

Vodafone Website audit
Broadband speeds information

The Broadband Speeds Code of Practice requires that providers make specific information available during the sales process and on the website more generally. Some further information is required if available or if requested by the customer. The following table explains which information was tested and whether this is mandatory:

Location	Information	Question	Notes
During online sales process	Estimated speed range displayed prominently	2.5	Mandatory (unless range is very narrow, in which case a midpoint may be used)
	Estimated midpoint speed	2.4	Optional
	Minimum guaranteed speed	2.6	Optional unless requested, mandatory when requested
	Throughput speed	2.7	Only to be provided where available, which is uncommon
	Explanation that speeds given are estimates	2.12	Mandatory
	Information about what can affect the speed of a broadband service, including traffic management and fair usage policy where applicable (see below)	2.13, 2.14, 2.21	Mandatory
	Information about the Broadband Speeds Code of Practice	2.15	Optional; mandatory only in post-sale information
	Customer should contact the ISP if their speed falls below the minimum guaranteed	2.17	Mandatory
	What would happen if speeds were below the minimum guaranteed	2.16, 2.18a	Optional unless requested, mandatory when requested
On website	Speed checker	2.0, 2.1	Mandatory
	Fair Usage Policy in a way that is clear and comprehensible	2.18	Mandatory where applicable
	Explanation of how customers can check and maximise their speeds	2.20	Mandatory (not directly tested)
	Traffic Management/Shaping Policy in a way that is clear and comprehensible	3.1	Mandatory where applicable

Section1: General

1.0: Date of website assessment: 14/11/2016

1.1: Time started website assessment: 1.30pm

1.2: Time finished website assessment: 3.30pm

1.3: How did you find the majority of the information: Click through pages
Information was mostly found by following a typical customer journey. Some information through the search page.

