**80%** (n=275)	**79%** (n=24)	**77%** (n=79)	**94%** (n=201)	**90%**
Satisfaction with value for money	**44%** (n=275)	**50%** (n=24)	**54%** (n=79)	**50%** (n=201)	**76%**

[17] Included within the sample were 2 participants who selected the 'other' provider option

Sure customers were more likely to recommend their provider[18]

We asked landline customers how likely they would be to recommend their broadband provider to a friend.

Sure customers were more likely than average to say they would recommend their provider to a friend.

Figure 15: Landline Operators: Recommend to a Friend

Reasons to complain and complaints volumes

Around one in six landline customers reported that they had a reason to complain about their provider in the last 12 months whether or not they went on to make a complaint. Across the Channel Islands, JT customers were more likely than others to have had a reason to complain in the past year.

Figure 16: Proportion of landline customers who had a reason to complain in the past 12 months, (whether or not they went on to make a complaint), by provider

	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Proportion of customers with a reason to complain	**22%** (n=274)	**17%** (n=24)	**15%** (n=79)	**7%** (n=201)	**4%**

The most common reason to have a potential complaint was for a billing, pricing or payment issue

In Jersey, of those with a reason to complain, the main cause was a billing, pricing or payment issue at 56 % (n=72). The next most common cause of complaint was the service not performing as it should at 39% (n=72).

In Guernsey, of those with a reason to complain, the main cause was the service not performing as it should at 61 % (n=18). The next most common cause of complaint was a billing, pricing or payment issue at 22% (n=18), as well as "something else" also at 22% (n=18).

[18] Jersey n=355, Guernsey = 226

Figure 17.1: Reasons to complain about residential landline provider (Jersey)[19]

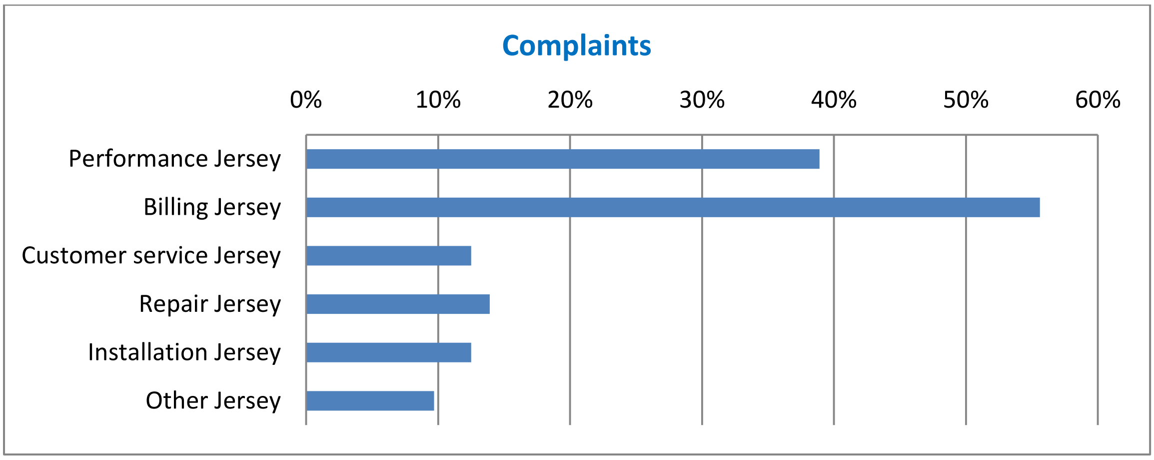
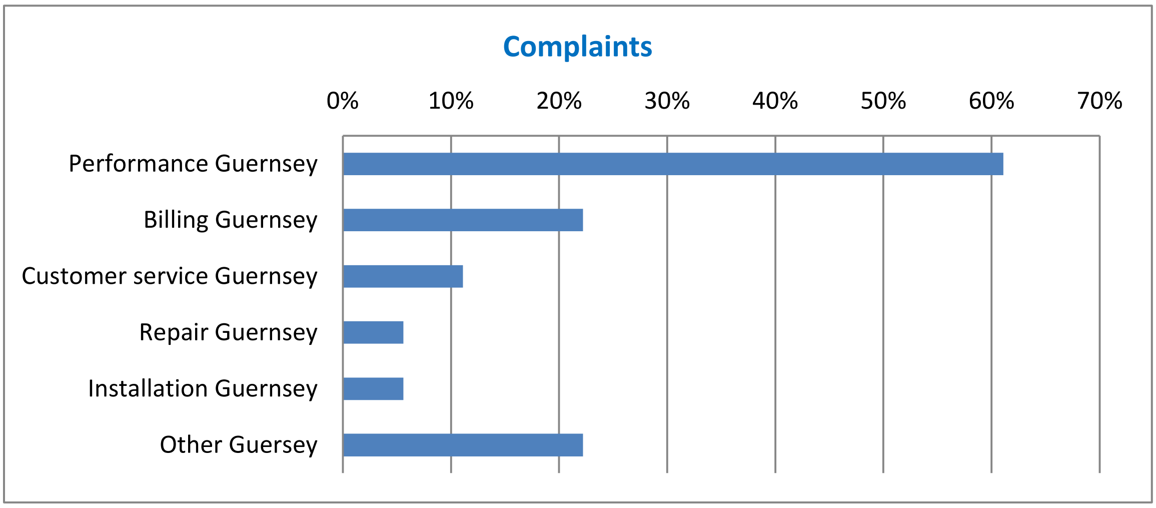


