



## NEWS RELEASE

15 June 2020

### **Sure announces significant changes to the telephone directory**

Actions to improve the Sure 2020/21 directory are underway, including asking customers to check their directory entries before they are printed.

All customers, who have not previously asked to be excluded from the directory and are due to have their details printed in the 2020/21 directory, will receive an email or letter informing them that they are due to be included in the White Pages – which lists the name, address and phone number(s). If they take no action after receiving the email or letter, they will appear in the directory. Customers with a mobile listing only will not have their address published.

Charlotte Dunsterville, chief consumer officer at Sure, said: “Customer data and customer satisfaction are our key priorities for the directory. We have reflected on last year’s feedback and put processes in place to make sure that everyone is happy with their directory entries for 2020.

“For the first time, we’re giving all our customers the opportunity to check their entries before printing the directory to ensure their details are accurately captured. We understand that the directory plays a necessary role in keeping the island community connected which is why we’ve chosen to feature an historic image on the 2020/2021 to commemorate the 75 years of Liberation.”

Islanders who would like to change their directory status, including those who no longer wish to appear in the directory, are advised to use MySure, our online self-service portal,

email [directory2020@sure.com](mailto:directory2020@sure.com) or call us on 01481 700 700 before 30th June and include the following details:

- The name as it appears on the account and will be printed in the directory
- Account number
- The first line of the address
- The telephone number
- And a statement as to whether you want your number included or excluded from the directory

JT customers with a fixed landline service are advised to speak directly to the JT customer service team to confirm their preferences. JT and Airtel customers may also request for mobile services to be added by contacting [directoryteam@sure.com](mailto:directoryteam@sure.com) but customers should note that this is a chargeable service.

Due to the impact of the global pandemic, there has been a delay to the compilation of the 2020/21 directory which is expected to be available to islanders in November 2020. Sure has also reviewed the directory layout and will be increasing the font size to make the entries easier to read.

ENDS

Issued by NAME, Orchard PR, NUMBER, NAME@orchardpr.com

Notes to editors:

### **About Sure**

[www.sure.com](http://www.sure.com)

Twitter: <https://twitter.com/SureGuernsey?lang=en>

Facebook: <https://www.facebook.com/SureGsy/>

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under

exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV.

The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Customer experience is at the heart of Sure's approach and the company was found to have the most satisfied customers in the Channel Islands in a 2018 study carried out by the independent regulator in the islands. In the Isle of Man, Sure was rated the best overall network (Source: a Sure-commissioned independent study carried out by Systemics group, 2017).

Sure is a member of the Batelco Group, a leading telecommunications provider to 14 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.