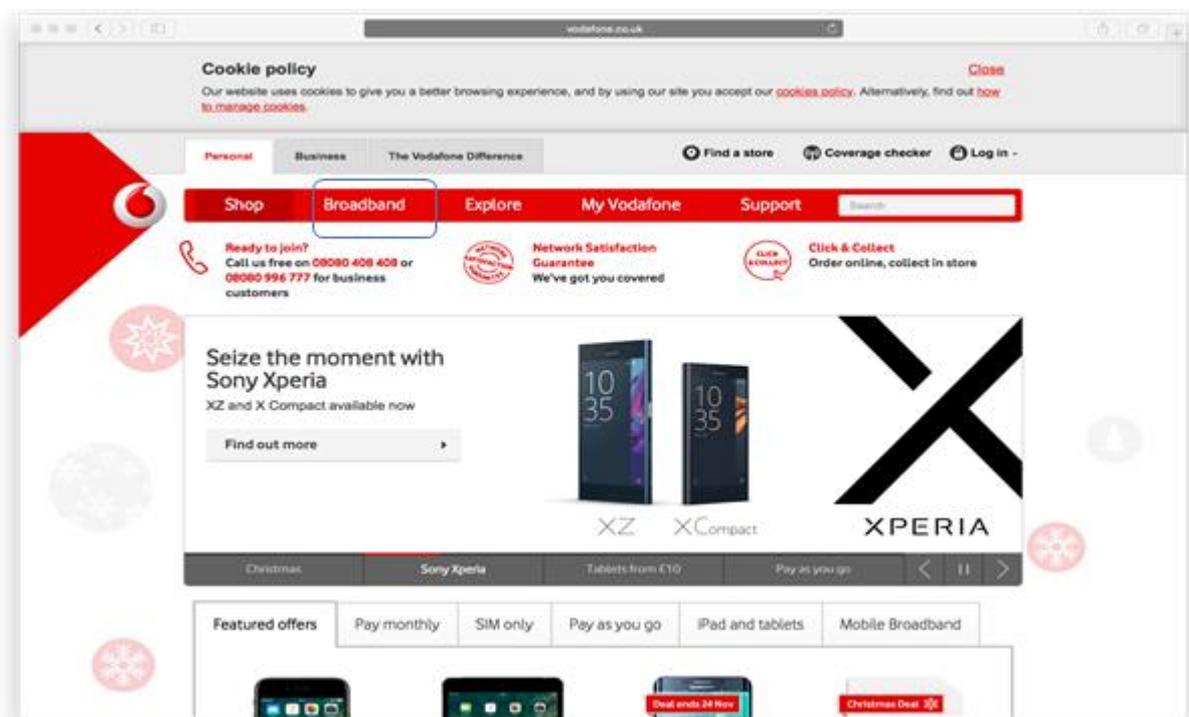
Section 2: Audit information

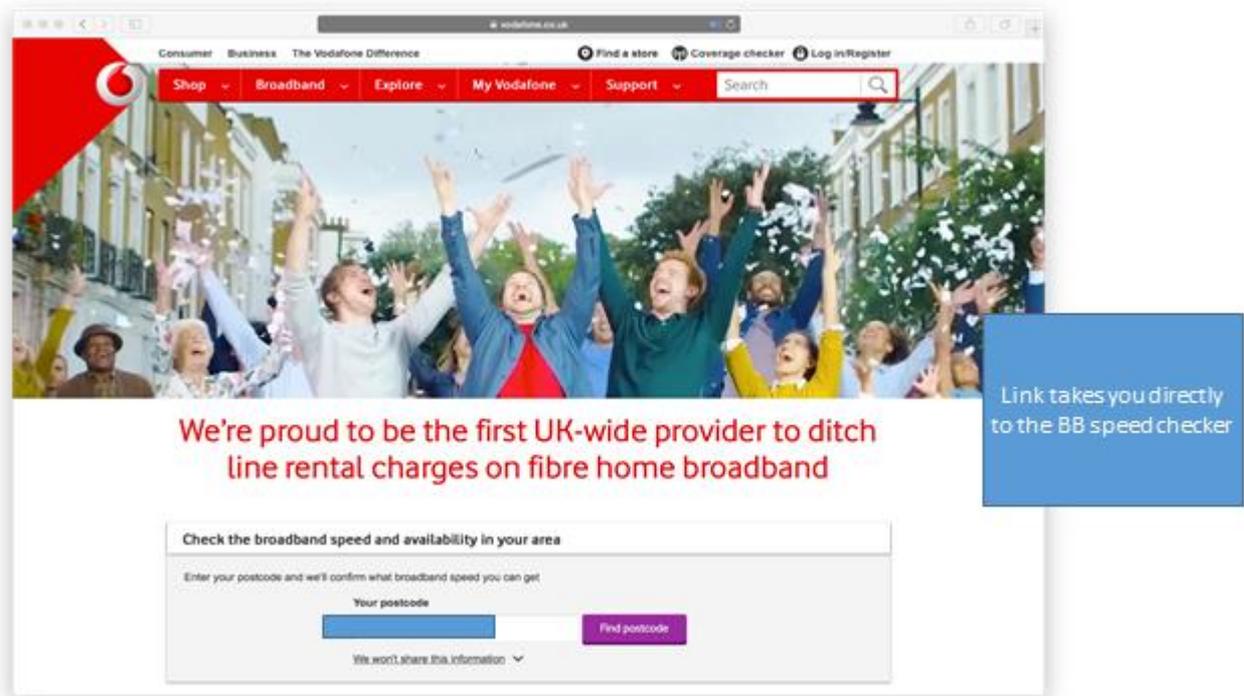
2.0 Was there a broadband speed checker facility? Yes

2.1 Where was the broadband speed checker found?

<https://www.vodafone.co.uk/packages>

This was on the home page for 'broadband' as routed to from the Vodafone homepage. So just 1 click away.





2.4 Estimated mid-point ADSL line speed provided? NO

2.5: Range of estimated ADSL speed provided? YES 10-15.35.5Mbps

2.6 Minimum guaranteed speed provided ADSL? YES 7.67Mbps

2.7 Throughput speed provided ADSL? NO

2.4b Estimated mid-point VDSL line speed provided? NO

2.5b: Range of estimated VDSL speed provided? YES 73.59-76Mbps

2.6b Minimum guaranteed speed provided? YES 67.45Mb

Also states (see 2.13):

The minimum guaranteed speed shown is the slowest speed we think your line will achieve. For information on how to measure your broadband speed, and what to do if it's below the minimum guaranteed speed, please click [here](#)

