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**Airtel-Vodafone delighted by CICRA Survey results that show it offers best customer service across the Channel Islands.**

AIRTEL-VODAFONE has topped the charts for offering the best quality of service in the mobile phone market across the Channel Islands.

And the company was also rated as providing the best customer service in the latest survey results of mobile phone providers issued by the telecom regulator.

Airtel-Vodafone chief executive Ian Campbell said the outcomes showed that the company had listened to its customers as virtually all of its measures had improved in the latest survey.

‘These result show that the effort we have invested into putting our customers first is really paying dividends. They also prove that people appreciate being treated well,’ he said.

On average, across the islands, over 80% of Airtel-Vodafone customers were satisfied, or highly satisfied, with the quality of service they received.

And when it comes to customer service, the company stood head and shoulders above its rivals Sure and JT, achieving satisfaction rates of nearly 80%.

In its home territory of Guernsey, Sure only managed a 50% rating compared to Airtel’s 82% while JT was as low as 26% in Jersey where Airtel topped with 74%.

In virtually every measurement, Airtel-Vodafone has improved its ratings. It saw a massive increase in satisfaction with its billing in Guernsey with 82% content as compared to 60% when the survey was last conducted six months ago. Meanwhile, over three quarters of its Jersey customers remained happy with their bills.

The survey results also showed that fewer of Airtel-Vodafone’s existing customers were likely to switch provider than they were six months ago. More JT mobile customers than ever want to move with 51% in Jersey saying they were likely, or very likely, to switch provider.

Mr Campbell said: ‘We are delighted that we are meeting the expectations of so many and will strive to further improve our service in the months and years ahead.’

He added that Airtel-Vodafone believes that when the new 4G networks are in place later this year, its customers will be even more satisfied with the service they receive.

**ENDS**

**Notes for editors:**

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Airtel-Vodafone launched in the Channel Islands in 2007.

### **About Airtel-Vodafone**

Airtel-Vodafone is a partnership between two of the world's leading telecoms companies that have come together to provide the Channel Islands best value network.

Airtel: one of the fastest-growing mobile companies in the world, operating in over 20 countries in Africa and Asia. As at October 2012, Airtel is rated as the world's 4<sup>th</sup> largest mobile operator by subscribers

Vodafone Group: the largest mobile community in the world, operating in more than 60 countries with more than 400 million customers worldwide.

Airtel-Vodafone brings the combined expertise of these two world-class mobile phone companies to the Channel Islands, giving Islanders the opportunity to benefit from great value mobile communications backed up by a truly global network.