

Zen 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: 16/11/2016

1.1: Time started website assessment: 13.50

1.2: Time finished website assessment: 14:58

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

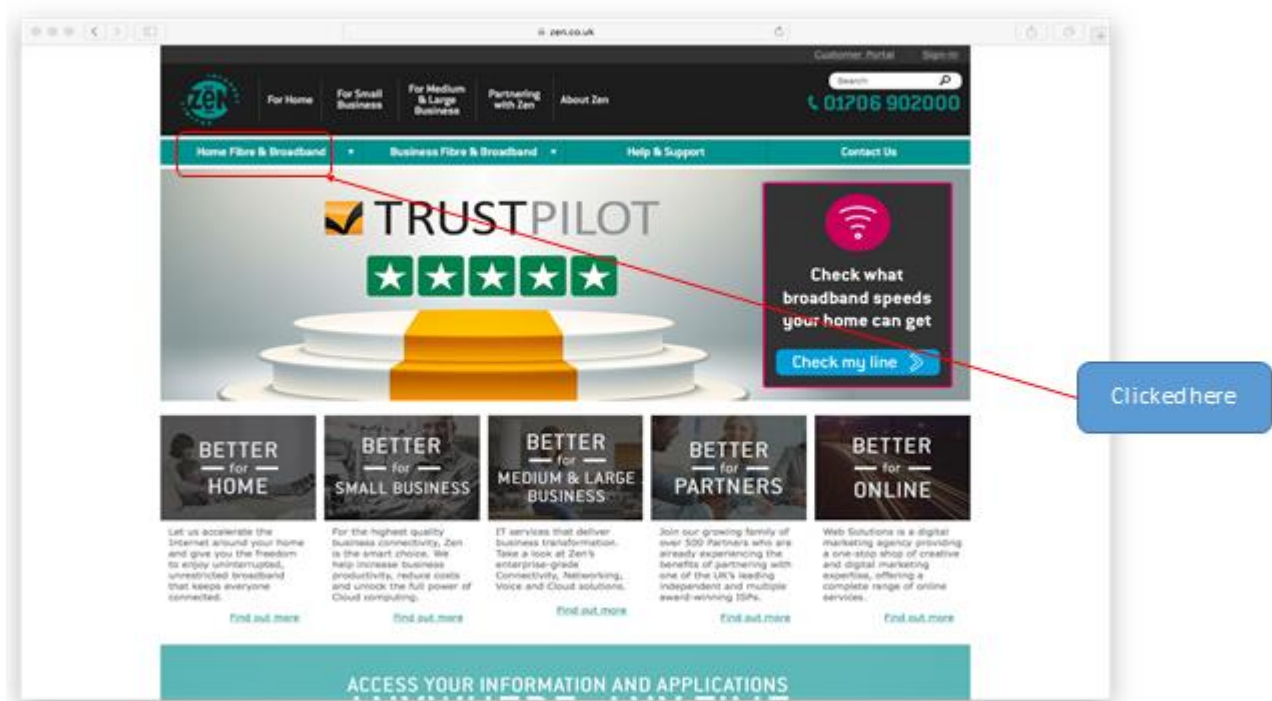
Section 2: Audit information

2.0 Was there a broadband speed checker facility? Yes

2.1 Where was the broadband speed checker found?

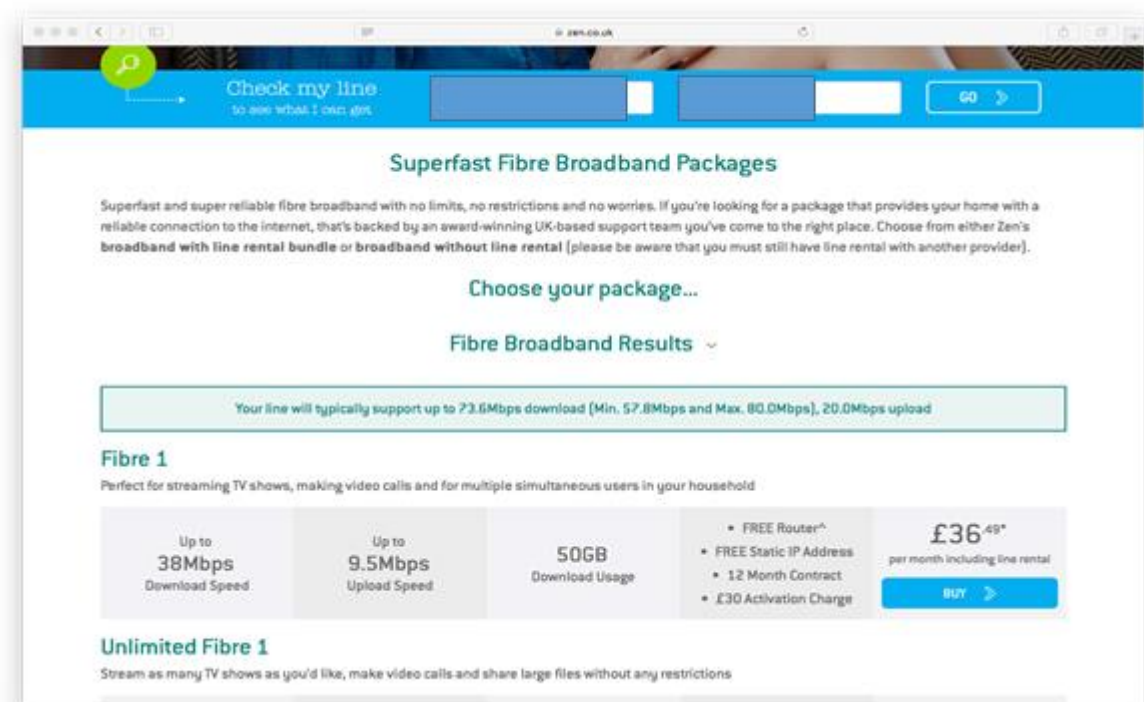
<https://www.zen.co.uk/yourhome/superfast-fibre-broadband-packages/>