2.7 Throughput speed provided VDSL? NO

2.11 If fibre optic broadband/ cable was 'coming soon' at your address, what information was provided about this?

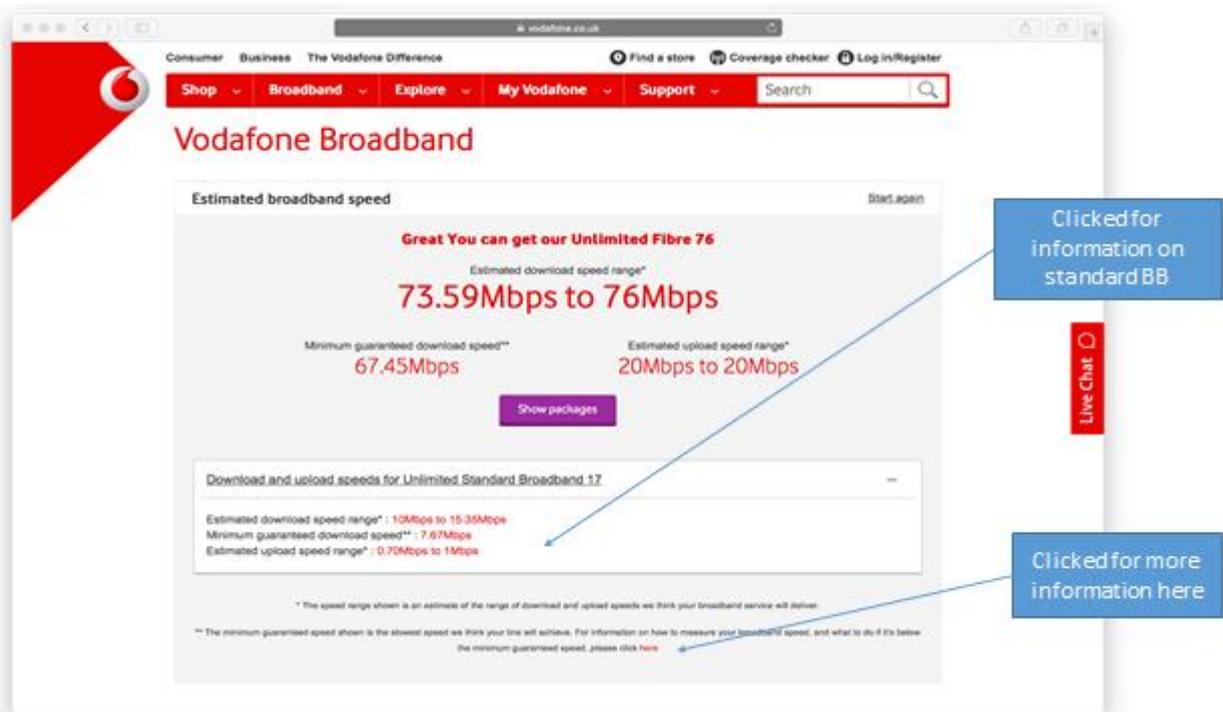
N/A as service available

2.12 Did the text in/ around the line checker indicate that the speeds given were an estimate? YES

Above range text says ‘estimated download speed range’. Also *which says ‘The speed range shown is an estimate of the range of the download and upload speeds which we think your broadband service will deliver’. See 2.13

2.13. Was there any information about what can affect the speed of your broadband connection within the broadband speed checking facility?

YES. On a drop down box that was accessed through clicking for more information about the minimum guaranteed speed. This was split into information about your ‘access line speed’, ‘throughput speed’ and ‘up to speeds’



2.14 Please select what was mentioned LINKED FROM THE SPEED CHECKER FACILITY

a. Distance from telephone exchange	YES
b. The wiring quality e.g. fibre optic/copper wire explanation	YES
c. How busy the network is/the number of people online at any one time	NO
d. The network capacity of the broadband provider	NO
e. The time of day/day of week	YES/NO mentions peak times
f. Quality of the phone line	YES
g. Their traffic management policy	NO
h. Their fair usage policy and any specific limits	NO
i. Interference from electrics/devices at home – e.g. the layout of house, number of devices using electricity, number devices using wireless connections	YES
j. Other (please specify)	YES: Type of connection (ADSL/ VDSL)/ Using WiFi or cabled

2.15 Any other relevant information found? YES provides information about testing the speed. When and how to do and outside sites as well as the Vodafone speed IP address. It also provides information about your rights as a customer and links to the Ofcom code of practice.

Consumer Broadband Speeds

Broadband speed – our promise to you
 When we talk about the speed of your Vodafone Broadband, it's important you understand what we're referring to and what your rights are. To begin with, we'll list some of the most commonly used terms and explain what they mean.

The diagram shows a flow from **Customer's house** to **Street cabinet** to **Openreach Exchange** to **Internet**. Below this, three speed types are defined:

- 1 Access line speed* (fibre)**: Represented by a bar from Customer's house to Street cabinet.
- 2 Access line speed* (ADSL)**: Represented by a bar from Customer's house to Openreach Exchange.
- 3 Throughput speed**: Represented by a bar from Customer's house to Internet.

Access line speed*
 Your access line speed is the data speed of the line from the street cabinet or telephone exchange to your router. This is influenced by a number of factors including how far you live from the cabinet or exchange, whether you have an Asymmetric Digital Subscriber Line (ADSL) or a Fibre connection, and the condition of the phone line leading to and within your home.

Throughput speed
 This is the speed you actually experience when you access the internet. It depends on factors such as whether you use Wi-Fi or cables to connect devices inside your home; the number of devices connected to your network; the speed your devices run at; and whether you're using the internet at peak times. Because of all these factors, throughput speed will always be lower than your access line speed, though often not by much.

"Up to" speeds
 These are the advertised "up to" speeds which are the maximum speeds our broadband services are expected to achieve. This is defined by the Committee of Advertising Practice (CAP) as the speed that at least 10% of an Internet Service Provider's (ISP) customers can achieve. So Vodafone Broadband ADSL is advertised as "up to 17Mbps", and Fibre products are advertised as "up to 38Mbps" and "up to 76Mbps".

This is the document that is linked to from the **minimum guaranteed speed footnote underneath the speed checker

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You can find out the broadband speed and availability in your area using our [quick checker](#)

*Access line speed can also be referred to as Sync speed

This is the document that is linked to from the **minimum guaranteed speed footnote underneath the speed checker

Vodafone Broadband

www.vodafone.co.uk/~/media/~/public/documents/~/documents/broadband-speeds-vwap-consumer.pdf

Testing the broadband speed you're getting

Given the difference between access line speed and throughput speed, you might like to find out the speeds you're actually getting.

