



Fair Trading Commission

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

April 2015 - March 2016

August 23, 2016

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 1, 2015 to March 31, 2016. 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 to Television, as these services are outside the regulatory purview of the Fair Trading Commission (the Commission). The performance of the Company was analysed based on the C&W Standards of Service Decision issued by the Commission in May 2014.

The assessment is divided into two sections. Section 1 is the assessment of the Guaranteed Standards of Service. These require C&W to make compensatory payments 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 efficiency in delivering its regulated services to its customers at the national level. Additionally, these standards can be utilised as a proxy for identifying the overall impact of the Company's performance on its customer base. As such, it is a measure of the efficiency of the company in servicing society's demand for landline telecommunications services, as it is the dominant provider in the market. 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.

It should be noted that this report does not make historical comparisons with that of the previous period, as the length of the reporting periods are dissimilar and thus would

not support rigorous statistical analysis. Performance is therefore considered within the context of the established targets.

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. In a number of instances, breaches of standards attract automated prorated credits or automatic compensation, which seeks to ensure that customers do not pay for a service they are not receiving. However, standards which require manual customer claims are GTS1A, GTS4 and GTS5. Credits are normally applied in the month following the confirmation of the breach of the standard. The Guaranteed Standards are outlined in Table 1.

Table 1: Guaranteed Standards of Service for the period April 2015 - March 2016

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
GTS 1A Approval of Service	The time it should take for approval of an application from the date of submission.	No more than 7 working days	No more than 5 working days	44.48	32.66
GTS 1B Installation of Service after Approval	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	77.84	61.68

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
GTS 2 Fault Repair	<p>The speed in which faults due to failure of C&W equipment are repaired.</p> <p>Faults due to inside wiring or customer-owned equipment are not included.</p>	No more than 2 working days		76.38	84.72
GTS 3 Repeated Loss of Service	<p>The reoccurrence of a fault of the same nature, within 30 days of occurrence of the original fault, on C&W's network.</p> <p>Loss of service is defined as no dial tone.</p>	Faults should not reoccur within 30 days of repair of first failure		96.08	97.84
GTS 4 Response to Customer Complaints	<p>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.</p>	Acknowledgement within 7 working days after receipt of letters		80.71	n/a
		Acknowledgement within 5 working days for telephone, fax or e-mail complaints		53.63	69.41
GTS 5 Customer Appointments	<p>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</p>	<p>All customer appointments should be honoured</p> <p>Appointments may be scheduled: Morning (8:00 a.m. to 12:00 noon) or afternoon (1:00 p.m. to 4:00 p.m.)</p> <p>This does not include appointments pertaining to customers' premises equipment</p>		63.87	92.57

STANDARD	Description	TARGET		% COMPLIANCE	
		Residential Customers	Business Customers	Residential Customers	Business Customers
	restricted.	Appointments may be rescheduled, however, the customer must be notified at least eight (8) working hours prior to the scheduled appointment.			
GTS 6 Reconnection after Disconnection for Non-Payment	The timeframe in which customers are to be reconnected after settling outstanding balance and reconnection fee. Customers must notify C&W and provide proof of payment. C&W must acknowledge receipt of payment.	Reconnection of the service should occur within 8 working hours of C&W's acknowledgement of payment		100	100
GTS 7 Wrongful Disconnection	This refers to the loss of service due to system errors by the service provider. Not applicable where disconnection arises out of circumstances pertaining to an overdue amount.	Reconnection within 1 working hour of notification		60.20	66.67

GTS 1A - Approval of Service

GTS1A refers to the maximum time it should take from submission of an application for service to its eventual approval. For this standard, during the twelve (12) month period ending March 31, 2016, there were 625 breaches in the Business service category and 1231 breaches in the Residential service category. With 32.66% compliance for business customers and 44.48% compliance for residential customers, performance under this standard indicates a high percentage of breaches and as such is less than satisfactory.

The Commission's investigation of this matter revealed that system generated letters of approval were not being sent out due to an oversight. C&W has advised that they faced challenges with the dissemination of the letters and a resolution to these issues did not take place in a timely manner.

GTS 1B - Installation of Service

Guaranteed Standard GTS1B refers to the time it takes between notification 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) working days for business customers, while residential installations should take no more than seven (7) working days. Compliance with the target for installation for business customers averaged 61.68% for the twelve (12) month period ending March 31, 2016, suggesting room for significant improvement. The number of breaches recorded for business for the period was 316, while that for the residential service was 496, an average compliance of 77.84%.

GTS 2- Standard for Fault Repair

Compliance for the residential segment for the twelve (12) month period ending March 31, 2016 averaged 76.38%, while that for the business segment was 84.72%. The total number of breaches recorded for residential customers for the period was 8,987, while that for business was 652.

GTS 3 - Repeated Loss of Service

The Standard of Service for Repeated Loss of Service requires that there be no repeat loss of service for the same fault on the service provider's network within 30 days of a repair being done for either residential or business service. Compliance for business customers for the twelve (12) month period was 97.84%, while the number of breaches was recorded at 95. Performance for residential customers was 96.08% and the recorded number of breaches totalled 1426 for the period. This level of performance was satisfactory.

GTS 4 - Response to Customer Complaints

Cable & Wireless' acknowledgement of complaints delivered by fax or telephone within five (5) working days for residential customers was 53.63% for the twelve (12) month period ending March 31, 2016. The number of breaches under this standard for residential service was recorded at 621. Compliance in respect of business service complaints faxed or called in to C&W for the current year averaged 69.41%, with breaches for business service totalling 20. The level of compliance here requires improvement. In respect of the complaints delivered by letter, where acknowledgement is required within seven (7) working days, no instances were recorded by C&W for business customers, while there were 6 breaches with respect to residential customers at a compliance rate of 80.71%. Compliance in this instance is encouraging.