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





Speed check
appeared
immediately



pen.co.uk

Unlimited Fibre 1

Stream as many TV shows as you'd like, make video calls and share large files without any restrictions

Up to 38Mbps Download Speed	Up to 9.5Mbps Upload Speed	TRULY UNLIMITED Download Usage	<ul style="list-style-type: none"> • FREE Router[^] • FREE Static IP Address • 12 Month Contract • £30 Activation Charge 	£43.99* per month including line rental BUY >
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Unlimited Fibre 2

Unlimited HD video streaming and online gaming; perfect for any home with multiple heavy internet users

Up to 76Mbps Download Speed	Up to 19Mbps Upload Speed	TRULY UNLIMITED Download Usage	<ul style="list-style-type: none"> • FREE Router[^] • FREE Static IP Address • 12 Month Contract • £30 Activation Charge 	£46.99* per month including line rental BUY >
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Broadband Results ▾

Your line will typically support 13.0Mbps download (Min. 7.5Mbps and Max. 17.5Mbps)

Broadband

Perfect for casual web browsing in homes that don't have a high dependency on their connection

Up to 17Mbps Download Speed	Up to 1Mbps Upload Speed	20GB Download Usage	<ul style="list-style-type: none"> • CHOICE OF Router • FREE Static IP Address • 1 MONTH CONTRACT • FREE to switch† 	£26.99* per month including line rental BUY >
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pen.co.uk

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Unlimited Broadband

Perfect for everyday web browsing, uploading & sharing content and basic streaming

Up to 17Mbps Download Speed	Up to 1Mbps Upload Speed	TRULY UNLIMITED Download Usage	<ul style="list-style-type: none"> • FREE Router[^] • FREE Static IP Address • 12 Month Contract • FREE to switch† 	OUTSTANDING VALUE 6 months at £16.99/month £32.99 per month including line rental thereafter BUY >
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*£1 price includes VAT. Although we provide broadband nationwide the cost may be higher for some customers based on their location. In some areas of the UK the wholesale price of Broadband is regulated and it costs us more to provide Broadband. Unfortunately this means we have to charge extra. Unlimited Broadband - 6 Months Price only applies to new line orders. **£5.95 delivery charge for free router applies. £5.95 activation charge for new Broadband connections, where customers are not switching from another provider. Terms & Conditions apply.



2.4 Estimated mid-point ADSL line speed provided? YES, 13Mbps

2.5: Range of estimated ADSL speed provided? YES 7.5-17.5Mbps

2.6 Minimum guaranteed speed provided ADSL? NO

2.7 Throughput speed provided ADSL? NO

2.4b Estimated mid-point VDSL line speed provided? YES 73.6Mbps

2.5b: Range of estimated VDSL speed provided? YES 57.8-80Mb

2.6b Minimum guaranteed speed provided? NO

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

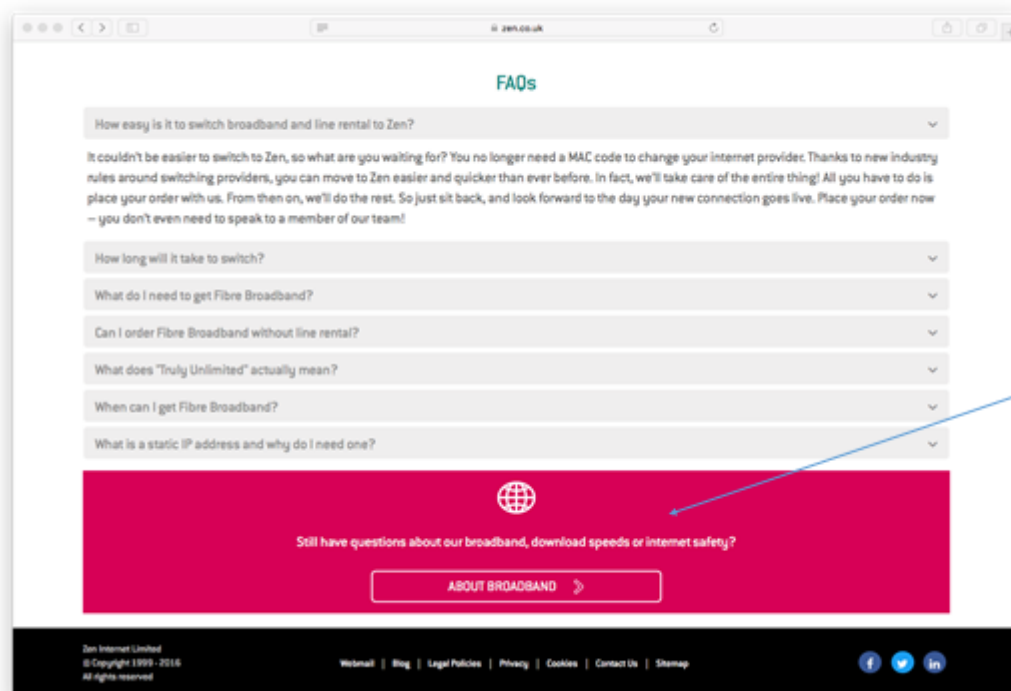
2.12 Did the text in/ around the line checker indicate that the speeds given were an estimate? NO

'Your line will typically support...' used rather than the word 'estimate'

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

Not in the FAQ section. However there was a box underneath this 'Still have questions about our broadband, download speeds or internet safety?'