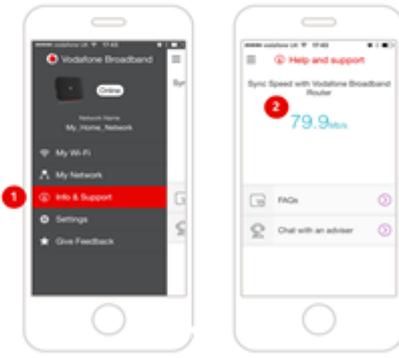
Access line speed

There are two easy ways to find your access line speed.

Through the Vodafone Broadband app

If you've downloaded the Vodafone Broadband app:

- 1 Select the 'Help and support' option
- 2 Your access line speed will be clearly displayed in blue at the top of the page.



Through your Wi-Fi router

Typing 192.168.1.1 into your web browser will open your Vodafone router's online portal.

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Vodafone Broadband

www.vodafone.co.uk/~/media/~/public/documents/~/documents/broadband-speeds-vwap-consumer.pdf

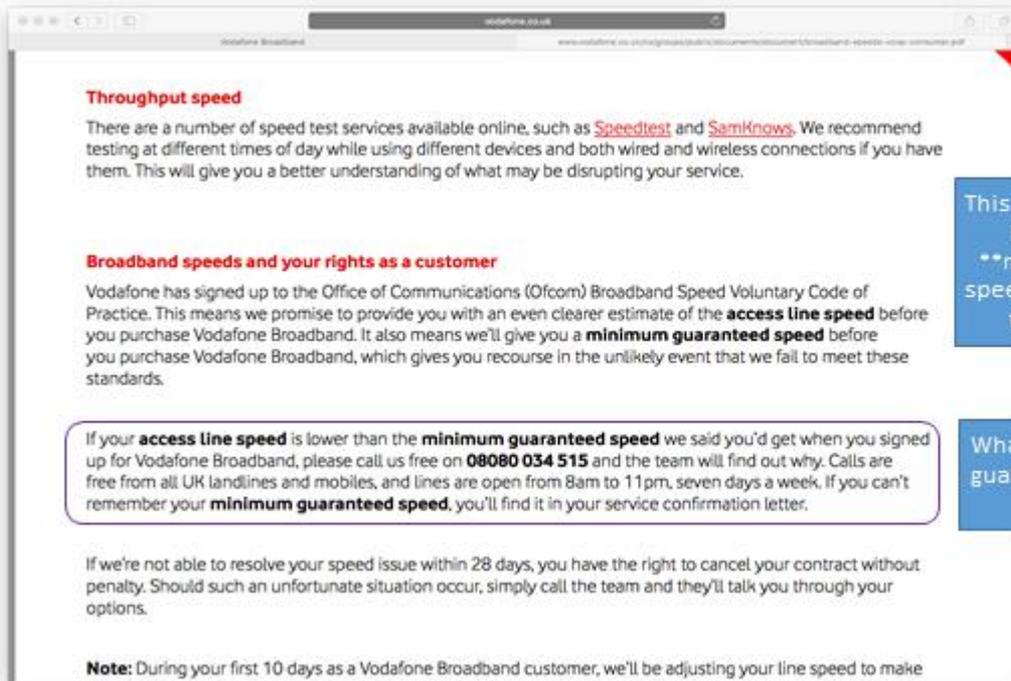
Through your Wi-Fi router

Typing 192.168.1.1 into your web browser will open your Vodafone router's online portal.

- 1 Where prompted enter the password **vodafone** (unless you've chosen your own)
- 2 Once you're logged in, your access line speed will be clearly displayed by the image of the router.

