

**EE 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: 15/11/2016

1.1: Time started website assessment: 14:17

1.2: Time finished website assessment: 16:00

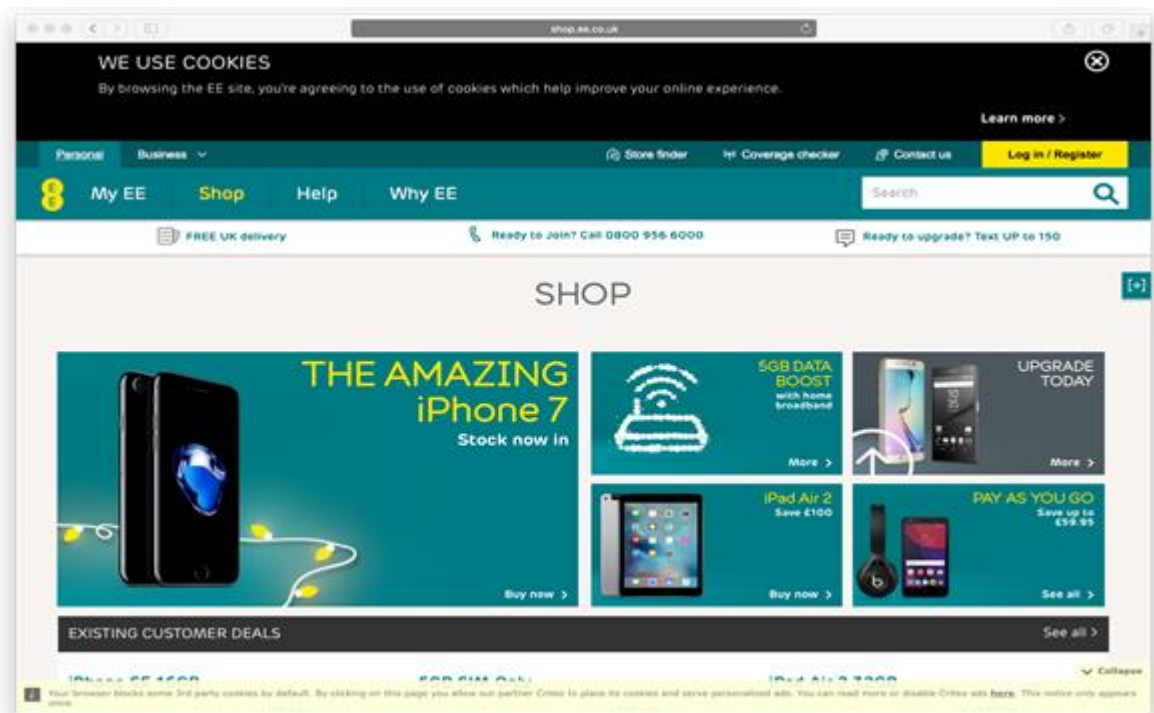
1.3: How did you find the majority of the information: Click through pages for basic information, searches for more detail

## Section 2: Audit information

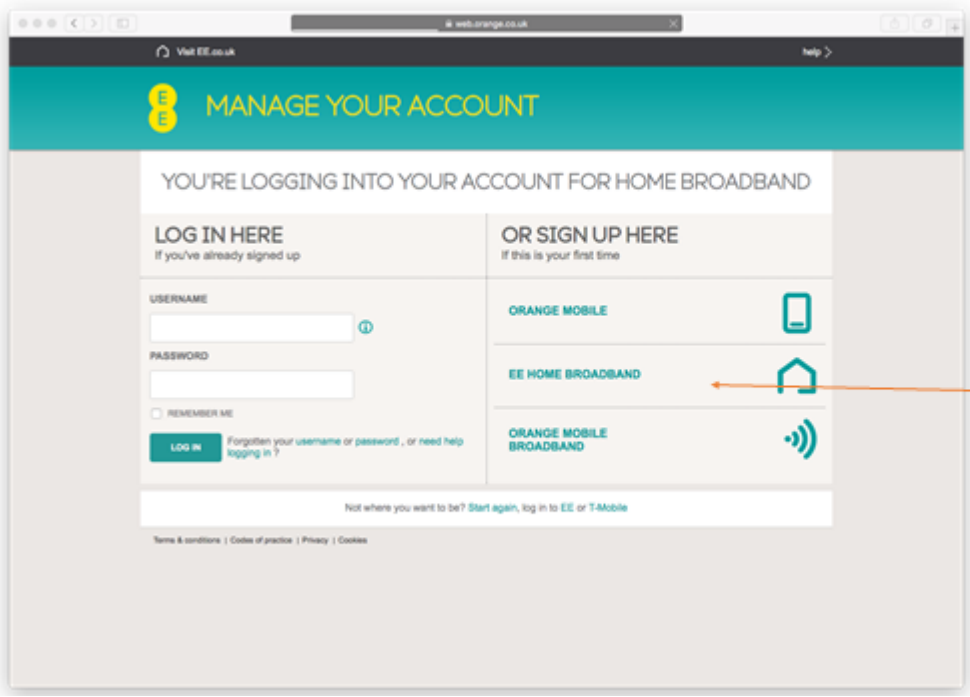
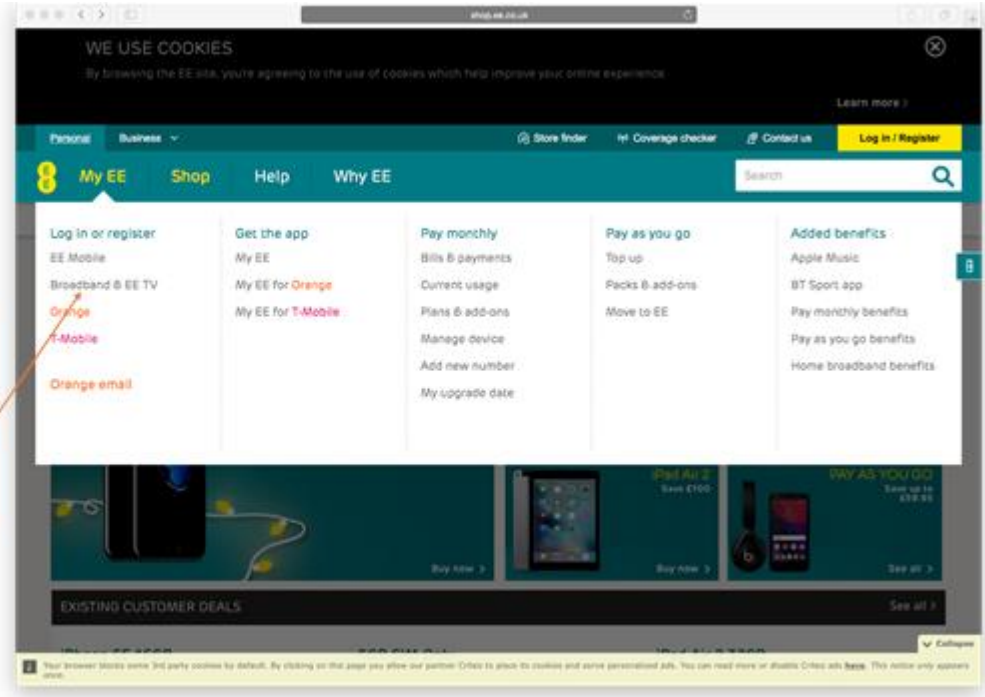
2.0 Was there a broadband speed checker facility? Yes