This had information about broadband but nothing specific.



zen

You are here:

For Your Home

About Us

Contact Us

My Account

Sales

01706 902573

Customer Enquiries

01706 902001

Search Your Home Site

Superfast Fibre Broadband Packages

Broadband Packages

Phone

Hosting & Domains

Help & Support


About Broadband

Everything you need to know about Broadband

What is Broadband?

Zen Internet delivers broadband as it should be... but what, exactly, is broadband? Broadband is a high-speed Internet connection that helps keep homes and businesses connected to the Internet.

A broadband connection can be delivered by copper wire – best known as ADSL – fibre, satellite, cable or mobile. A broadband connection, like a telephone line, is never switched off and can be accessed at any time.



zen

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01706 902573

Customer Enquiries

01706 902001

Search Your Home Site

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Broadband Packages

Phone

Hosting & Domains

Help & Support

You can enjoy a variety of Internet speeds depending on which broadband option you choose. Broadband speeds are measured in Megabits per second (Mbps) and refer to how quickly you can get information from the Internet to your computer (your download speed) and how quickly you can send information from your computer to the Internet (your upload speed). See more on [Broadband Speeds](#).



Which? Recommended Provider for Broadband Services



"Zen deliver an excellent service producing thousands of happy customers. The conclusion is clear. If you've put up with poor service for too long, switch to Zen – you're unlikely to regret it."

Getting connected

To connect your home telephone line to the Internet you will need a router, sometimes called a modem, which will connect your network to that of your Internet Service Provider (ISP), like Zen Internet.

Your modem or router plugs into your main BT phone socket via a microfilter - a small, plastic box which accommodates a plug-in for your phone and the Internet. Once in place you can connect to the Internet via your ADSL or fibre cable.

[Browse Zen's routers.](#)




What is ADSL Broadband?

ADSL comes from your local BT phone exchange via the copper telephone wires in your street. It is the most widely available broadband connection in the UK. Your ISP will test and activate the line for you.

The speed of ADSL broadband depends on your distance from the local telephone exchange. Signal deteriorates over distance, so the closer you are to your exchange, the higher your speed.

Check your speed and browse [Broadband packages](#) from Zen.



What is Fibre Broadband (FTTC)?


Fibre broadband delivers broadband to your house over fibre optic cables, giving you superfast Internet speeds. It is significantly quicker than standard phone line broadband and in some areas fibre options can be hundreds of times faster than ADSL.


However, most fibre broadband does not go all the way to your house and the last few hundred metres will probably be delivered over traditional BT phone lines. This is known as Fibre To The Cabinet (FTTC) broadband.

FTTC is a where the fibre optic cable runs from the telephone exchange to your local telecoms cabinet — the green box at the end of your street.

Many cabinets will have a 'Fibre broadband available here' sticker on them where it is available. The connection from the cabinet to your home is via the standard copper telephone line.

Depending on how far your house is from the cabinet you can enjoy Internet speeds of up to 76Mbps download and up to 19.5Mb upload, check your FTTC availability and browse [Fibre packages](#).





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What is FTTP (Fibre to the Premises) Broadband?

The only true fibre optic to your house services are supplied using Fibre To The Property (FTTP), as the fibre optic cables are used for the entire length of the connection from the exchange to your home.

FTTP is perfect for any home that relies on Internet performance on a daily-basis or has heavy internet users like gamers or big consumers of media who want a consistent experience and speeds up to 330Mbps.

FTTP is available in limited areas so please check your [FTTP availability](#) and we'll show you the broadband options available in your area.



Clicked on a package as next stage towards purchasing.

Your line will typically support up to 73.6Mbps download (Min. 57.8Mbps and Max. 80.0Mbps), 20.0Mbps upload

Fibre 1

Perfect for streaming TV shows, making video calls and for multiple simultaneous users in your household

Up to 38Mbps Download Speed	Up to 9.5Mbps Upload Speed	50GB Download Usage	• FREE Router [^] • FREE Static IP Address • 12 Month Contract • £30 Activation Charge	£36 ^{49*} per month including line rental
				BUY >

Unlimited Fibre 1

Stream as many TV shows as you'd like, make video calls and share large files without any restrictions

Up to 38Mbps Download Speed	Up to 9.5Mbps Upload Speed	TRULY UNLIMITED Download Usage	• FREE Router [^] • FREE Static IP Address • 12 Month Contract • £30 Activation Charge	£43 ^{99*} per month including line rental
				BUY >

Unlimited Fibre 2

Unlimited HD video streaming and online gaming; perfect for any home with multiple heavy internet users

Up to 76Mbps Download Speed	Up to 19Mbps Upload Speed	TRULY UNLIMITED Download Usage	• FREE Router [^] • FREE Static IP Address • 12 Month Contract • £30 Activation Charge	BEST SELLER £46 ^{99*} per month including line rental
				BUY >

[Broadband Results](#)

