



**REPORT ON THE STANDARDS OF SERVICE FOR  
CABLE & WIRELESS (BARBADOS) LIMITED**

*April 01, 2011 - March 31, 2012*

Date: August 15, 2012

## 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 April 01, 2011 to March 31, 2012. The performance of the Company is analysed based on the C&W Standards of Service Decision issued by the Fair Trading Commission in February 2010. 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 on 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.

**SECTION 1 - GUARANTEED STANDARDS OF SERVICE**

STANDARD	TARGET	AVERAGE % COMPLIANCE APR 2009 - MAR 2010	AVERAGE % COMPLIANCE APR 2010 - MAR 2011	AVERAGE % COMPLIANCE APR 2011 - MAR 2012
<p><b><u>GTS 1 A</u></b> <b>Approval of Service</b></p> <p>The time it should take for approval of an application form from submission to approval</p>	<p>Residential Customers - no more than 7 working days</p> <p>Business Customers - no more than 5 working days</p>		<p>Residential - 99.09</p> <p>Business - 96.73</p>	<p>Residential - 93.14</p> <p>Business - 92.63</p>
<p><b><u>GTS 1B</u></b> <b>Installation of Service</b></p> <p>The time it takes for the actual provision of service where plant is available</p> <p>Installation refers to service up to the demarcation point which is the network interface device (NID)</p>	<p>Residential Customers - no more than 7 working days</p> <p>Business Customers - no more than 5 working days</p>		<p>Residential - 94.72</p> <p>Business - 87.63</p>	<p>Residential - 82.32</p> <p>Business - 90.77</p>
<p><b><u>GTS 2</u></b> <b>Fault Repair</b></p> <p>The speed at which faults due to failure of C&amp;W's equipment or systems are repaired</p> <p>Faults due to inside wiring or customer owned equipment are not included</p>	<p><u>Dry Season (Dec. 1 - May 31)</u></p> <p>Residential - 12 working hours</p> <p>Business - 8 working hours</p> <p><u>Wet Season (June 1 - Nov. 30)</u></p> <p>Residential - 40 working hours</p> <p>Business - 16 working hours</p>	<p>Residential - (Dry) - 90.81</p> <p>Business - (Dry) - 87.90</p> <p>Residential - (Wet) - 64.46</p> <p>Business - (Wet) - 62.7</p>	<p>Residential - (Dry) - 39.38</p> <p>Business - (Dry) - 68.16</p> <p>Residential - (Wet) - 76.12</p> <p>Business - (Wet) - 70.73</p>	<p>Residential - (Dry) - 63.35</p> <p>Business - (Dry) - 92.66</p> <p>Residential - (Wet) - 59.32</p> <p>Business - (Wet) - 78.62</p>

STANDARD	TARGET	AVERAGE % COMPLIANCE APR 2009 – MAR 2010	AVERAGE % COMPLIANCE APR 2010 – MAR 2011	AVERAGE % COMPLIANCE APR 2011 – MAR 2012
<p><b>GTS 3</b> <b>Repeated Loss of Service</b></p> <p>The reoccurrence of a fault of the same nature, within 30 days of occurrence of the original fault, on C&amp;W's network. Loss of service is defined as no dial tone</p>	<p>Faults should not reoccur within 30 days of repair of first failure</p>	<p>Residential – 95.96</p> <p>Business - 93.39</p>	<p>Residential – 97.85</p> <p>Business - 95.27</p>	<p>Residential – 95.84</p> <p>Business - 97.36</p>
<p><b>GTS 4</b> <b>Response to Customer Complaints</b></p> <p>This refers to the timeframe in which C&amp;W acknowledges a customer's complaint relating to billing, malfunctioning network, quality of service or similar issues</p>	<p>Acknowledgement within 7 working days after receipt of letters</p> <p>Acknowledgement within 5 working days for telephone, fax or e-mail complaints</p>	<p>Residential - Letters – 43.96</p> <p>Business Letters – None received</p> <p>Residential - Tel/Fax – 80.68</p> <p>Business Tel/Fax – 78.48</p>	<p>Residential - Letters – 88.53</p> <p>Business Letters – None received</p> <p>Residential - Tel/Fax – 75.56</p> <p>Business - Tel/Fax – 83.55</p>	<p>Residential - Letters – 86.20</p> <p>Business Letters – None received</p> <p>Residential - Tel/Fax – 78.54</p> <p>Business - Tel/Fax – 88.03</p>
<p><b>GTS 5</b> <b>Customer Appointments</b></p> <p>These scheduled appointments pertain to visits by C&amp;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</p>	<p>All customer appointments should be honoured</p> <p>Morning (8:00 a.m. to 12:00 noon) or afternoon (1:00 p.m. to 4:00 p.m.) appointments may be scheduled</p>	<p>Residential - 83.37</p> <p>Business – None Received</p>	<p>Residential – 81.46</p> <p>Business – None Received</p>	<p>Residential – 67.27</p> <p>Business – None Received</p>