2.1 Where was the broadband speed checker found? <https://broadband.ee.co.uk>

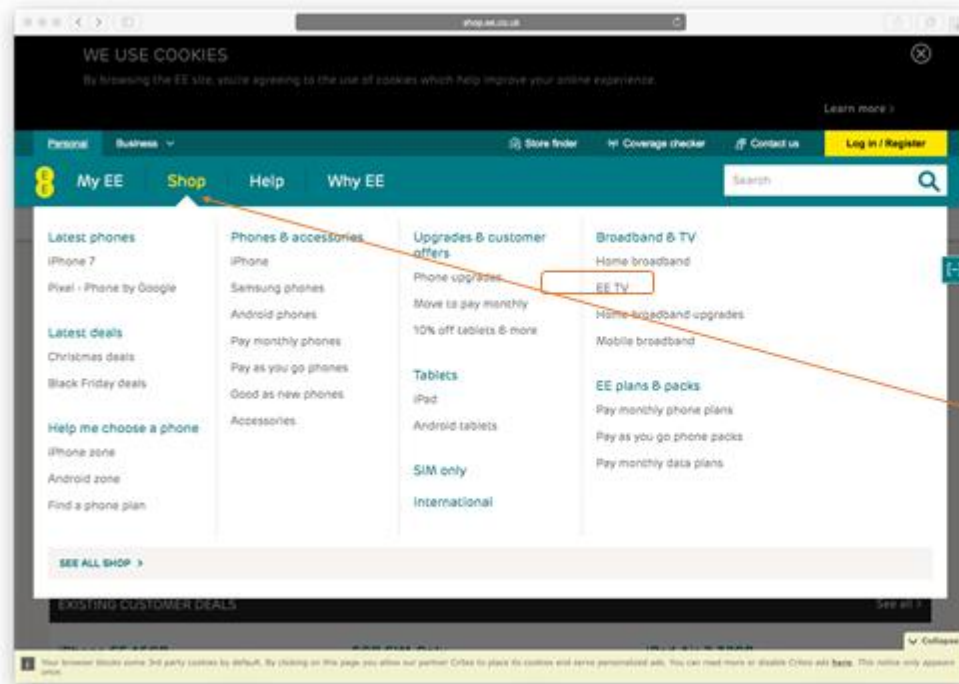
This was on the home page for 'broadband' as routed to from the EE homepage via the 'shop' menu. So just 1 click away. Although the first time I went wrong. 'Shop' was not intuitively the right place to go (for me).



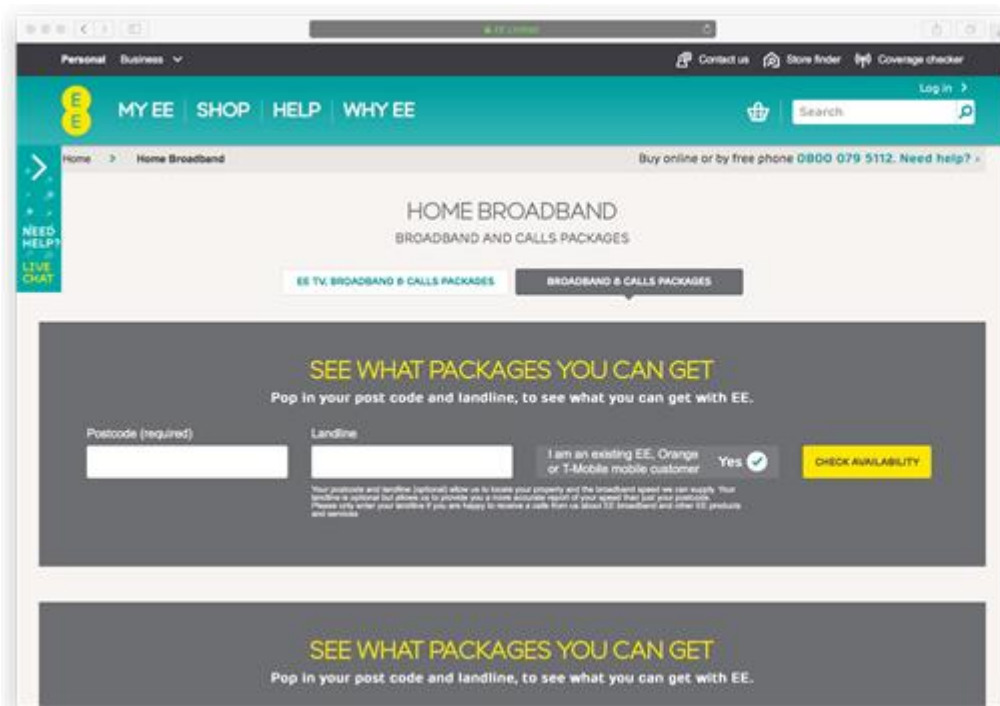
Hovered on 'My EE' and clicked on 'BB and EE TV' option



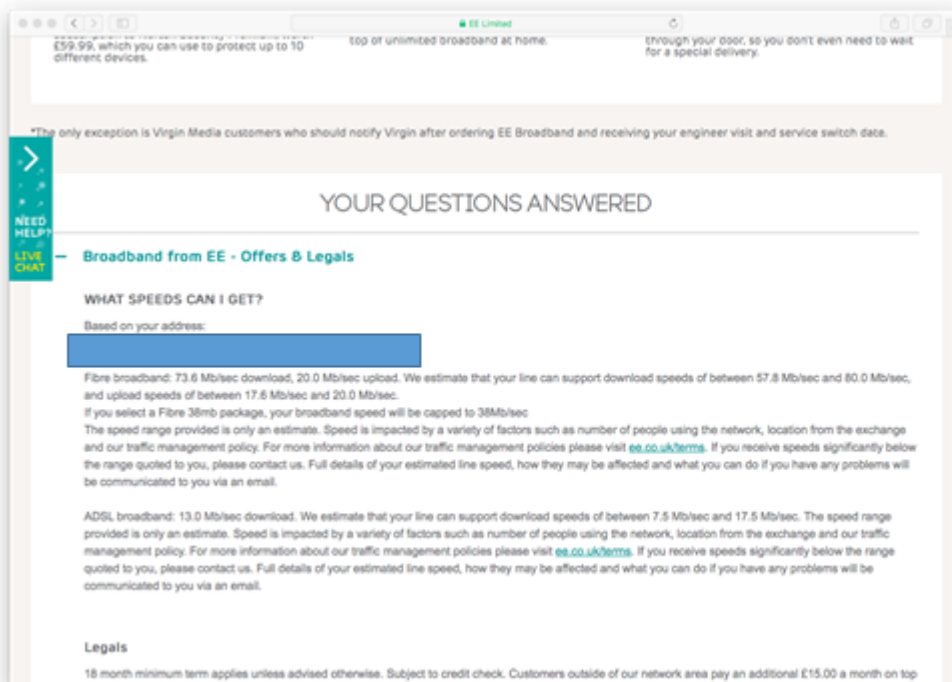
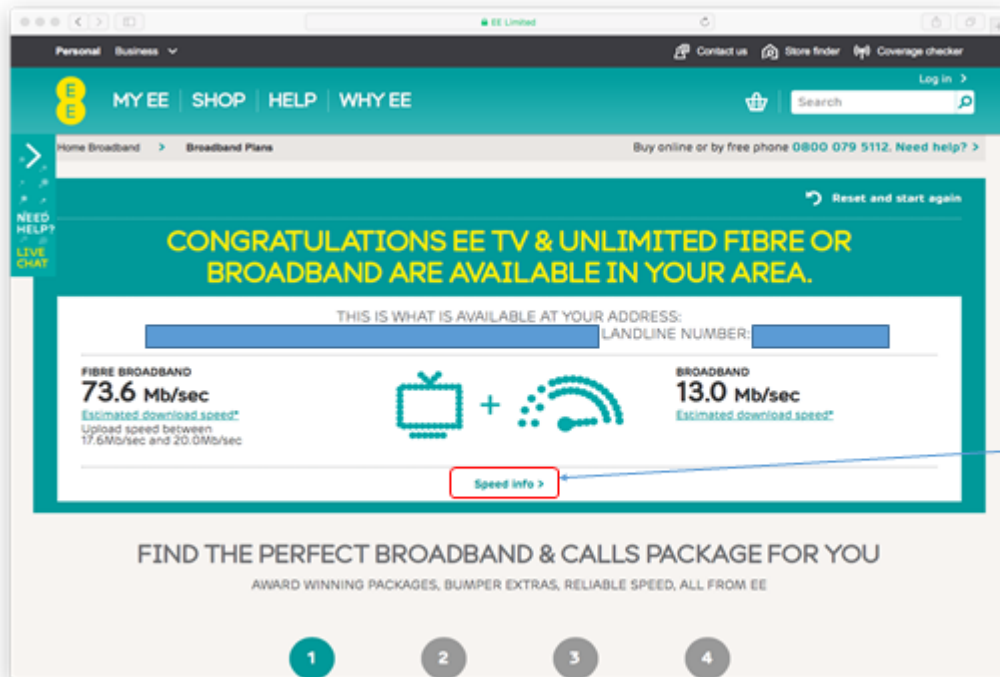
This is for existing customers not new customers