Clicked on this box

zen.co.uk 01706 902577

Customise package Your account Order summary Payment details Order complete

Here's your installation address -

Zen Fibre 1
Estimated line-speed for A00001447757

Max Speed	Min Speed	Typical Speed
38.0 MB	38.0 MB	38.0 MB

Upload Speed: 20.0 MB
Monthly Usage: 50 GB

£19.50/Month

[Upgrade to Unlimited](#)

Your Order

Price includes VAT

One Off Payments	
Activation	£30.00
Router Delivery	£6.95

Monthly Payments	
Zen Fibre 1	£19.50
Static IP Address	FREE
Line Rental	£16.99
Today's Payment	£73.44
Monthly Payment	£36.49

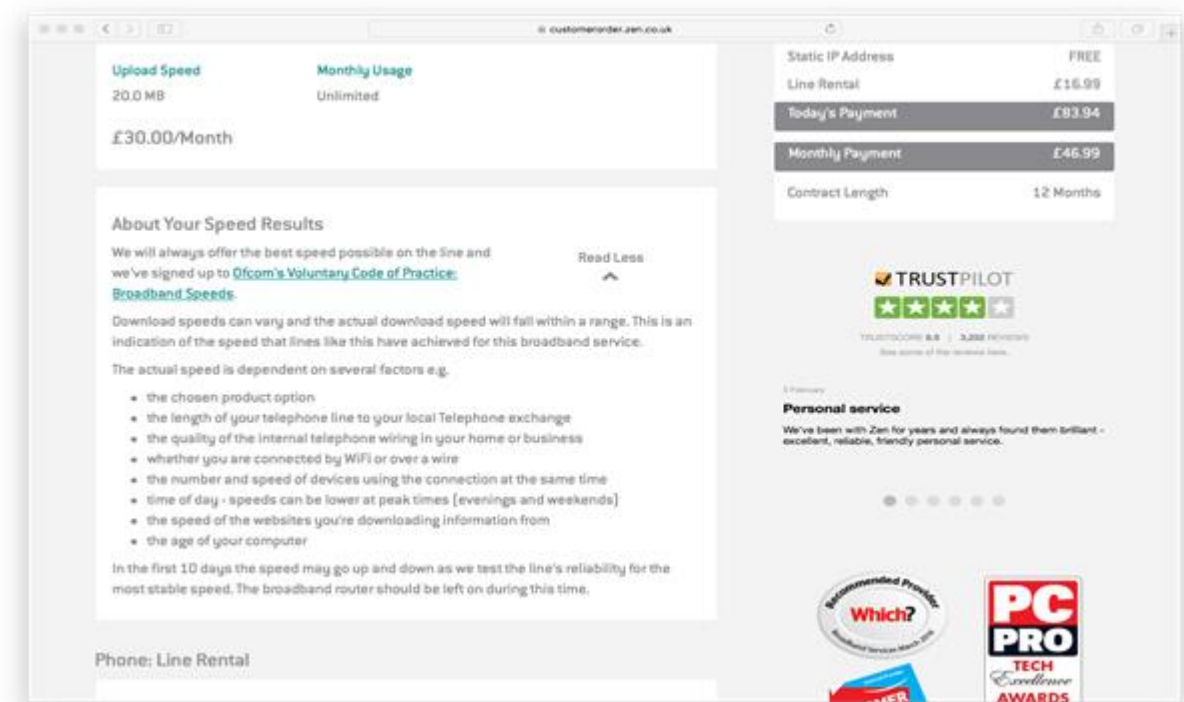
Contract Length: 12 Months

About Your Speed Results
We will always offer the best speed possible on the line and we've signed up to [Ofcom's Voluntary Code of Practice](#)

[Read More](#)

Clicked on this

This revealed a summary of the package and a drop down menu that appeared when I clicked the arrow next to 'about your speed results'. This showed that speed was dependent on a number of factors.



2.14 Please select what was mentioned IN THE SPEED CHECKER FACILITY

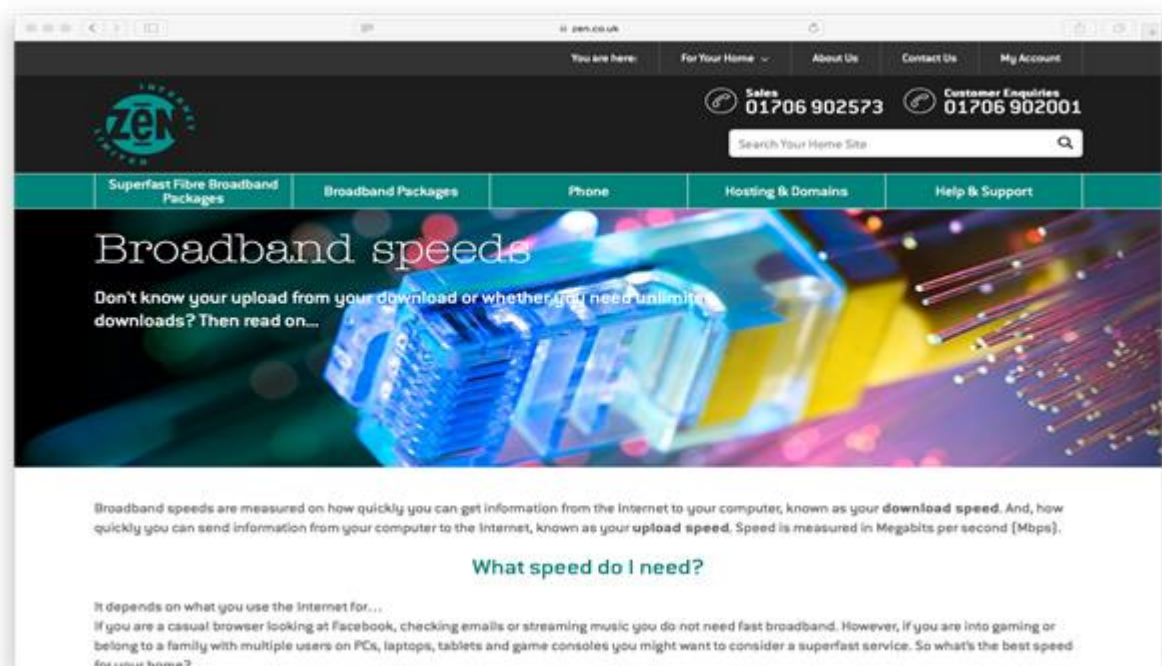
a. Distance from telephone exchange	YES
b. The wiring quality e.g. fibre optic/copper wire explanation	NO
c. How busy the network is/the number of people online at any one time	YES
d. The network capacity of the broadband provider	NO
e. The time of day/day of week	YES
f. Quality of the phone line	YES
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	NO
j. Other (please specify)	YES: chosen product option, age of computer, speed of website downloading from, WiFi/ wire