GTS 5 - Customer Appointments

This standard covers scheduled appointments by C&W's agents to correct faults on the network interface device where access to customer premises is necessary but restricted. Appointments may be rescheduled upon notifying the customer at least eight (8) hours prior to the scheduled appointment. For the twelve (12) month period ending March 31, 2016, compliance for residential service averaged 63.87%, with 13549 breaches. The business segment's average compliance was 92.57%, with 320 breaches for this period. Our investigations into the performance under this standard revealed that since C&W utilises independent contractors, the company appears to be less able to exert control over the timeliness of the appointments. This however, is a responsibility that C&W must manage more assiduously, particularly amongst its residential customers.

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 disconnected were reconnected within the target time and as such, no breach of this standard was recorded during this period for neither business nor residential segments.

GTS 7 - Wrongful Disconnection

The Standard of Service for Wrongful Disconnection requires that any loss of service due to system errors by the service provider be reconnected within one (1) hour of notification by the customer. For the period ending March 31, 2016, there were 25 breaches of the standard for residential customers and only one for business customers, with 60.2% and 66.7% compliance recorded, respectively. There is room for improvement under this standard.

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 26,778 instances where compensation was deemed eligible during the twelve (12) month period ending March 31, 2016. There were 8,277 customers who received compensation for breaches of the Guaranteed Standards for the same period. We sought clarification from C&W on the disparity between eligible and actual compensation and it was stated that actual compensation is primarily made up of automatic rebates. The remainder comprises small amounts per customer that would require a manual claim. A significant number of customers are therefore not exercising their right to claim compensation. The Commission will consider the quantum of compensation, as eligible customers may deem it so insignificant that there is no incentive to claim.

Table 2: Customer Claims Summary April 2015 - March 2016

CATEGORY	No. of Customers
Number of Customers Eligible for compensation	26,778
Number of Claims Received	8,277
Percentage of eligible customers receiving compensation	30.91%

SECTION 2 - OVERALL STANDARDS OF SERVICE

Overall Standards assess the company's countrywide performance in its provision of fixed line services and are not associated with compensation to individual customers. However, where a breach persists, the Commission may, at its discretion, invoke Section 43 of the Fair Trading Commission Act, CAP. 326 and Sections 31 and 38 of the Utilities Regulation Act, CAP. 282, which allow for the imposition of fines.

Table 3: Overall Standards of Service for the period April 2015 to March 2016

STANDARD	DESCRIPTION	TARGET	AVERAGE % COMPLIANCE
OTS 1	Fault Repair	80% of faults should be repaired within a 24- hour period	90.10
OTS 2	Repeated Loss of Service	No more than 5% of faults should reoccur within 30 days of repair of first failure	96.27
OTS 3	Working Payphones	At least 95% of the public payphones should be in working order daily	100.00
OTS 4	Trunk Blocking	At least 95% of the calls should be completed during peak traffic	n/a
OTS 5	Billing Accuracy	Billing errors must be no more than 0.5% of the total bills issued	99.92
OTS 6	Customer Service Response Time	At least 80% of calls must be answered within 60 seconds of being handed off by the IVR system to the service representative queue	n/a

Cable & Wireless' performance under the Overall Standards was quite satisfactory for the period ending March 31, 2016, for all standards reported, as all targets were met. Performance data was recorded for only four (4) of the six (6) standards, with favourable performances in all four. Justification for the lack of data for OTS4 and OTS6 is provided in the discussions below.

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 it being reported. For the twelve (12) months ending March 31, 2016, the average was 90.1%, which is well above 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 twelve (12) month period ending March 31, 2016 was above the minimum acceptable performance at 96.27%.

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 twelve (12) month period ending March 31, 2016 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%. There was no data submitted for the current reporting period, as C&W's Network Monitoring Centre was relocated to Jamaica and this new centre no longer provides this data.

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 percentage compliance for the period ending March 31, 2016 was 99.92%, indicating a satisfactory performance under this standard.

OTS 6 - Customer Service Response

This standard reflects the time taken for a call to be answered after the Interactive Voice Response (IVR) passes the 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 the company which provides the call centre services also provides the same to several other companies in other jurisdictions and as such cannot provide metrics specific to C&W Barbados. Only general call centre data is collected, which would include data from other companies.

SUMMARY

This report assessed the performance of Cable & Wireless (Barbados) Limited (C&W) as it relates to the Standards of Service set by the Fair Trading Commission. Using both the Guaranteed and Overall Standards of Service for the period April 1, 2015 to March 31, 2016, it was found that C&W's performance was generally satisfactory. C&W was unable to supply information on all six (6) of the Overall Standards. Information was received for only four (4) standards, with their performance surpassing the acceptable minimum. This bodes well for the overall efficiency of the company at a national level. Cable & Wireless indicated that, due to organisational changes in their Network Monitoring Centre and contact centre, data which was once categorised by business unit could no longer be classified on that basis. Consequently, the generation of information relevant to the Customer Service Response Time Standard OTS 6, and Trunk Blocking Standard OTS 4, was no longer possible.

Cable & Wireless experienced challenges with meeting the expected performance levels for the Approval for Application of Service Standard (GTS 1A), due to an oversight. The Fault Repair Standard (GTS 2) achieved an acceptable level of compliance (84.72%) for the business segment, while residential compliance of 76.38% was adequate but indicates some room for improvement. Customer Complaints (GTS 4) underperformed and thus requires improvement. Customer Appointments (GTS 5) performed below expectation for the residential category but was satisfactory for the business segment. The performance of Installation of Service after Approval (GTS 1B) was also satisfactory. The Commission will be addressing all matters of weak areas with C&W, with the expectation of a significant improvement next year, especially as it relates to areas affecting the residential customer.