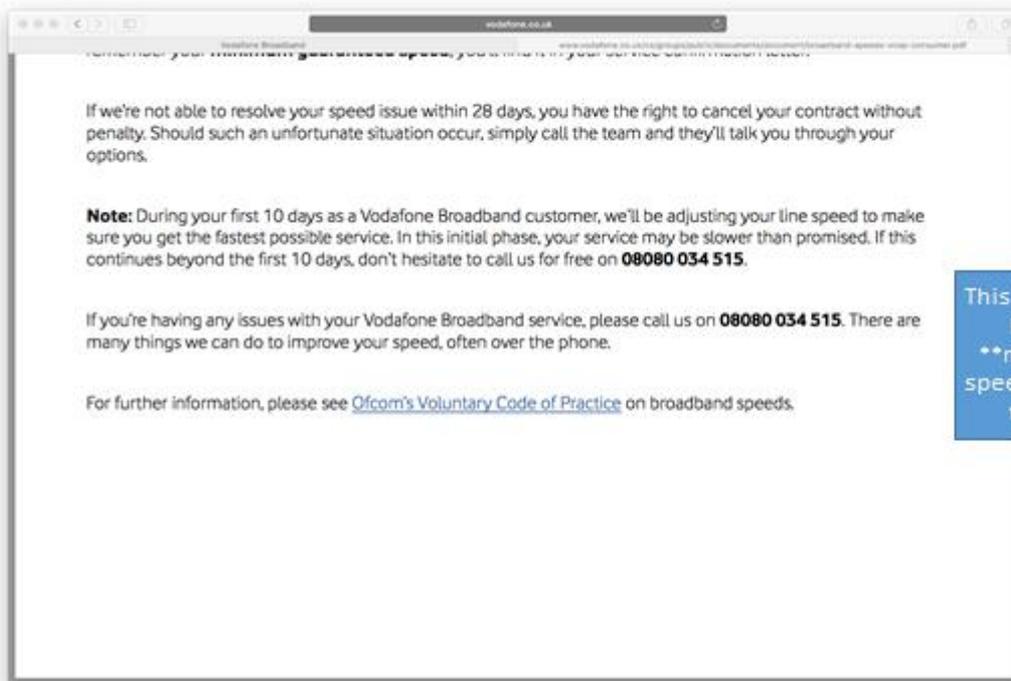


This is the document that is linked to from the **minimum guaranteed speed footnote underneath the speed checker



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What happens if minimum guaranteed speed not met



This is the document that is linked to from the **minimum guaranteed speed footnote underneath the speed checker

2.16. Was there any information about what would happen if the speed you received was below the minimum guaranteed speed?

YES, in the document referenced at 2.15 :

If your access line speed is lower than the minimum guaranteed speed we said you'd get when you signed up for Vodafone Broadband, please call us free on 08080 034 515 and the team will find out why. Calls are free from all UK landlines and mobiles, and lines are open from 8am to 11pm, seven days a week. If you can't remember your minimum guaranteed speed, you'll find it in your service confirmation letter.

If we're not able to resolve your speed issue within 28 days, you have the right to cancel your contract without penalty. Should such an unfortunate situation occur, simply call the team and they'll talk you through your options.

2.17a Did the information state that you would need to contact the ISP if this happened?

YES

2.18a Did the information state that ultimately you can leave the contract if the speed continues to be below this level?

YES

Did the information state at what level the speed needed to be below

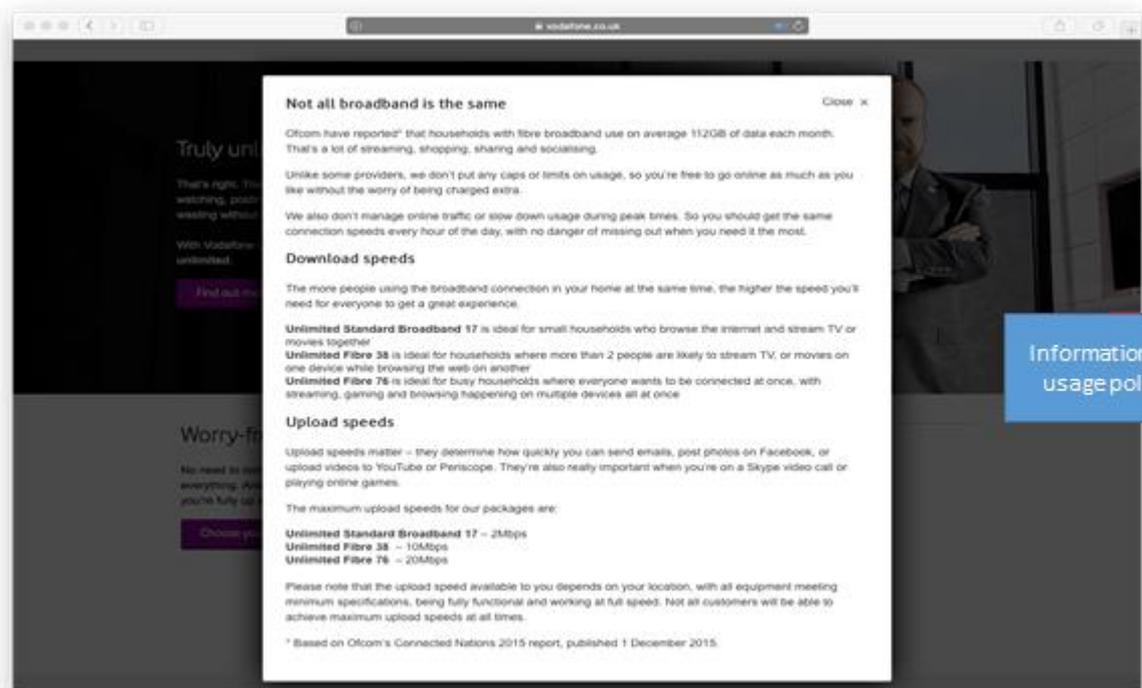
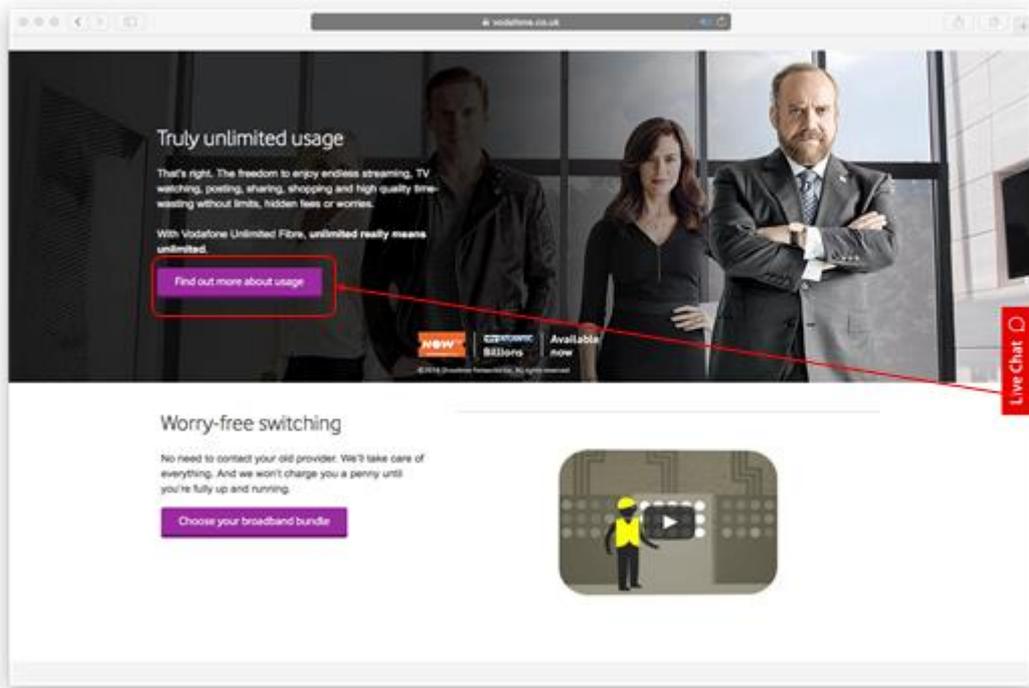
YES, just if it was LOWER than the minimum. Also signposts where you would be able to find out what the minimum guaranteed speed was in documentation once you sign up.