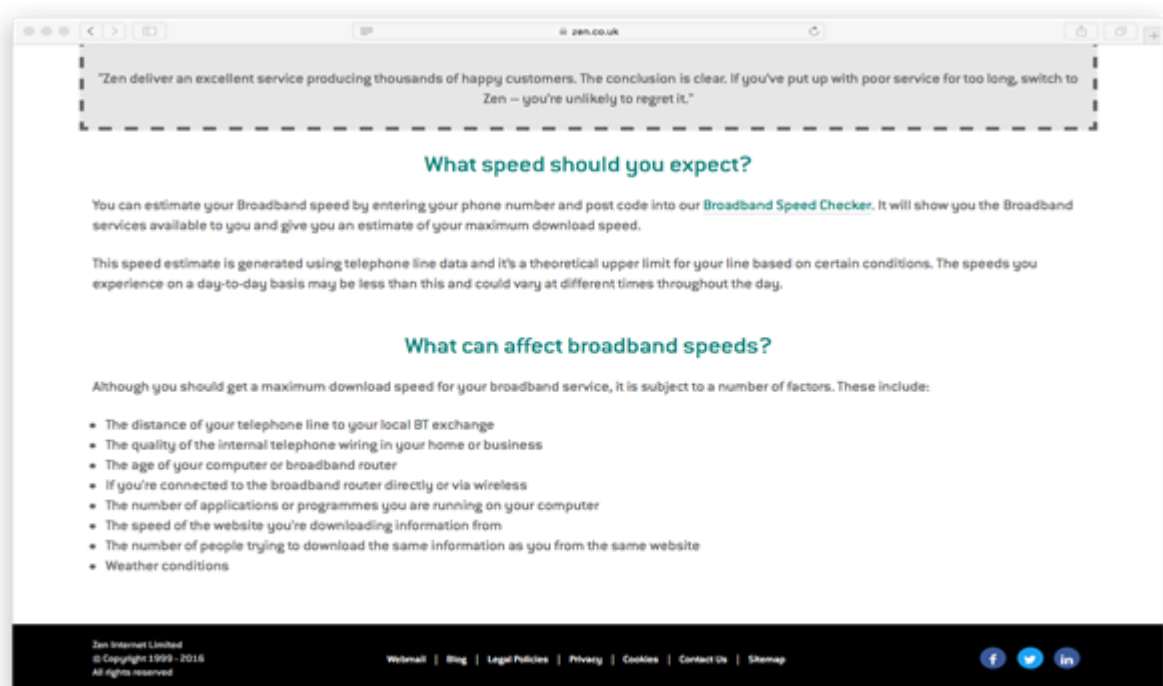
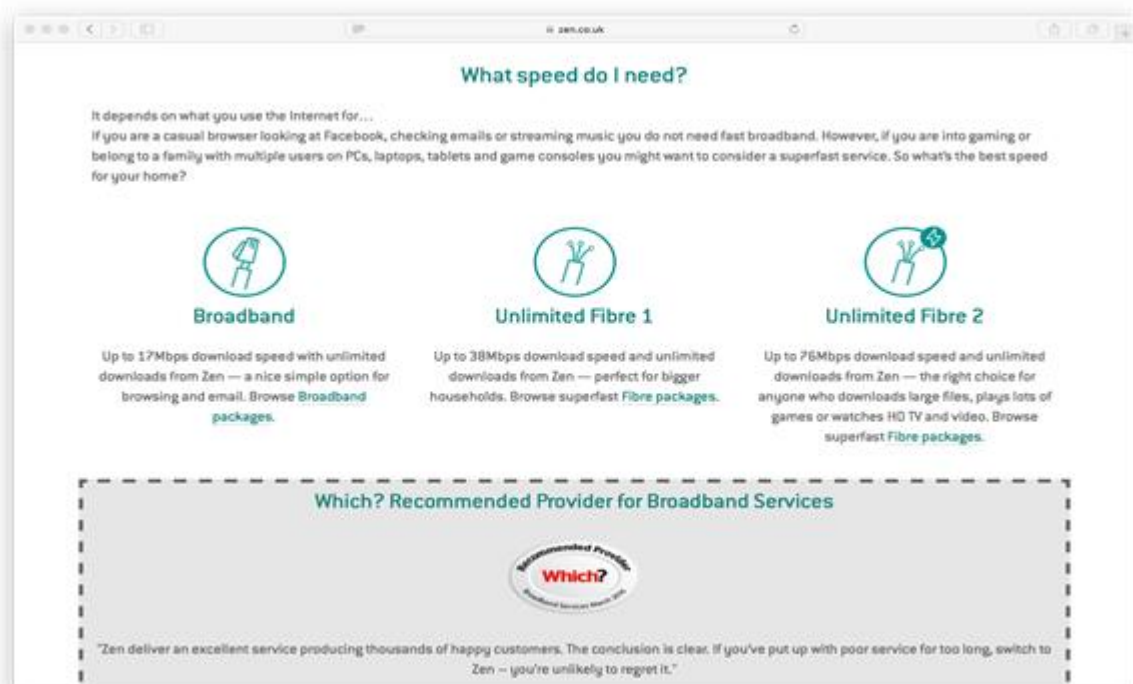
2.15 Any other relevant information found? Not related to speeds, attempted to continue with customer journey but was not able to as next stage was to provide contact details for setting up the account. T&C link showed lots of different T&C.