STANDARD	TARGET	AVERAGE % COMPLIANCE APR 2009 - MAR 2010	AVERAGE % COMPLIANCE APR 2010 - MAR 2011	AVERAGE % COMPLIANCE APR 2011 - MAR 2012
<p><b>GTS 6</b> <b>Reconnection after Disconnection for Non-Payment</b></p> <p>Notification to C&amp;W, where appropriate and acknowledgement of receipt of payment required</p>	<p>Reconnection of the service should occur within 8 working hours of acknowledgement of payment</p>	<p>Residential - 99.75</p> <p>Business - 99.78</p>	<p>Residential - 99.78</p> <p>Business - 99.88</p>	<p>Residential - None received</p> <p>Business - None received</p>
<p><b>GTS 7</b> <b>Wrongful Disconnection</b></p> <p>This refers to situations where customers are deprived of service due to system errors by C&amp;W</p> <p>This standard is not applicable where disconnection arises out of circumstances pertaining to an overdue amount, specifically C&amp;W's non acknowledgement of payment</p>	<p>Reconnection within 1 working hour of notification</p>	<p>Residential - 55.37</p> <p>Business - 12.5</p>	<p>Residential - 82.77</p> <p>Business - 100</p>	<p>Residential - 99.99</p> <p>Business - 100</p>

**Table 1: Guaranteed Standards of Service for April 01, 2009 - March 31, 2012**

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.

### **GTS 1A - Approval of Service**

Guaranteed Standard of Service 1A refers to the time it should take for approval of an application from submission of the applicant's form to its approval. The compliance rate for this standard in respect of business customers declined to 92.63% compared to 96.73% the previous year. The compliance rate for residential service was recorded at 93.14% compared to 99.09% in the previous year.

### **GTS 1B - Installation of Service**

Guaranteed Standard 1B refers to the time it takes between the advice that the application is approved and the actual provision of service where plant is available. Installations 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. The installation rate for telephone service for business customers improved to 90.77% compared to 87.63% for 2010/2011. The installation rate for residential service fell significantly to 82.32% compared to 94.72%. This was attributed to an error in the information system which provides data concerning the number of lines available.

### **GTS 2 - Fault Repair**

The Standard of Service for Fault Repair requires that reported faults are corrected within 40 working hours for residential service and 16 working hours for business service during the wet season. The dry season requires that repairs be done within 12 working hours for residential service and eight (8) working hours for business service.

Percentage compliance for the residential service for the dry period improved to 63.35% compared to 39.38% for the previous year. The business service compliance for the dry period also improved significantly to 92.66% compared to 68.16% for the 2010/2011 year. This performance was against a backdrop of heavy unseasonal rainfall and cable damage had a significant impact on C&W's ability to carry out repairs.

Percentage compliance for the wet season was below that for the dry season. Compliance for residential customers averaged 59.32%, a considerable decline when compared to 70.73% for 2010/2011. Business service compliance was recorded at 78.62% compared to 76.12% for the previous year.

Cable & Wireless recorded 12 instances of damage to its cables for this period compared to eight (8) instances in the previous year. This affected 7,853 customers, compared to 3,850 customers an increase of 104.7% over the previous year. Cable & Wireless attributed factors such as vehicular accidents, cable theft, road works and fire damage as reasons for the increase in cable damage.

### **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 2011/2012 was 97.36% compared to 95.27% for the previous year. Performance for residential customers for 2011/2012 was 95.84% compared to 97.85% compliance for the previous year.

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

Cable & Wireless' acknowledgement of complaints delivered by fax for residential phones had an average of 78.54% compared to 75.56% for the previous year. Compliance in respect of business service complaints faxed to C&W for the current year averaged 88.03% compared to 88.55% for the previous year. In respect of the complaints delivered by letter no instances were recorded by C&W for business customers; however residential compliance declined to 86.20% compared to 88.53% for the previous year.

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

Compliance for residential service declined significantly, averaging 67.27% compared to 81.46% for the previous year. There were no breaches recorded for this standard for the business customers for the current year or the previous year.

**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. Cable & Wireless recorded no exceptions during the year in either business or residential service.

**GTS 7 - Wrongful Disconnection**

Compliance for the residential service for 2010/2011 was 99.99% compared to 82.77% for the previous year. Cable & Wireless achieved 100% compliance for businesses service in 2011/2012, the same as in the previous year.

**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 16,805 breaches for 2011/2012, compared to 18,674 breaches for the previous year. This decrease of 1,869 claims or 10.01% may be attributed to the fact that there was no late season storm as was the case in the previous year. Of those eligible for compensation, 2,427 customers or 14.4% received compensation compared to 4,673 or 25.02% in the previous year.

<b>CATEGORY</b>	<b>2009/2010</b>	<b>2010/2011</b>	<b>2011/2012</b>
Persons eligible for compensation	10,470	18,674	16,805
Persons actually receiving compensation	620	4,673	2,427
Percentage of eligible customers receiving compensation	5.92%	25.02%	14.44%

**Table 2: Customer Claims Summary April 01, 2009 to March 31, 2012**

**SECTION 2 - OVERALL STANDARDS OF SERVICE**

Overall Standards of Service measure the overall efficiency of the company in the provision of its fixed line services. Breaches of these standards do not require compensation to customers as required under the Guaranteed Standards. However, the Commission may apply penalties if significant and consistent breaches are observed in any of the Overall Standards. Cable & Wireless performed favourably in four (4) of the seven (7) Overall Standards during the period under review.