Went back to homepage and selected 'shop'. Then 'home broadband'



Message: line checker currently unavailable



2.4 Estimated mid-point ADSL line speed provided? YES 13.0Mb/sec

2.5: Range of estimated ADSL speed provided? YES 7.5 to 17.5Mb/sec

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 73.6Mb/sec

**2.5b: Range of estimated VDSL speed provided?** YES 57.8 to 80Mb/sec

**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?** YES

In headline it says 'estimated download speed'. On 'your questions answered' it says:

*The speed range provided is only an estimate.*

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

YES. On 'your questions answered' it says:

*Speed is impacted by a variety of factors such as number of people using the network, location from the exchange and our traffic management policy.*

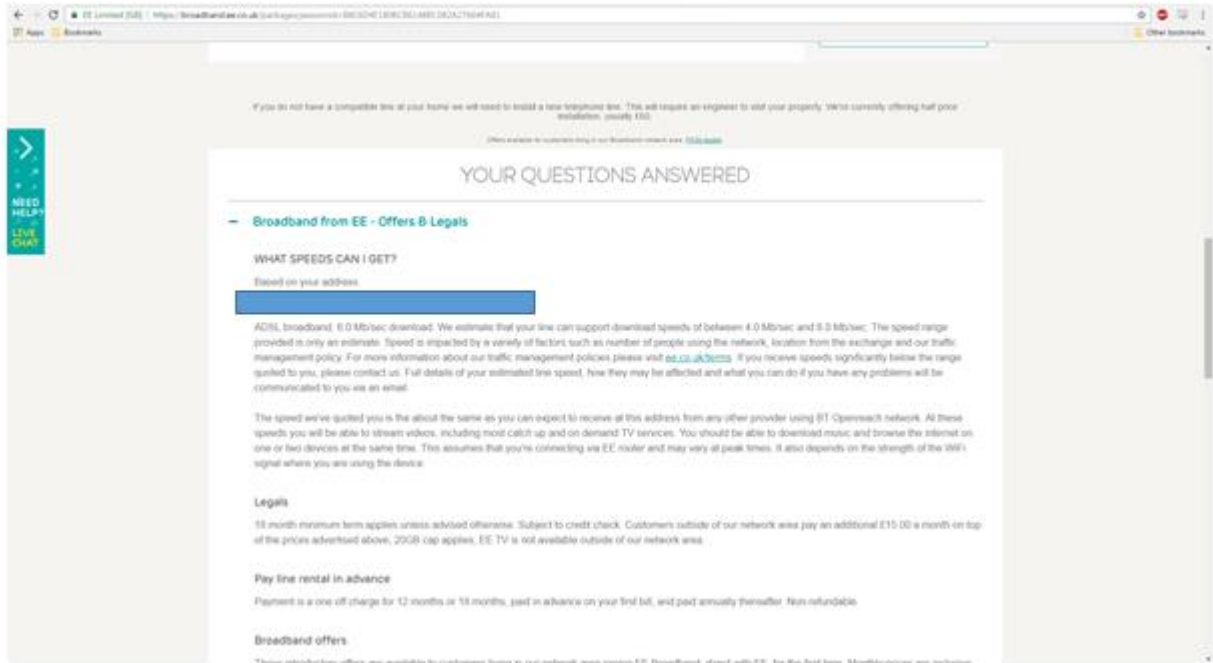
**2.14 Please select what was mentioned **IN THE SPEED CHECKER FACILITY****

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	NO
f. Quality of the phone line	NO
g. Their traffic management policy	YES
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)	NO

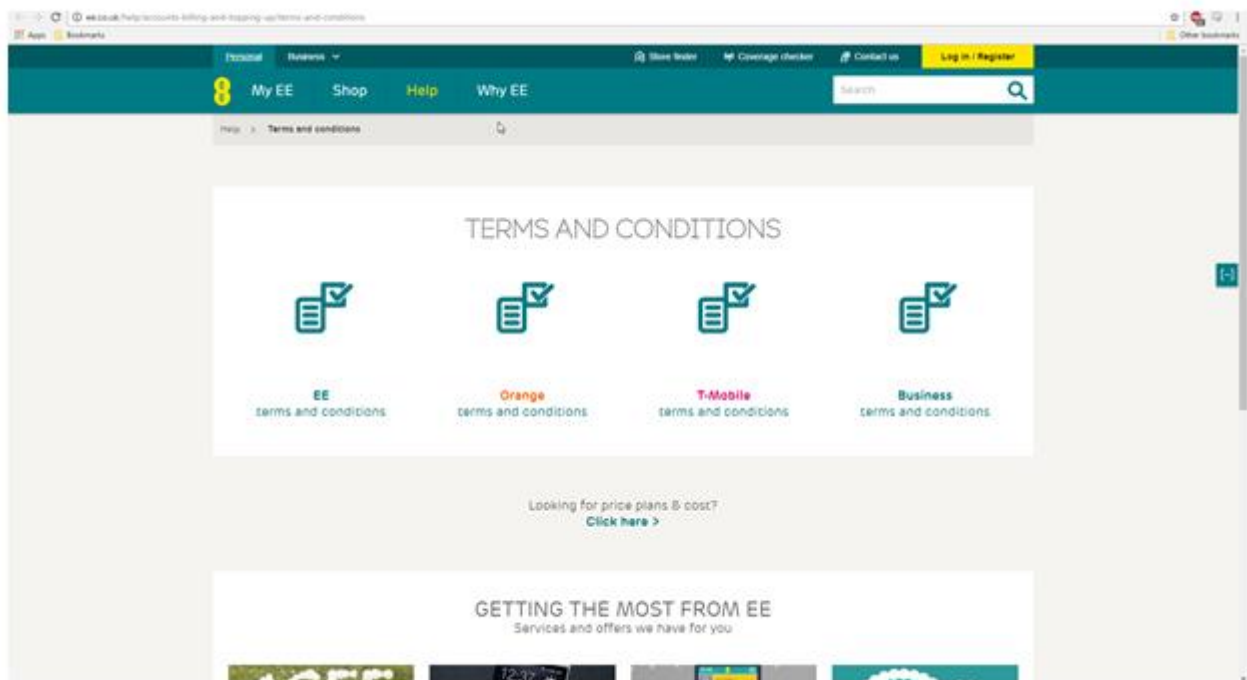
**2.15 Any other relevant information found?**

Upload speeds were quoted. There was more information signposted on traffic management policies. However, clicking on the link took me to the general T&C site and not specifically to information on traffic management.

Traffic management policy was found by following link to T&C in 'Speed Info' section.