2.18 Was there any information about a Fair Usage Policy? Please write in where on the website this is located (include URL)

YES.

Nothing on search.

But, clicked on 'find out more about usage' under 'Truly Unlimited Usage' on the main BB page and found information relating to the fact that there are no caps or limits.



2.20 Did the website contain any *additional* information explaining line speeds (e.g. ‘up to’ speeds, headline speeds, throughput speeds. *Please write in type of information given and where this is located on the website*

‘Up to speeds’ Document linked to by speed test defines these and explains what they are

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This is the document that is linked to from the **minimum guaranteed speed footnote underneath the speed checker

‘Headline speeds’ Search yielded no results

Personal Business Find a store Coverage checker Log in -

Shop Broadband Explore My Vodafone Support Search

You are here: Home / Search / headline speed

Search All Shopping Help Me

Shopping

A perfect atom
http://www.vodafone.co.uk/business/1418241842999_0f8d04363.pdf
... of connectivity, offering unmatched processing speed and the ... a doubling of the data speeds will prove ... than just the faster headline spee...

Forum

Mobile broadband: HSLIPA / 3G coverage check - Vodafone ...
http://forum.vodafone.co.uk/95/Date-on-the-go/Mobile-broadband-HSLIPA-3G-... with talks of 24MB/s download speeds coming to our ... I can see four separate high-speed sites planned ... SIM-only deals in their headline cho...

Vodafone Smart 4 turbo and Smart 4 power : Vodafone Social
http://blog.vodafone.co.uk/2014/07/11/vodafone-smart-4-turbo-and-smart-4-... take full advantage of the extra speed and connectivity ... be one of the turbo's headline features. It's ... to stream content at ultra...

Clocks go back: Double your extra hour with appal : Vodafone ...
http://blog.vodafone.co.uk/2014/07/09/clocks-go-back-save-time/
... its headline talent is its ability to tell you the speediest route across urban ... one for the evening, meaning you can stay up to speed witho...

BadgerGP gives us their take on the 2016 F1 season so far ...
http://blog.vodafone.co.uk/2014/07/09/every-ecu-triller-badgergp-gives-... for Red Bull) made headlines because of his overtaking prowess, but he's still slightly rough around the edges when it comes to consistent s...

Vodafone UK
About us
For investors
For the media
Corporate responsibility
Why choose us?
Keeping children safe
Careers
Essential customer information

About this site
Privacy policy
Privacy and cookies
Terms & conditions
Site map

Support
All help topics
Your device
Lost or stolen devices
Vodafone Community
Feedback
Twitter
Find a store

Accessibility
Accessibility Services
Restricted hearing
Restricted vision
Limited dexterity
Help with my account

Popular phones
Galaxy S7 edge / S7
iPhone 6s
iPhone 6s Plus
iPhone 6
Vodafone Smart premium F
iPhone 7
iPhone 7 Plus
BlackBerry Curve

Products & services
Mobile Broadband
Trade in your phone
Play as you go
Vodafone Sure Signal
SIM cards
SIM Only Deals
Coverage checker
Network Status Checker
Track your order

'Throughput speed' initial document defines and references these. See above.