<b>OVERALL STANDARD</b>	<b>TARGET</b>	<b>AVERAGE % COMPLIANCE APR 2009 - MAR 2010</b>	<b>AVERAGE % COMPLIANCE APR 2010 - MAR 2011</b>	<b>AVERAGE % COMPLIANCE APR 2011 - MAR 2012</b>
<b>OTS 1 Fault Repair</b>	80% of faults should be repaired within a 24-hour period	82.89	58.84	71.17
<b>OTS 2 Repeated Loss of Service</b>	No more than 5% of faults should reoccur within 30 days of repair of first failure	94.81	97.36	98.96
<b>OTS 3 Working Payphones</b>	At least 95% of the public payphones should be in working order daily	99.26	98.89	98.96
<b>OTS 4 Trunk Blocking</b>  This is the percentage of calls which originated on a single network which have been successfully completed during designated peak traffic periods	At least 95% of the calls should be completed during peak traffic	99.47	99.85	99.74

<b>OVERALL STANDARD</b>	<b>TARGET</b>	<b>AVERAGE % COMPLIANCE APR 2009 – MAR 2010</b>	<b>AVERAGE % COMPLIANCE APR 2010 – MAR 2011</b>	<b>AVERAGE % COMPLIANCE APR 2010 – MAR 2011</b>
<b>OTS 5 Billing Accuracy</b>	Billing errors must be no more than 0.5% of the total bills issued	0.1	0.07	0.09
<b>OTS 6 Customer Service Response time</b>	At least 80% of calls must be answered within 60 secs of being handed off by the IVR system to the service representative queue	U/A	79.61	75.37
<b>OTS 7 Interactive Voice Response (IVR) time</b>	At least 80% of calls to the customer service number must be answered by the IVR within 30 secs of making the call	U/A	U/A	U/A

**Table 3: Overall Standards of Service for April 01, 2009 to March 31, 2012**

**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 12 months ending March 31, 2012 the average was 71.17%, an improvement from 58.84% recorded for the same period in 2010. However, it was below the 80% acceptable level of performance. Cable & Wireless recorded 14,016 breaches for the review period compared to 19,333 breaches for 2010/2011, a 27.5% decline.

As noted earlier in the report, the fact that there was no late season storm as was the case in 2010, may have contributed to the improvement in this standard's performance.

### **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 average for the 12-month period ending March 31, 2012 was 99.24%, compared to 97.36% for the same period for 2011. The total number of reports for this fault was 502 compared to 1,070 for the same period in 2011, a 46.08% decrease. The target for this overall standard is 95% compliance.

### **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 95.0%. The average for the current period ending March 31, 2012 was 99.24% compared to 99.89% for the same period for 2011.

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

This is the percentage of calls originated on a single network which have been successfully completed during designated peak traffic periods. The average for the current was 99.74% compliance, compared to 99.85% in the previous year.

### **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 current period was 0.09%, compared to 0.07% for the previous year.

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

This standard reflects the time taken before the Interactive Voice Response 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. The performance of this standard averaged 75.37% compared to 79.61% for the previous year which were both below standard.

### **OTS 7 - Interactive Voice Response**

This Standard reflects the time taken by the Interactive Voice response to answer calls to the customer service number. Calls must be answered within 30 seconds of making the call. The company has advised that the call centre system is unable to retrieve this information.

## SUMMARY

Cable & Wireless was able to significantly exceed most of the minimum levels stated in the Overall Standards of Service. Information from C&W indicated that performance exceeded 90% for four (4) out of the seven (7) standards. The lowest recorded compliance which C&W achieved was for Fault Repair OTS 1, which averaged 71.17%, an improvement over the previous year's 58.85%, however it was still below the 80% threshold. The underperformance of this standard can be attributed to heavy unseasonal rainfall, road works and vehicular collisions with utility poles. Cable & Wireless is unable to retrieve the relevant information from the operating system for OTS 7, as it was experiencing technical difficulties in retrieving the required data. This will be addressed when the standards are reviewed.

Cable & Wireless' performance in respect of the Guaranteed Standards for the current year has generally been the same as that in 2010/2011. There was some improvement in the GTS 2, (Fault Repair Standard). However, C&W continues to be challenged by the Wet Season Standard for Fault Repair as performance has been inconsistent since the inception of the Standards of Service. Decreases in performance were also recorded for the Customer Appointment Standard.

The Standards of Service programme will be reviewed during the financial year of 2012/2013. During this period Commission staff will examine both the Guaranteed and Overall Standards with a view to determining which Standards are in need of updating or revision. The Commission hopes that there will be active participation of the general public in the review process and that both individual and groups will respond to the Commission's Consultation Paper on C&W Standards of Service.