



## NEWS RELEASE

22 May 2020

### **Sure reopens store for the first time since lockdown**

Sure are very pleased to announce it will be re-opening its St Peter Port store in the High Street, Waterloo House, on an appointment-only basis from Thursday 21 May.

In order to be able to open safely, Sure has introduced a number of social distancing measures in-store to protect customers and employees including operating on an appointment-only basis, prioritising the vulnerable and setting up protective screens around the store. To book an appointment, customers will need to call 07781 140005.

As a result of the coronavirus, Sure has continued to offer its services by setting up a sales hotline on 01481 757780 which will continue to operate after lockdown for those who are unable to visit the store. The telecoms provider has also doubled the number of advisors working on its webchat for customer queries and customer support is available online, over the phone and via the free MySure app.

Charlotte Dunsterville, chief consumer officer at Sure, said: “Our top priority during this pandemic is that our customers and employees feel connected and safe which is why we would still encourage our customers to visit our website in the first instance before making an appointment in-store.”

Sure has taken the decision not to reopen the store located at the post office, Envoy House, permanently in response to an increase in online sales and the telephone sales hotline which will remain in place. Sure is focusing on the Waterloo store as part of the wider plan to get the high street open and businesses operating in the new normal. All staff previously based at Envoy House will transfer to the High Street store.

Charlotte continues: “We recognise the importance of supporting the high street and this strategic move allows us to adapt and invest our resources into the High Street store as well as our online and telephone functions to better meet our customers’ needs.”

Customers will still be able to pay bills at the counter or can also visit the website and use the MySure app to top up PAYG credit or set up Direct Debit to pay their regular bill.

ENDS

Issued by Emily Chapman, Orchard PR, 01481 251251, [emilyc@orchardpr.com](mailto:emilyc@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.