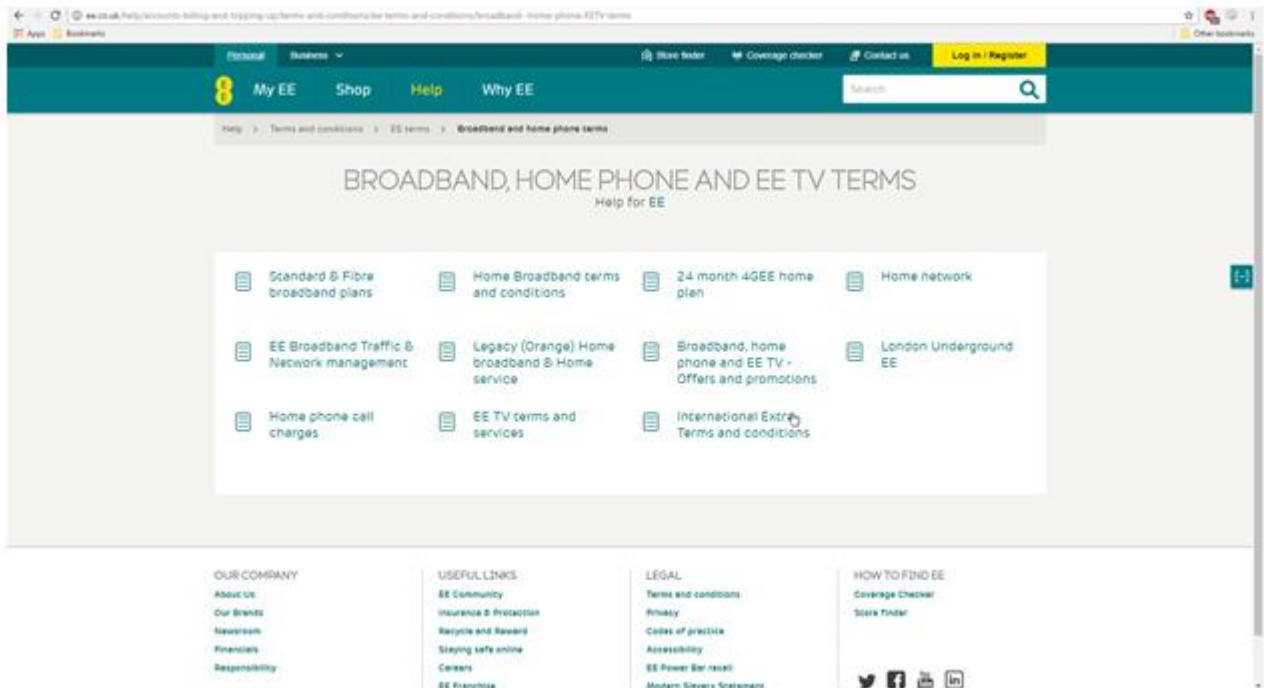


After which, the user is directed to a broad T&C page

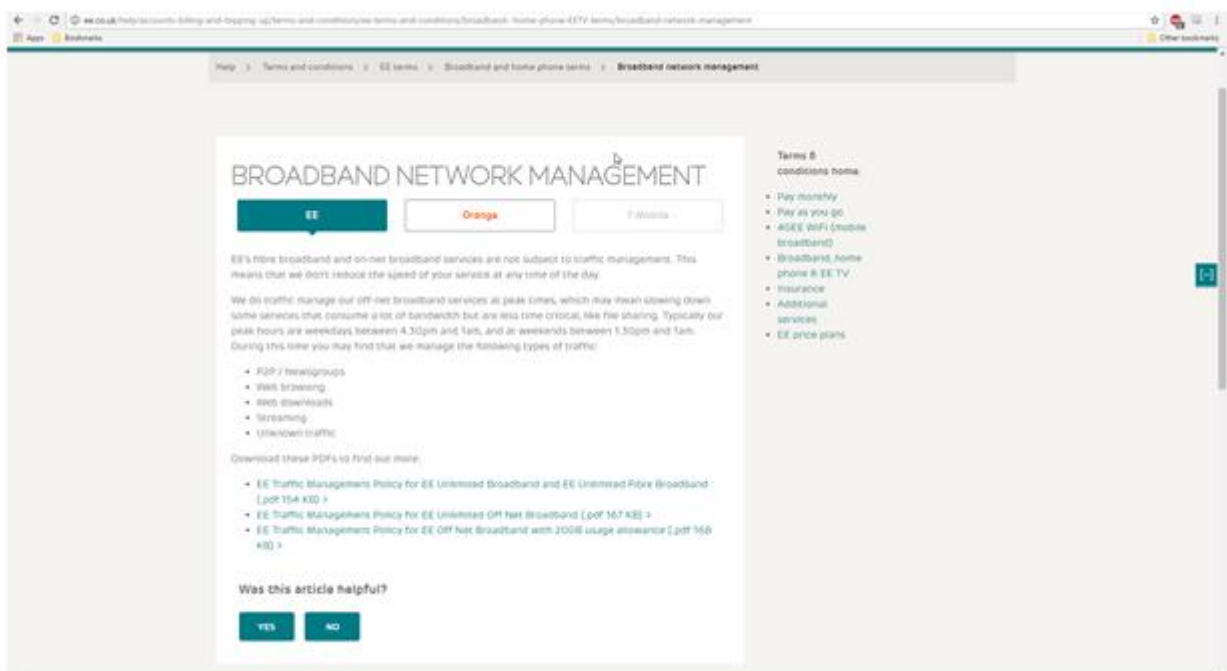


From which the user must click *EE terms and conditions* to be directed to another general EE T&C page, where the user must click *Broadband home phone & EE TV*





And subsequently select *EE Broadband Traffic & Network management*.



At which point the user is directed to PDF copies of the EE Traffic Management policy (see below). The page also explains that EE *does* carry out some traffic management practices for off-net broadband services at peak time.



**2.16. Was there any information about what would happen if the speed you received was below the minimum guaranteed speed?** YES: On 'your questions answered it says:

If you receive speeds significantly below the range quoted to you, please contact us. Full details of your estimated line speed, how they may be affected and what you can do if you have any problems will be communicated to you via an email.

**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?**

NO


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

NO, just if it was lower to contact them. More information will be provided by email. I assume (although it doesn't say) that this will be sent when you sign up to the service.

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

No information in FAQs although it does allude to 'no caps' as it does as a 'benefit' of being with EE.

<https://broadband.ee.co.uk/broadband-and-calls-packages>



4G + Home Broadband = +5GB or +5GB

4GEE PAY MONTHLY PHONE PLANS | 4GEE 12 MONTH SIM ONLY PLANS

NEED HELP? LIVE CHAT

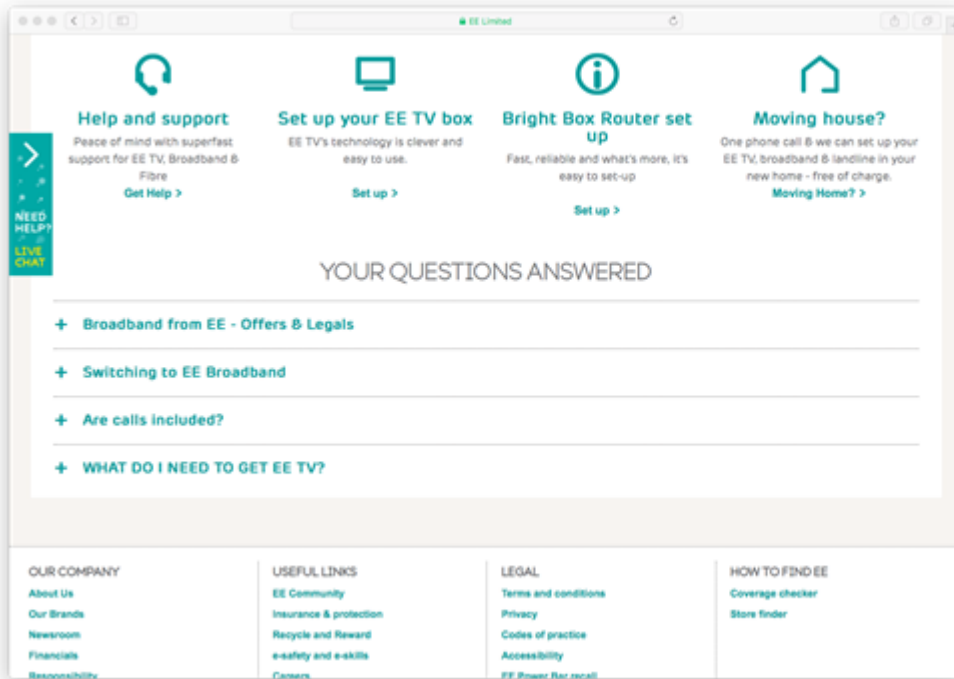
HAVE AN ELIGIBLE 4GEE PAY MONTHLY PLAN | ADD HOME BROADBAND | GET AN AMAZING DATA BOOST ON YOUR 4GEE PAY MONTHLY PLAN