On the menu at the top I found the 'broadband speeds' button. This had information explaining what kinds of speeds were useful for different uses. It also had further information about what can impact on speed.

Although you should get a maximum download speed for your broadband service, it is subject to a number of factors. These include:

- *The distance of your telephone line to your local BT exchange*
- *The quality of the internal telephone wiring in your home or business*
- *The age of your computer or broadband router*
- *If you're connected to the broadband router directly or via wireless*
- *The number of applications or programmes you are running on your computer*
- *The speed of the website you're downloading information from*
- *The number of people trying to download the same information as you from the same website*
- *Weather conditions*





2.16. Was there any information about what would happen if the speed you received was below the minimum guaranteed speed? NO. It may have been located in the T&C or at a further point down the purchase journey than I was able to continue down.

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

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

N/A

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

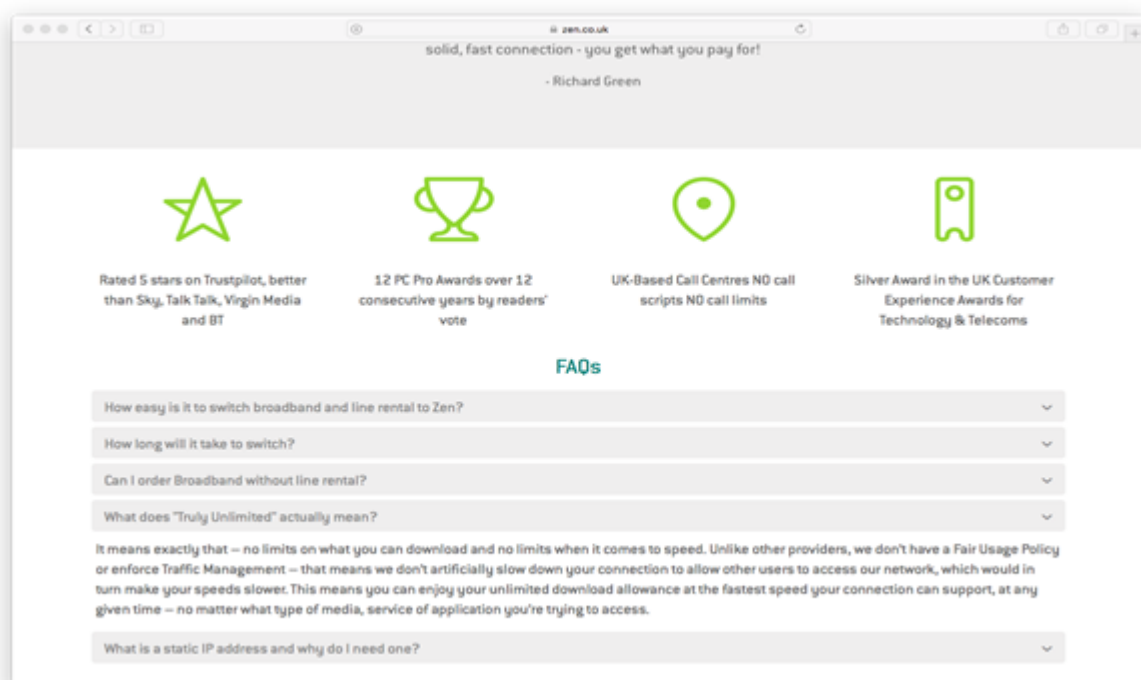
N/A

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

<https://www.zen.co.uk/yourhome/broadband-packages/>

There was an FAQ: What does 'Truly Unlimited' actually mean?

It means exactly that – no limits on what you can download and no limits when it comes to speed. Unlike other providers, we don't have a Fair Usage Policy or enforce Traffic Management – that means we don't artificially slow down your connection to allow other users to access our network, which would in turn make your speeds slower. This means you can enjoy your unlimited download allowance at the fastest speed your connection can support, at any given time – no matter what type of media, service or application you're trying to access.



