

Project / Activity:	T-037 Directory Information Services Review
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1 Purpose of document

In December 2021, the Jersey Competition Regulatory Authority (the **Authority**) opened a case reviewing the regulation of local directory information services with a Call for Information consultation. This received three responses from members of the general public, which are shown below.

2 Responses

Response #1

Question: Do you have any views on the importance or otherwise of maintaining Directory Information Services within the island, now or in the future?

I think it is important that directory services are maintained. They provide a useful way for islanders to discover and get in contact with local businesses. However, there should be an end to the wasteful production of paper telephone directories. We should transition to an island directory search engine (IDSE).

An IDSE should co-funded by providers of landline and mobile telecoms providers. This should be available as a website or a smartphone app. An IDSE would be beneficial as it would prevent undue difficulty on the customer, who might not know which supplier whoever they are trying to contact uses. Island businesses should be able to display the services they provide on IDSE and customers should be able to search that list of services. For example, if I search 'Chinese take-away', a list of Chinese take-aways in the island should be presented, with addresses and telephone numbers. IDSE should not privilege any particular businesses, so it should be organised in a fair and neutral manger. Though the directory provider should be permitted to display advertisements to help pay for costs, as long as these are clearly marked as such.

To reduce costs, it may be beneficial to have a combined IDSE with Guernsey, if that island were minded to adopt the same new structure, since their telecoms providers are the same as Jersey and there are a number of cross-island businesses.

For data privacy, only customers with a confirmed Jersey address should be able to access the information outlined in IDSE, such as addresses and phone numbers.

Response #2

Dear Sir,

I believe your department wish to know if the Telephone Directory is still required in Jersey.

It is essential to me. I am a senior citizen who does not have a computer connected to the internet. I have a house phone and thus would find life very difficult without my telephone directory.

I know many of my generation would also find it an intolerable situation. Please provide us with the directory for some more years.

Response #3

Dear Sirs,

All around the World for the last few years, telephone companies have been permitted to stop printing and delivering paper phone books, mainly because they are rarely used by most customers.

More importantly, we are in a government declared Climate Emergency! This should override all other factors in the Review. The requirement for JT to provide the Jersey Directory in printed form should be removed immediately, still leaving the two remaining sources of telephone information - the online portal and directory enquiries.

As part of a transition, perhaps they could have a limited number of printed directories available on request for the minority of people that still use them, resulting in a much smaller print run. It would probably encourage people to let their 'fingers do the walking' (old BT ad) on their phone screen or keyboard, rather than on pages made from chopped down trees.

I can't believe that the JCRA is saying that they want to "ensure consumer choice is protected if necessary." All organisations should have the climate emergency at the forefront of their decision-making and there should be no question (or review) about the removal of the legal requirement for JT to have to unnecessarily print and deliver mostly unused phone books every year. Just remove the requirement - We're in a climate emergency!