MORE INFO >

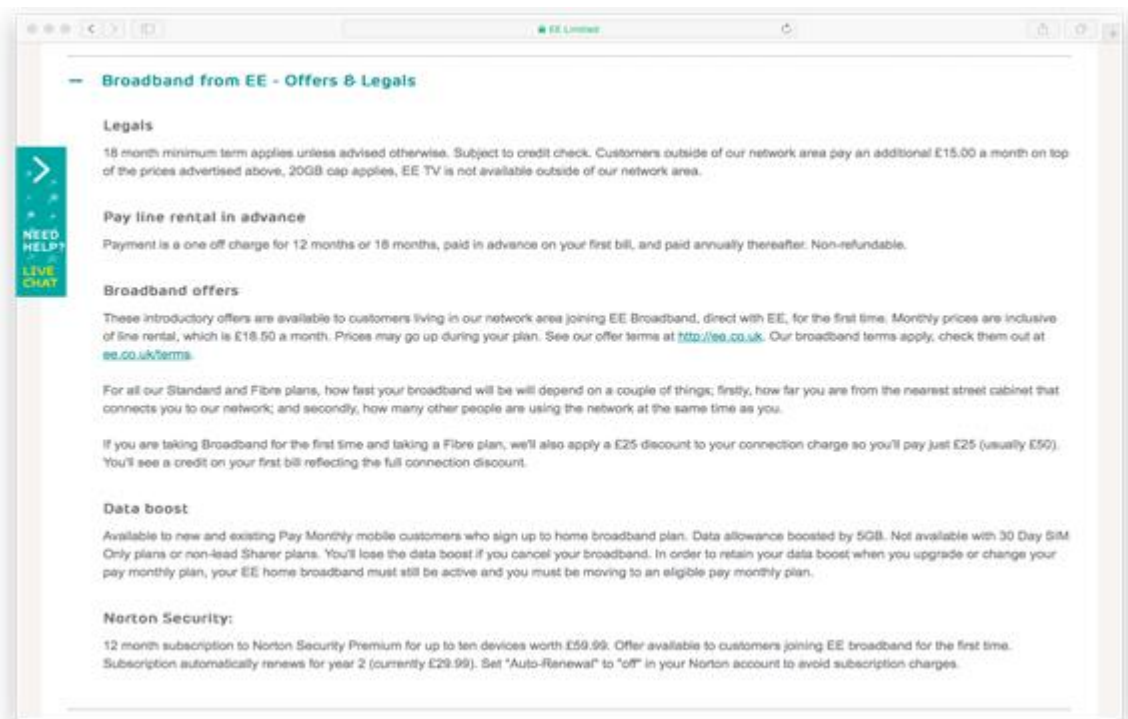
THE BENEFITS OF BEING WITH EE

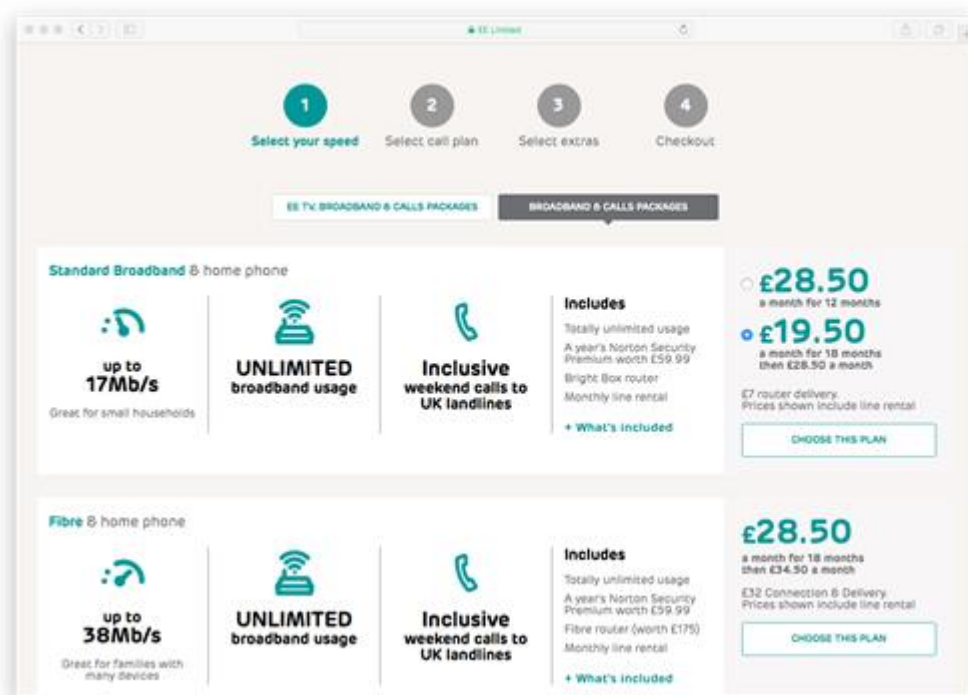
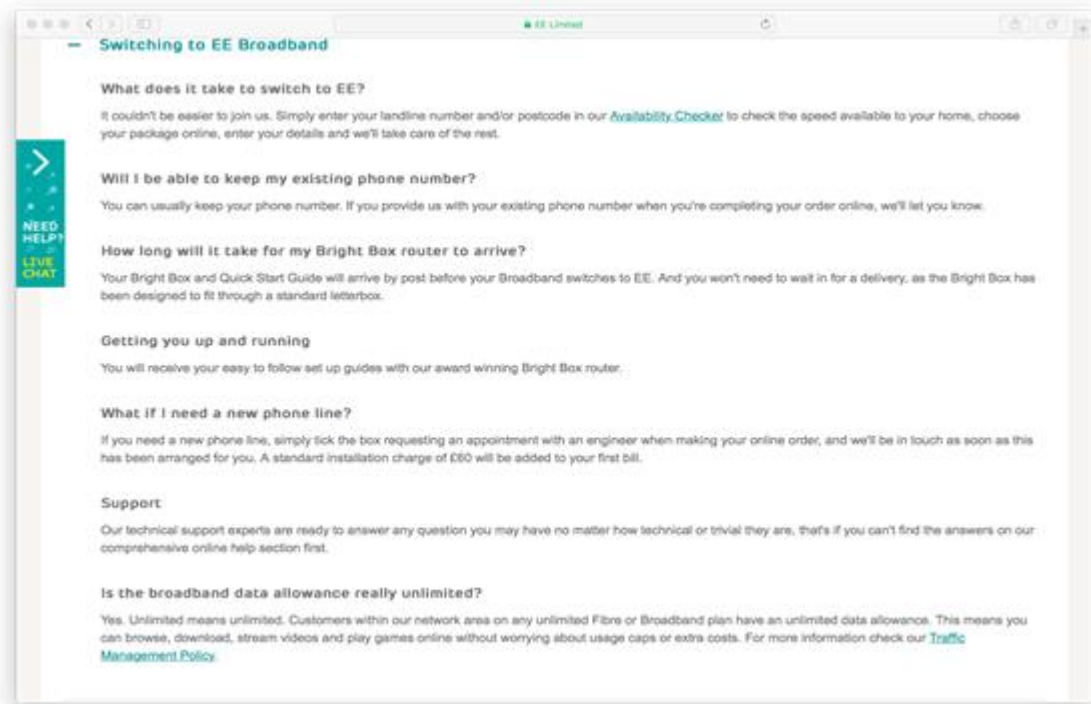
- Totally Unlimited broadband**  
Our plans are totally unlimited so there are no usage caps or download limits and you also get weekend calls to UK landlines.
- It's really easy to switch**  
Switching to EE Broadband is really easy. You won't even have to notify your current provider, as we'll do it for you\*.
- £50 Cancellation Credit**  
If you're charged for leaving your current broadband provider early to switch to EE broadband, we'll give you a £50 credit.