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using the internet at peak times. Because of all these factors, throughput speed will always be lower than your access line speed, though often not by much.

Access line speed. See above.

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NB: selected a product and continued down a purchase route but had to register details for purposes of arranging payment and contract. So was not able to peruse. There did not appear to be any additional information down this route, however, I can't rule out the inclusion of additional T&C .

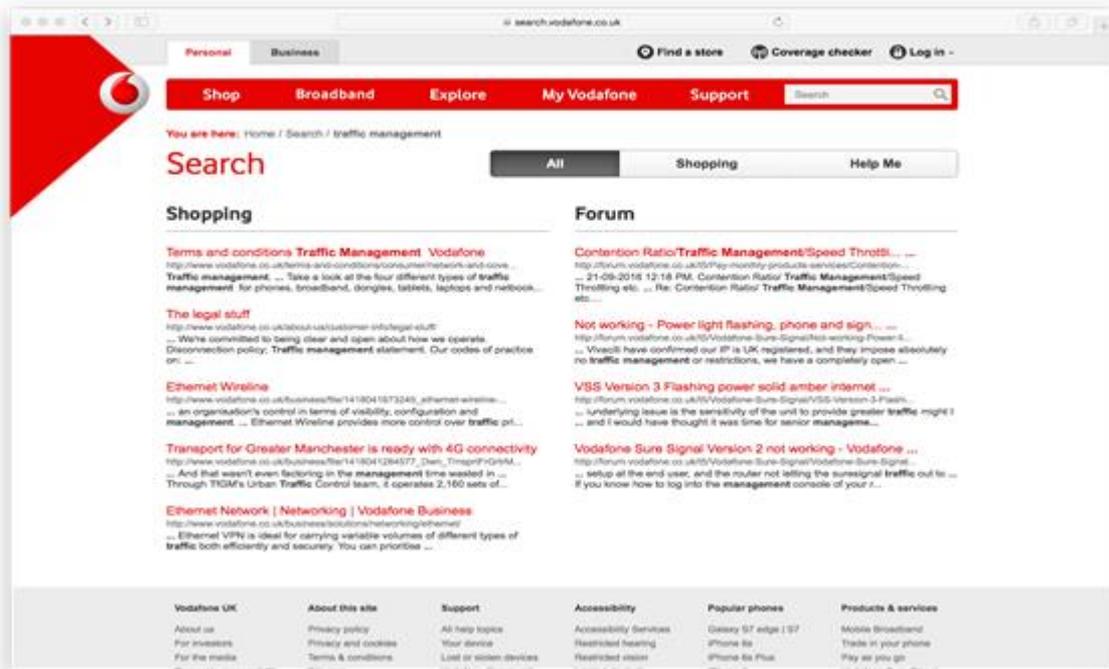
2.21 -Did the website contain any information that explained how internet speed affects user experience? e.g. downloading music, TV, movie, photos etc. *Please write in type of information given and where this is located on the website*

There didn't appear to be anything related to usage. There were some product features that that mentioned downloading films by prioritising WiFi to one device but this was the only mention and there didn't seem to be any recommendations based on what product to select.

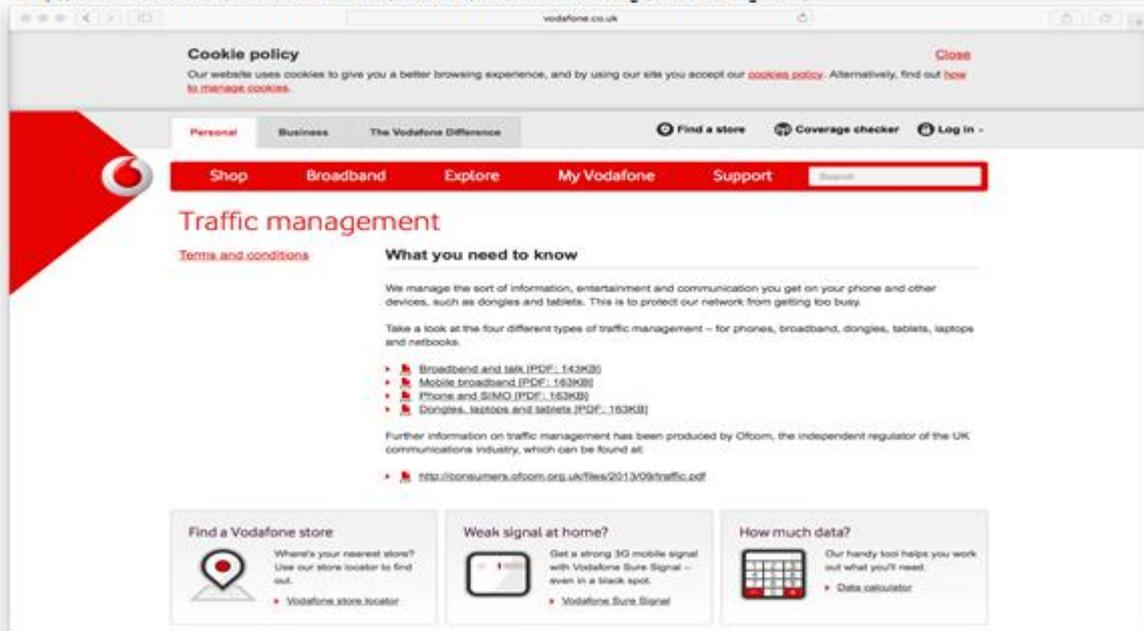
Section 3 General website information

3.1 Did the website contain information on traffic management? *Please write in type of information given and where this is located on the website (include URL)*

Searched for 'traffic management' and found detailed information linked to.