Figure 17.2: Reasons to complain about residential landline provider (Guernsey)[19]



Performance - The service not performing as it should (eg, poor call/line quality or not performing as advertised, complete or partial loss of service)

Billing - A billing, pricing or payment issue (eg, unexpected/unclear charges, overcharged or incorrect bill)

Customer service - A problem with a repair to the service (eg, time taken to repair, it did not happen/did not happen when you were told it would or did not solve the problem)

Repair - A problem relating to the installation or set up of your service (eg, time taken to install/set up the service, change/missed/late installation or installation appointment, it was not installed/set up correctly or time taken for hardware to arrive)

Installation - Dissatisfaction with customer service from a previous occasion or contact

Other - Something else (other)

[19] Jersey n=72, Guernsey n=18

Residential landline operators need to improve their handling of complaints

Residential landline customers' satisfaction with how their complaints were handled was only 27% (n=49) compared to 53% in the UK.

There were differences in satisfaction with how landline providers handled complaints. However, care needs to be taken in interpreting this data given the low numbers involved.

Figure 18: Satisfaction with complaints handling and resolution of complaints

	JT Jersey	JT Guernsey	Sure Jersey	Sure Guernsey	UK average
Overall satisfaction with complaint handling	**23%** (n=31)	**0%** (n=2)	**40%** (n=5)	**36%** (n=11)	**53%**
Proportion of complaints completely resolved	**26%** (n=31)	**0%** (n=2)	**80%** (n=5)	**64%** (n=11)	**57%**
Proportion of complaints partially resolved	**36%** (n=31)	**0%** (n=2)	**20%** (n=5)	**9%** (n=11)	**-**
Proportion of complaints not resolved	**39%** (n=31)	**100%** (n=2)	**0%** (n=5)	**27%** (n=11)	**-**

Service problems can arise in the home, as well as on the network

If diagnosed correctly, problems in the home can often be resolved quickly by providers through effective customer support.

Appendix

Methodology

This residential customer research was conducted by independent professional research consultancy, 4insight, on behalf of CICRA in 2017 and this year, 2018.

The research was conducted with a mixed methodology of an online survey sent to closed databases in both Jersey and Guernsey, and computer assisted personal interviewing, CAPI, with interviewers using iPads, again on both Islands. This mixed methodology provides a more robust outcome.

Discussions had occurred with all operators to gain access to their databases to allow a truly random sampling methodology. However these discussions ultimately concluded with some of the operators not agreeing to provide their customer lists (even under GDPR-compliant conditions), to enable us to obtain an even more robust sample and methodology.

There was no promotion of the research, either by traditional media or via social media.

In Jersey, customers of Airtel Vodafone, Homenet/Ytel, JT and Sure were targeted, whilst in Guernsey, customers of Airtel Vodafone, JT and Sure were targeted.

All respondents were recruited and screened by 2 initial screening questions, which excluded those under 17 years old and those who worked in, or had immediate family working in, the telecoms sector.

The survey included 9 social demographic questions, eg, Parish, gender, household income, age, etc.

The survey involved 46 structured questions as well as 1 open ended question and was based upon the 2017 survey, which was very similar to Ofcom's, with an additional 15 complaint-related questions (5 per service) plus a NPS question per service, taking about 10 minutes to complete.

The agreed survey questionnaire was programmed into 4insight's professional survey software, involving routing (skipping) so that the different markets/segments could be sent as appropriate to the relevant different questions. The online survey was hosted by 4insight. The survey was fully adaptive for completion on tablet, smartphone, laptop or PC. The survey link was tested and agreed by CICRA prior to use. The survey was live from 15 June 2018 until 18 July 2018. The data was quality checked and data cleaned to remove any duplicates, short or flat-lining responses and those who screened out. 4insight's professional software allowed for cross tabulations to be prepared, so that the analysis could look at the different markets/customer types by provider and assess any significant differences.

Net Promoter Score, NPS

NPS is a management tool that can be used to gauge the loyalty of a firm's customer relationships. NPS has been widely adopted, with more than two thirds of Fortune 1000 companies using the metric.

The Net Promoter Score is calculated based on responses to a single question, “How likely is it that you would recommend our company/product/service to a friend or colleague?”. The scoring for this answer is based on a 0 to 10 scale.

Those who respond with a score of 9 to 10 are called Promoters, and are considered likely to exhibit value-creating behaviours, such as buying more, remaining customers for longer, and making more positive referrals to other potential customers. Those who respond with a score of 0 to 6 are labelled Detractors, and they are believed to be less likely to exhibit the value-creating behaviours. Responses of 7 and 8 are labelled Passives, and their behaviour falls between Promoters and Detractors. The Net Promoter Score is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters. For purposes of calculating a Net Promoter Score, Passives count toward the total number of respondents, thus decreasing the percentage of detractors and promoters and pushing the net score toward 0.