Find out more >



FAQs did not link to anything concerning fair usage





There was nothing linking to more detailed info on the purchase journey

Personal Business

MY EE SHOP HELP WHY EE

Home > Basket

## BASKET

[GO TO SECURE CHECKOUT](#)

### YOUR EE FIBRE BROADBAND PACKAGE

[Change Plan](#)

#### MONTHLY COSTS

<b>76.0Mb/sec</b> UNLIMITED FibrePlus 18 months contract	+	<b>Weekend Calls</b> Inclusive weekend calls to UK landlines (beginning 01, 02, 03).	<b>£18.00</b> <small>a month for 18 months then £22.00</small>
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#### LINE RENTAL

Monthly line rental **£18.50**

#### TOTAL MONTHLY COST

**£36.50**

#### ONE OFF COST

Fibre Connection **£50.00**    **£36.00**

There was nothing linking to more detailed info on the purchase journey

## CHECKOUT

Select your speed    Select call plan    Select extras    Checkout

**Contact Details**

We just need a few details for our records

We will use your details in accordance with our [privacy policy](#)

### Personal Details

Title

First name

Last name

Date of birth

### Your Order

#### MONTHLY COSTS

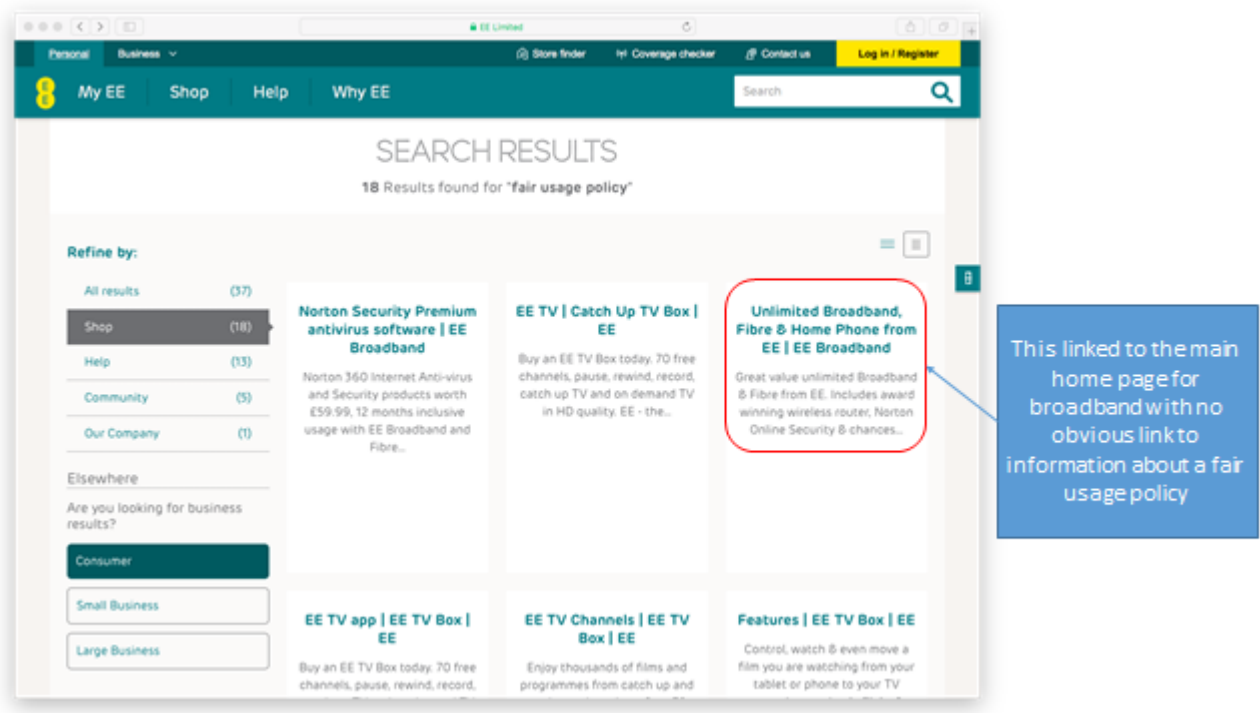
<b>Broadband</b>	Up to 76Mb/s Fibre Plus + Weekend Calls, 18months	<b>£18.00</b>
	<small>a month for 18 months then £22.00</small>	
<b>Landline</b>	EE line rental	<b>£18.50</b>
<b>Total monthly cost</b>		<b>£36.50</b>

#### ONE OFF COST

<b>Broadband</b>	Fibre router (worth £75)	<b>FREE</b>
	Router delivery charge	<b>£7.00</b>
	Fibre connection	<b>£25.00</b>
	Norton Security	<b>FREE</b>
<b>Total one off cost</b>		<b>£32.00</b>

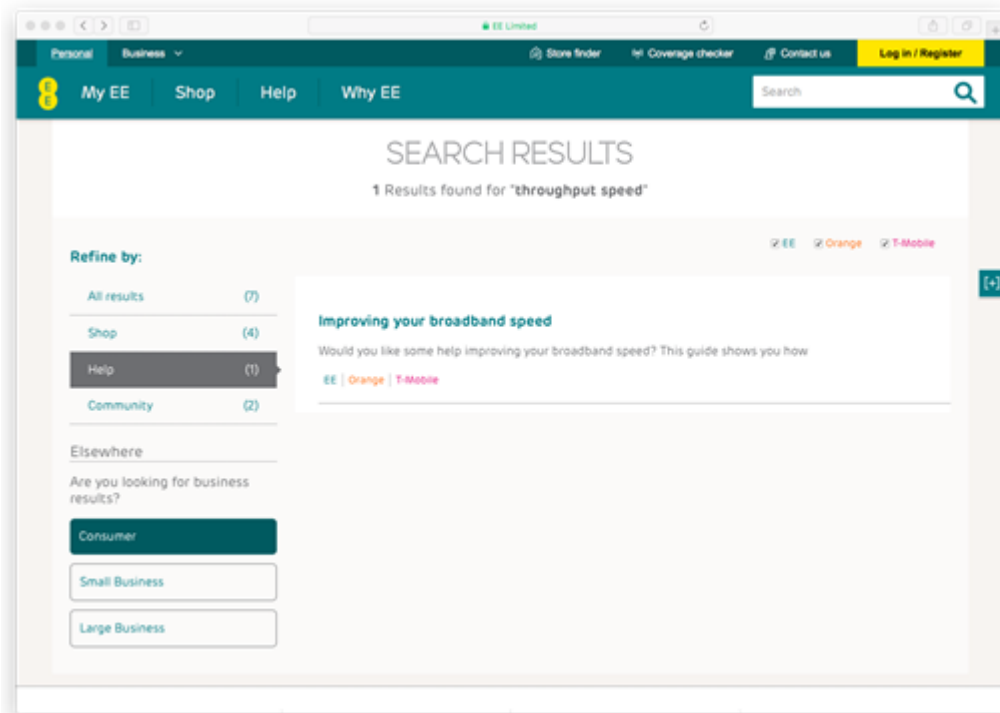
There was nothing linking to more detailed info on the purchase journey

Searched for 'fair usage policy' 3<sup>rd</sup> link sends to page on BB but cannot see any reference to Fair Usage Policy here.