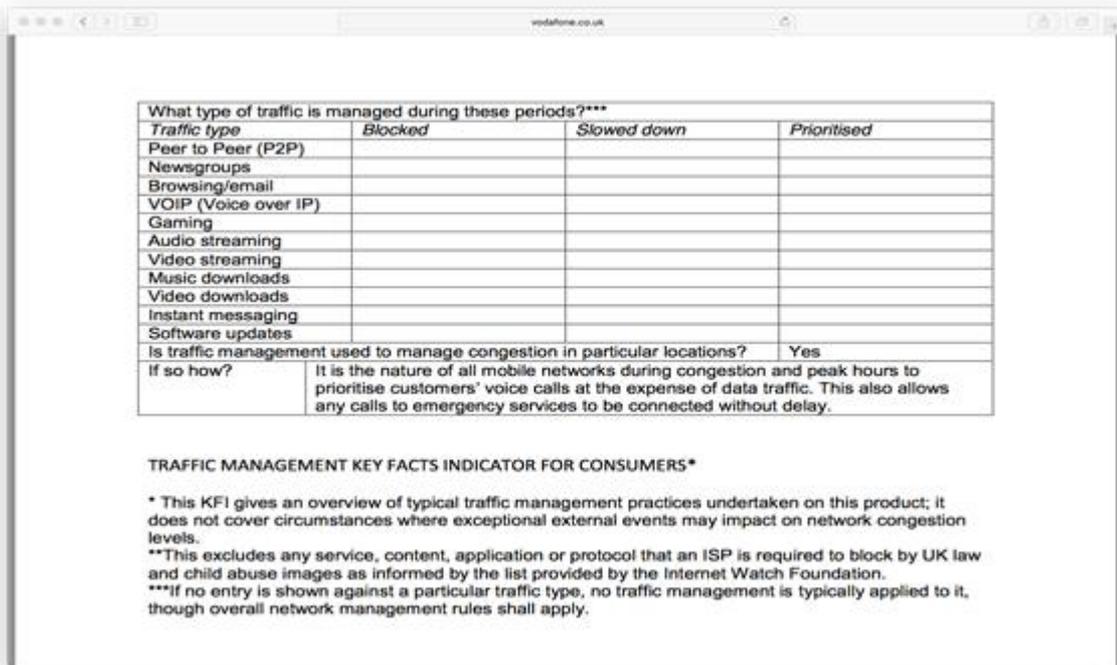


http://www.vodafone.co.uk/terms-and-conditions/consumer/network-and-coverage/traffic-management/



Section 1: Traffic management in relation to your broadband product (not including during busy times and places to manage network congestion see Section 2)		
Mobile Broadband Consumer Packages		
Use and availability of services, content, application and protocols on this product		
Are any services, content, applications or protocols always blocked on this product?*		Yes
If so what?	<i>Adult services (for example gambling or erotica) will be locked unless content lock is deactivated</i>	
Are any services, content, applications or protocols always slowed down?		No
If so what?	N/A	
Are any services, content, applications or protocols always prioritised?		No
If so what?	N/A	
Are any managed services delivered on this product?		No
If so what?	N/A	
What impact?	N/A	
Data caps and downloads		
What are the download/upload limits or data usage caps on this product?		This varies see the specific package
Data usage caps vary - see the specific package If you do not have a '4G Ready' or '4G' Plan your upload data speed will be limited to 8Mbps and your download data speed will be limited to 10Mbps.		

Is traffic management used to manage compliance with data caps and download limits?		No, however if you go over your data cap you may have to pay for the extra data used
Under what circumstances?	N/a	
Level of speed reduction?	N/a	
Duration of speed reduction?	N/a	
Is traffic management used in relation to heavy users?		No, we would only block / throttle in the event of activity harmful to our network
Under what circumstances?	N/a	
Level of speed reduction?	N/a	
Duration of speed reduction?	N/a	
Section 2: Traffic management to optimise network utilisation (what happens during busy times and places in addition to traffic management as described in section 1)		
Is traffic management used during peak hours?		No
When are typical peak hours?	Weekdays:	Weekends:



4.1 How easy was it to find the information on the website? Was it straightforward or did you have to look for it? Were there any measures in place to make you read the information or having it pop up?

The key information was very easy to find. The speed checker showed speed information clearly with asterisks linking to important supplementary information points. There was a useful document linked to from that point. However this could potentially be missed by many people. If this was not seen there was probably a lack of other kinds of information related to speed (like what would impact speed) within the main website.