



# Fair Trading Commission

**ANALYSIS OF CABLE & WIRELESS (BARBADOS) LIMITED  
ANNUAL STANDARDS  
OF SERVICE REPORT**

**July 2014 - March 2015**

Date: October 10, 2015

## INTRODUCTION

This report is an assessment of the performance of Cable & Wireless (Barbados) Limited (C&W) with respect to both the Guaranteed and Overall Standards of Service for the period July 1, 2014 to March 31, 2015. These Standards apply to the regulated residential and business landline services of C&W. The Standards of Service do not apply to the Company's ADSL (Internet), Mobile or Television services. The performance of the Company was analysed based on the C&W Standards of Service Decision, which was revised and issued by the Fair Trading Commission in May 2014.

The assessment is divided into two sections. Section 1 is the assessment of the Guaranteed Standards of Service. Guaranteed Standards of Service require C&W to make a compensatory payment to each individual customer affected by the Company's failure to meet the defined target for the relevant standard. Included in this section is an assessment of the number of customer claims under the Standards of Service for the period concerned.

Section 2 is an assessment of the Company's Overall Standards of Service. These standards measure the Company's overall efficiency in delivering its regulated services to its customers. The Guaranteed and Overall standards are differentiated by the fact that the Company compensates customers for breaches of the Guaranteed Standards of Service, while for breaches of Overall Standards of Service, customers receive no compensation.

A new Cable & Wireless Standards of Service Decision came into effect on July 1, 2014 and changes were made to the Fault Repair Standard (GTS 2). The new Fault Repair Standard (details of which are in Table 1) does not have the wet or dry season provisions which existed in previous Cable & Wireless Standards of Service Decisions. Automatic credits will be posted to customer accounts provided they report breaches of this standard (GTS 2) to the company. However, customers are advised to request the tracking number of the complaints when reporting breaches of the Guaranteed Standards. The Interactive Voice Response Standard OTS 7 was removed, as Cable &

Wireless had made improvements to the Customer Service Response Time and, consequently, the Interactive Voice Response Standard was considered unnecessary.

Due to the implementation of the new Standards of Service Decision after the original April 1, 2015, this report is written to reflect the period of implementation of the new Standards of Service Decision on July 1, 2014 until March 31, 2015.

## **SECTION 1 - GUARANTEED STANDARDS OF SERVICE**

The Guaranteed Standards of Service measure the performance of the Company in providing its services to individual customers. Failure by the Company to meet these standards requires compensatory payments to the individual customers in the form of credits to their individual accounts. Credits are normally applied in the month following the confirmation of the breach of the standard.

**Table 1: Guaranteed Standards of Service for July 1, 2014 - March 31, 2015**

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
<b>GTS 1A Approval of Service</b>	The time it should take for approval of an application form from submission to approval	no more than 7 working days	no more than 5 working days	100	100
<b>GTS 1B Installation of Service after Approval</b>	The time it takes between application approval and the actual installation of service where plant is available  Installation refers to service up to the demarcation point which is the network interface device (NID)	no more than 7 working days	no more than 5 working days	55.93	< 10
<b>GTS 2 Fault Repair</b>	The speed in which faults due to failure of C&W equipment are repaired.  Faults due to inside wiring or customer-owned equipment are not included	No more than 2 working days		63.58	80.23

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
<b>GTS 3 Repeated Loss of Service</b>	The reoccurrence of a fault of the same nature, within 30 days of occurrence of the original fault, on C&W's network.  Loss of service is defined as no dial tone	Faults should not reoccur within 30 days of repair of first failure		96.60	96.64
<b>GTS 4 Response to Customer Complaints</b>	This refers to the timeframe in which C&W acknowledges a customer's complaint relating to billing, malfunctioning network, quality of service or similar issues	Acknowledgement within 7 working days after receipt of letters  Acknowledgement within 5 working days for telephone, fax or e-mail complaints		73.63  35.84	N/A  50.16
<b>GTS 5 Customer Appointments</b>	Scheduled appointments pertain to visits by C&W's representatives to correct faults on the service provider's network up to and including the network interface device, where access to the customer's premises is necessary but restricted	All customer appointments should be honoured  Morning (8:00 a.m. to 12:00 noon) or afternoon (1:00 p.m. to 4:00 p.m.) appointments may be scheduled		76.03	87.78
<b>GTS 6 Reconnection after Disconnection for Non-Payment</b>	Notification to C&W, where appropriate and acknowledgement of receipt of payment required	Reconnection of the service should occur within 8 working hours of acknowledgement of payment		100	100