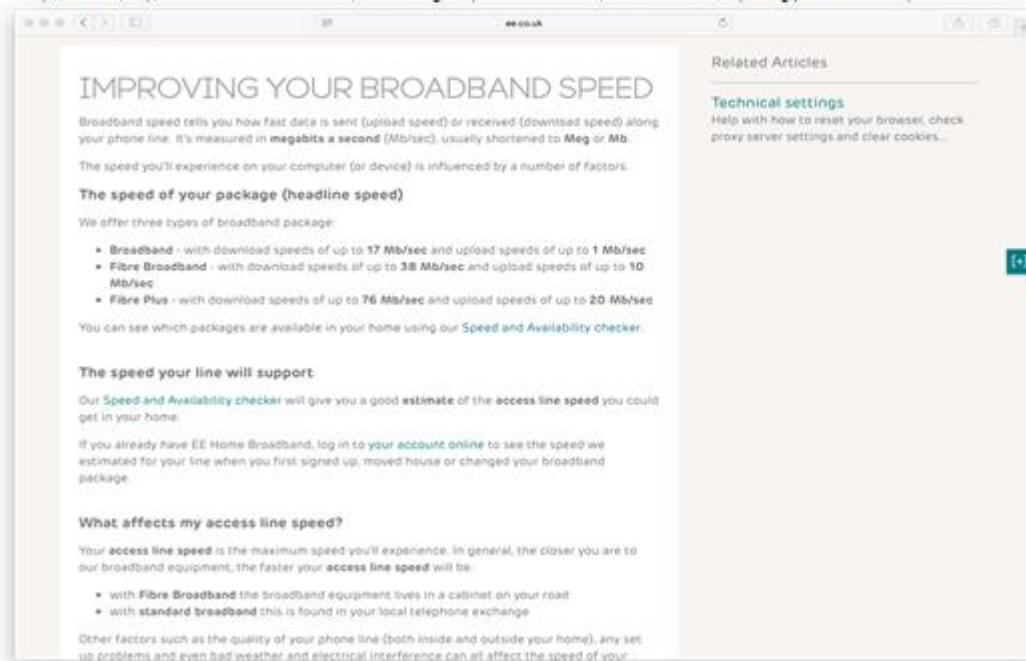
**2.20 Did the website contain any *additional* information explaining line speeds (e.g. 'up to' speeds, headline speeds, throughput speeds. Please write in type of information given and where this is located on the website**

This information was located in a document I found through searching for 'throughput speed' because there was no obvious link to any detailed information about speed from the main broadband page.

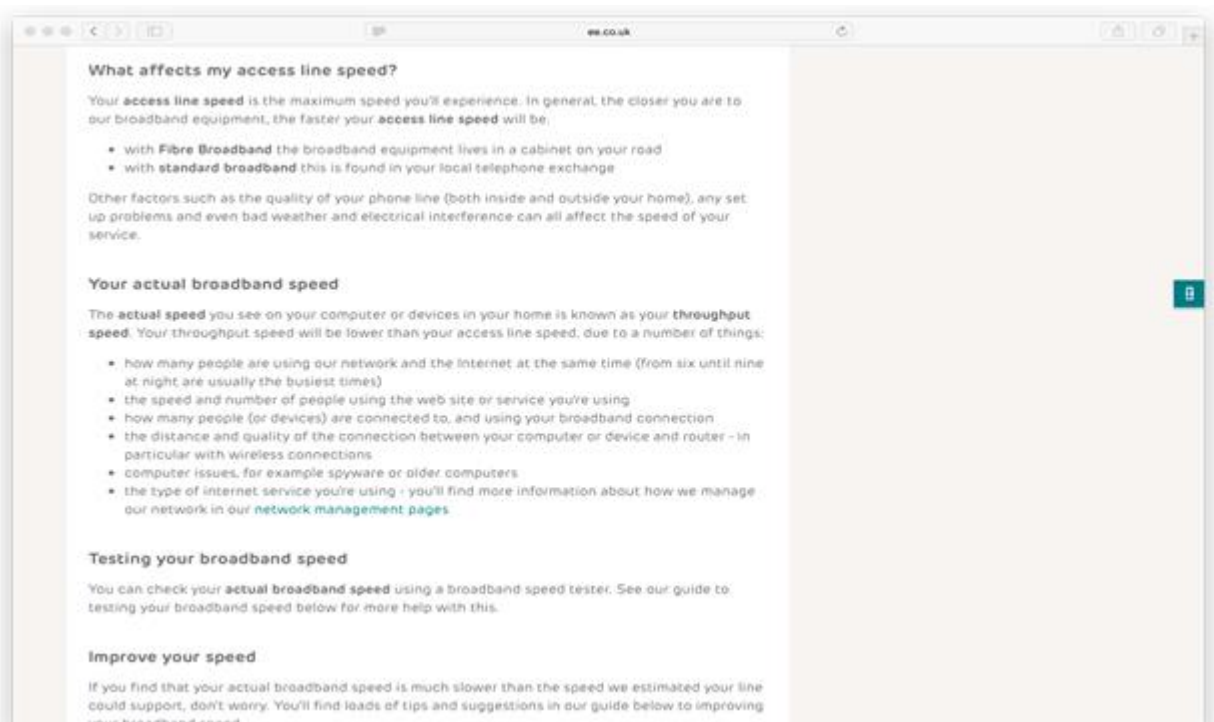
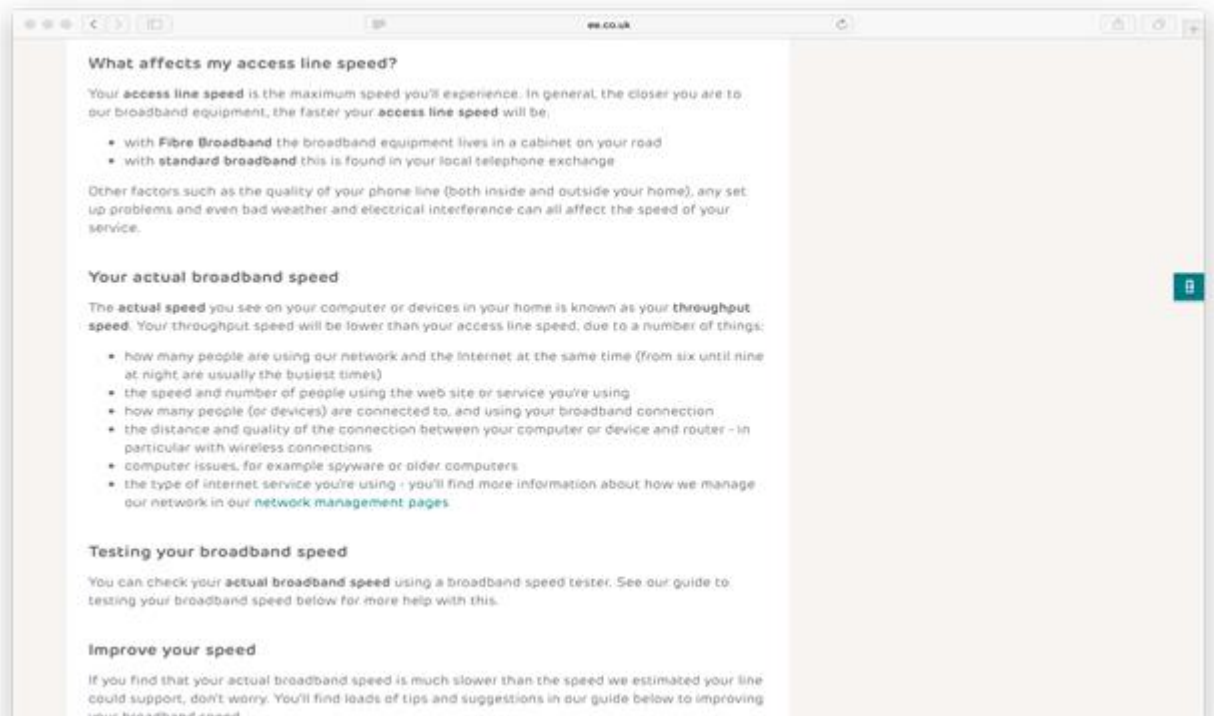


Found this information through searching for throughput speed

<http://ee.co.uk/help/mobile-and-home-connections/broadband-gallery-mobile-broadband/home-broadband/improving-your-broadband-speed>



See previous slide for link





— Comparing with your speed estimate

In this example our standard broadband line has a download speed of **16.15 Mb/sec**.