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

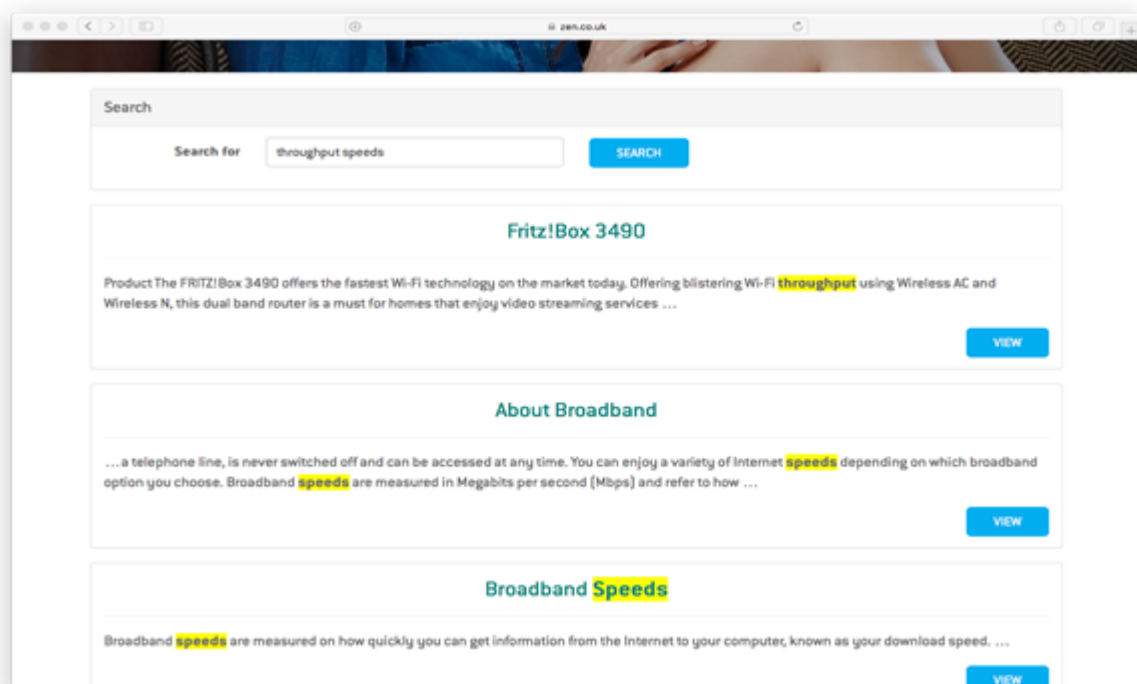
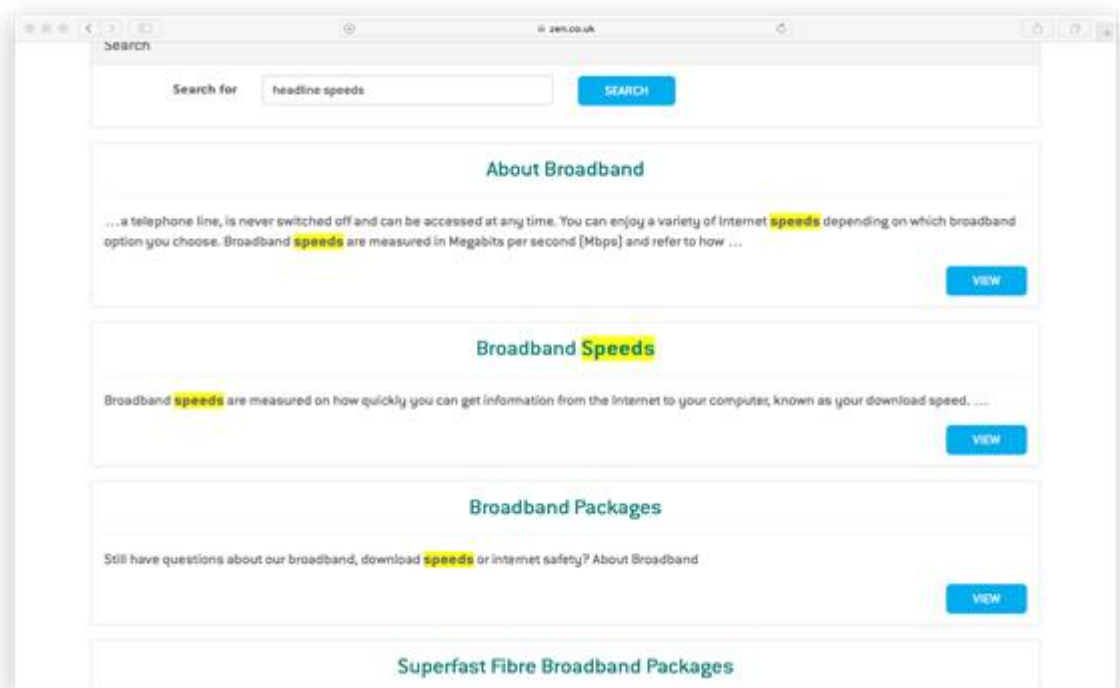
Nothing on the page with the packages summarised (and speed checker results)