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
<b>GTS 7 Wrongful Disconnection</b>	<p>This refers to the loss of service due to system errors by the service provider.</p> <p>Not applicable where disconnection arises out of circumstances pertaining to an overdue amount</p>	Reconnection within 1 working hour of notification		No recorded events	No recorded events

**GTS 1A - Approval of Service**

GTS1A refers to the time it should take for approval of an application from submission of the applicant’s form to its approval. There were no breaches for this standard during the nine (9) month period ending March 31, 2015.

**GTS 1B - Installation of Service**

Guaranteed Standard 1B refers to the time it takes between the advice that the service application is approved and the actual provision of service where plant is available. Installation of service should take no more than five (5) business days for business customers, while residential installations should take no more than seven (7) business days. Compliance with the target for installation for business customers was well below target for the nine (9) month period ending March 31, 2015 . The installation rate for residential service was also well below target at 55.93%. The number of breaches recorded for business for the period was 27, while that for the residential service was

626. The Commission's investigation of this matter revealed that it was due in part time lags in receiving information and longer installation times due to fibre.

### **GTS 2- Standard for Fault Repair**

Compliance for the residential segment for the nine (9) month period ending March 31, 2015, averaged 63.58%, while compliance for the business segment averaged 80.23%. The total number of breaches recorded for residential customers for the period was 10,163, while that for business was 722.

### **GTS 3 - Repeated Loss of Service**

The Standard of Service for Repeated Loss of Service requires that there be no loss of service within 30 days of a repair being done for either residential or business service. Compliance for business customers for the nine (9) month period was 96.60%, while the number of breaches was recorded at 375. Performance for residential customers was 96.64% and the recorded number of breaches totalled 800 for the period.

### **GTS 4 - Response to Customer Complaints**

Cable & Wireless' acknowledgement of complaints delivered by fax for residential phones was 35.84% for the nine (9) month period ending March 31, 2015. The number of breaches for residential service was recorded at 871. Compliance in respect of business service complaints faxed to C&W for the current year averaged 50.16%, with breaches for business service totalling 32. In respect of the complaints delivered by letter, no instances were recorded by C&W for business customers.

### **GTS 5 - Customer Appointments**

Compliance for residential service averaged 76.03% for the nine (9) month period ending March 31, 2015; there were also 5,506 breaches for the same period. The business segment's average compliance for the year was 87.78% at March 31, 2015 and recorded 447 breaches for the same period.

### **GTS 6 - Reconnection after Disconnection (for non-payment)**

The Standard of Service for Reconnection after Disconnection for non-payment requires that both residential and business customers be reconnected within eight (8) working hours of notification of payment. Customers who were wrongfully disconnected were reconnected within the target time and as such, no breach of this standard was recorded during this period. Cable & Wireless did not record any breaches of this standard during the year for either business or residential segments.

### **GTS 7 - Wrongful Disconnection**

Cable & Wireless did not record any reports of this standard during the year for either business or residential segments.

### **Customer Claims Summary**

Customers are compensated by direct credit to their accounts for breaches of Guaranteed Standards of Service. Cable & Wireless recorded a total of 19,440 breaches for the nine (9) month period ending March 31, 2015. There were 8,655 customers who received compensation for breaches of the Guaranteed Standards for the same period **(The Cable & Wireless data was not presented in a manner that would allow for a breakdown of rebates by category of Guaranteed Standard).**

**Table 2: Customer Claims Summary**

<b>CATEGORY</b>	<b>July 2014 - March 2015</b>
Persons eligible for compensation	19,440
Persons actually receiving compensation	8,655
Percentage of eligible customers receiving compensation	44.52%