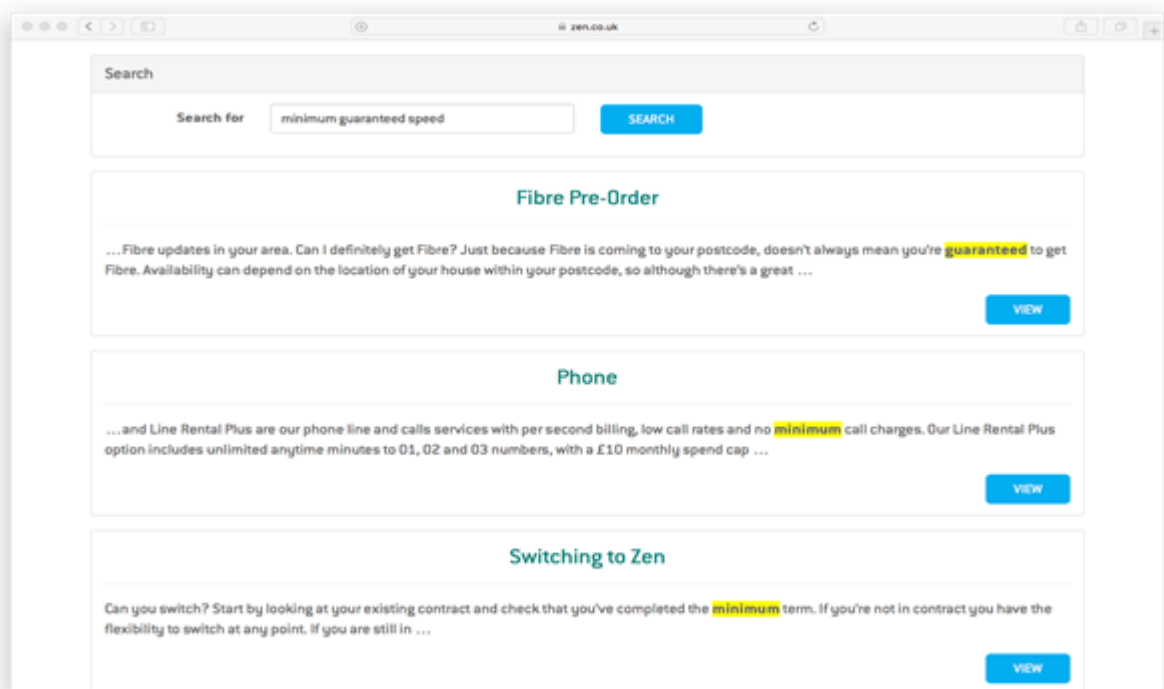
Nothing on the 'broadband speeds' tab

Nothing on the 'about broadband' tab

Searched:

Throughput speeds, headline speeds, minimum guaranteed speed. No relevant results.





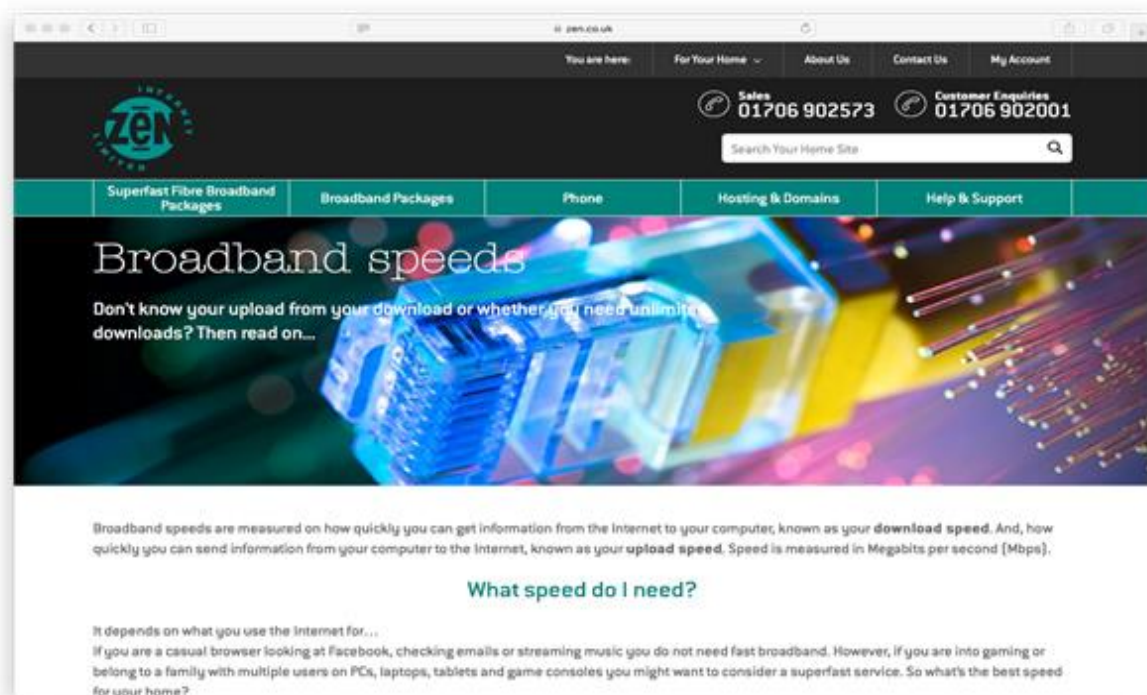
2.21 -Did the website contain any information that explained how internet speed affects user experience? e.g. downloading music, TV, movie, photos etc. *Please write in type of information given and where this is located on the website*

Yes there was information about what speeds you needed for different activities on the 'broadband speeds' tab.

What speed do I need?

It depends on what you use the Internet for...

If you are a casual browser looking at Facebook, checking emails or streaming music you do not need fast broadband. However, if you are into gaming or belong to a family with multiple users on PCs, laptops, tablets and game consoles you might want to consider a superfast service. So what's the best speed for your home?



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)*

Only information in the FAQ as described in 2.18.

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 speed checker was easy to locate. The information about the actual speeds was somewhat smaller in size than the packages and therefore was a little difficult to pick out. The information was not as detailed as some ISPs. There was more information when clicking as if to purchase the package about what can impact speeds but this was hidden with an arrow. In all it was not that easy to find information despite being quite a simple site.