## SECTION 2 - OVERALL STANDARDS OF SERVICE

**Table 3: Overall Standards of Service for the period July 1, 2014 to March 31, 2015**

STANDARD	DESCRIPTION	TARGET	AVERAGE % COMPLIANCE
OTS 1	<b>Fault Repair</b>	80% of faults should be repaired within a 24- hour period	74.75
OTS 2	<b>Repeated Loss of Service</b>	No more than 5% of faults should reoccur within 30 days of repair of first failure	96.63
OTS 3	<b>Working Payphones</b>	At least 95% of the public payphones should be in working order daily	100.00
OTS 4	<b>Trunk Blocking</b>	At least 95% of the calls should be completed during peak traffic	99.94
OTS 5	<b>Billing Accuracy</b>	Billing errors must be no more than 0.5% of the total bills issued	0.18
OTS 6	<b>Customer Service Response Time</b>	At least 80% of calls must be answered within 60 seconds of being handed off by the IVR system to the service representative queue	Unavailable

Overall Standards of Service measure the efficiency of the Company, at a national level, in its provision of fixed line services. Breaches of these standards do not require compensation to customers as required under the Guaranteed Standards. Cable & Wireless' performance improved in 2014/2015. Performance data was recorded for

only five (5) of the six (6) standards, with favourable performances in four standards; the exception was Fault Repair OTS 1.

### **OTS 1 - Fault Repair**

The target for this standard is that at least 80% of the faults should be repaired within the first 24 working hours of reporting. For the nine (9) months ending March 31, 2015, the average was 74.75% which is below the acceptable minimum requirement.

### **OTS 2 - Repeated Loss of Service**

This standard refers to the repeated or frequent loss of phone service resulting from a fault of the same nature, within 30 days of the occurrence of the original fault, due to problems on the service provider's network. The target for this overall standard is 95% compliance. The average for the nine (9) month period ending March 31, 2015 was above the minimum acceptable performance at 96.63%.

### **OTS 3 - Working Payphones**

This standard refers to the number of payphones which are fully functional on a daily basis. The compliance target for working payphones is 95%. The average for the nine (9) month period ending March 31, 2015 was 100%.

### **OTS 4 - Trunk Blocking**

This is the percentage of calls which originated on a single network which have been successfully completed during designated peak traffic periods. The minimum acceptable level of performance for this standard is 95%. The average for the nine (9) months ending March 31, 2015 was 99.94%.

### **OTS 5 - Billing Accuracy**

This reflects the accuracy of the service provider's billing system as given by the information presented. The compliance rate for this requires that no more than 0.5% of the bills be inaccurate. The average for the period ending March 31, 2015 was 0.18%.

### **OTS 6 - Customer Service Response**

This standard reflects the time taken before the Interactive Voice Response (IVR) passes a call to a customer service representative. At least 80% of the calls must be answered within 60 seconds of hand-off from the IVR system. There was no available information concerning this standard for the year. Cable & Wireless indicated that it no longer collects data by business unit.

Cable & Wireless was unable to supply information on all six (6) of the Overall Standards. Information was received for only five (5) standards; four of those - Repeated Loss of Service, (OTS 2), Working Payphone (OTS 3), Trunk Blocking (OTS 4) and Billing Accuracy (OTS 5) - performed well and were above the acceptable minimum. Cable & Wireless indicated that due to organizational changes in their contact centre, data which was categorised by business unit is no longer classified on that basis. Consequently, the generation of information relevant to the Customer Service Response Time Standard OTS 6, is no longer possible.

Cable & Wireless experienced challenges with meeting the expected performance levels for some of the Guaranteed Standards. While the performance of the Fault Repair Standard (GTS 2) improved and went above acceptable levels (80% compliance) for business, residential compliance was less than satisfactory. Customer Complaints (GTS 4) also underperformed. Customer Appointments (GTS 5) performed below expectation for both the business and customer segments and performance of Installation of Service after Approval (GTS 1B) were extremely poor. The Commission will be addressing this matter with Cable & Wireless and it is expected that there would be significant improvement next year.