**Broadband Speed Test Results**

Download Speed (Mbps): **16.15**

Upload Speed (Mbps): **0.86**

Ping Latency(ms): **72.25**

You can compare this to the speed we estimated for your line when you signed up to broadband by [logging into your account](#) and selecting the option **Your broadband speed** under **MY HOME BROADBAND**.

Your speed estimate will be shown, similar to the example below:

**Your broadband speed**

Broadband speed lets you how fast data is sent (upload speed) or received (download speed) along your phone line. It's measured in megabits a second (Mb/sec), usually shortened to Meg or M.

We estimate your access line speed is **15.0Mbps**.

You'll find more information in our [guide to our broadband speed](#).

To find out your actual broadband speed, you can run a [speed test](#). You'll find more help with this in our [guide to testing your broadband speed](#).

If you find that your speed is acceptable when using a wired connection, our [guide on improving wireless performance](#) offers some helpful tips to improve your speed.

+ Comparing with your access line

— My actual speed is slow

**Computer checks**

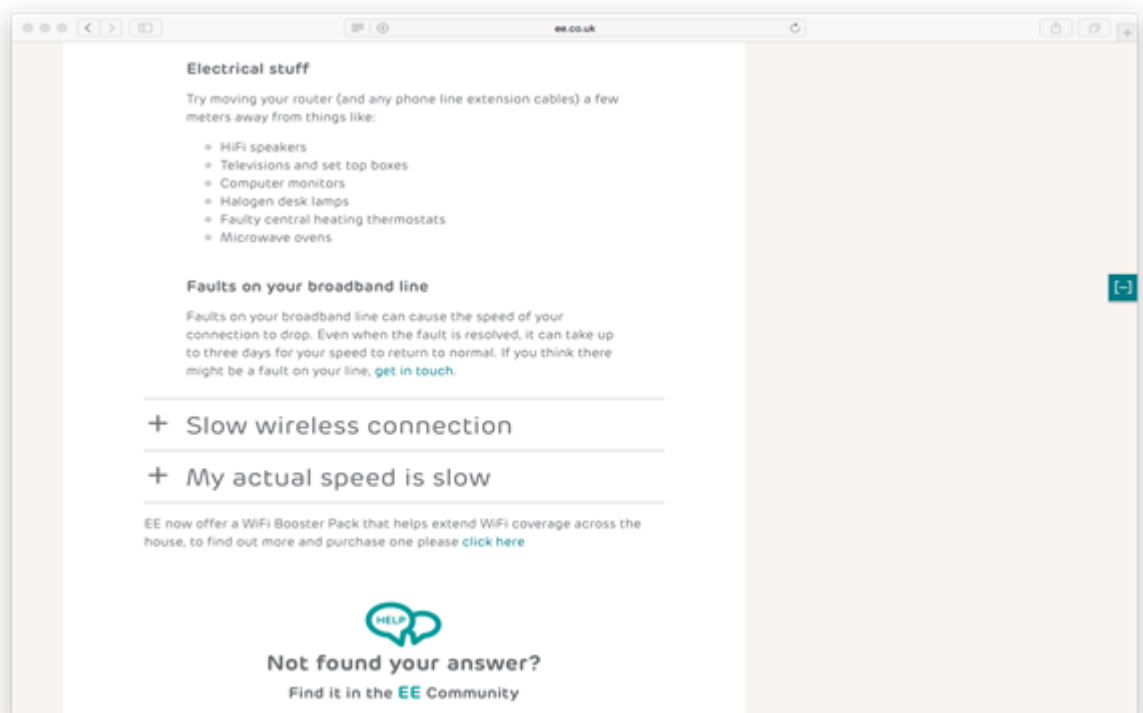
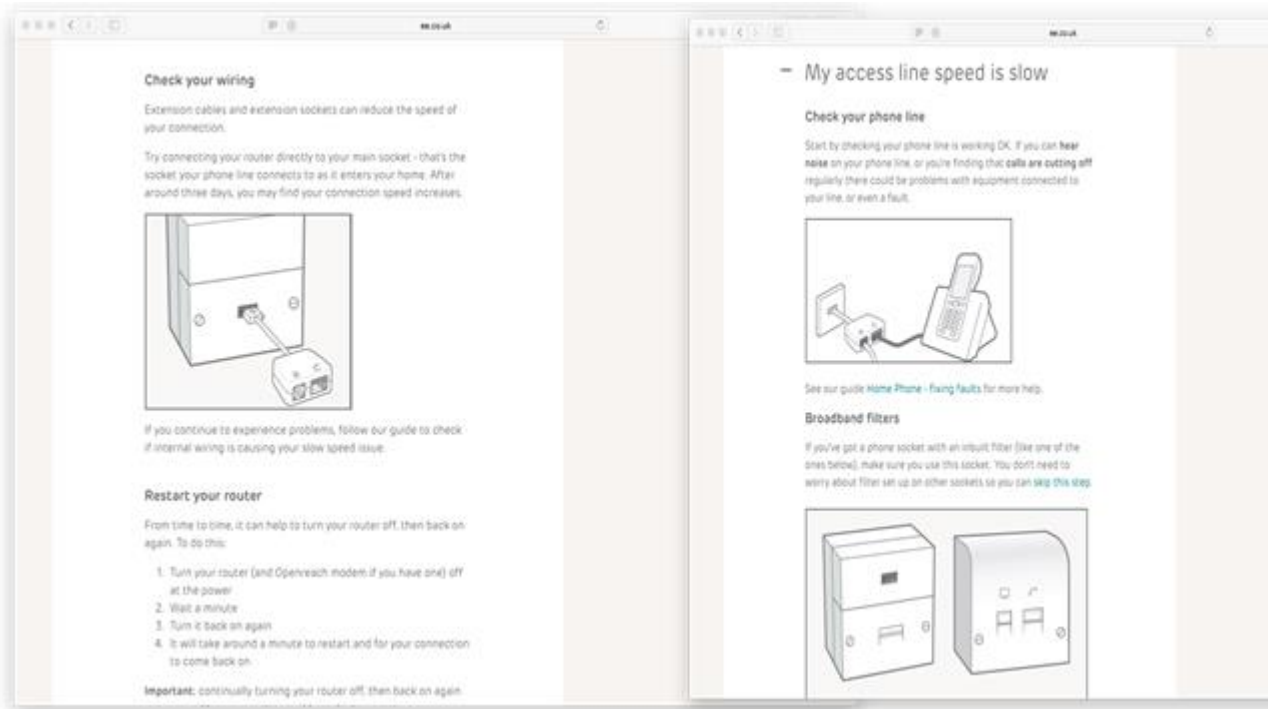
The age and health of your computer make a big difference to the overall speed you experience online. But there are a few simple things you can do to get moving faster:

- Restart your computer (and router while you're at it) - it really can make a difference
- [Clear your computer's cookies & cache](#)
- [Reset your browser](#)
- Update your operating system - you'll find more help in our [Microsoft](#) and [Apple](#) guides
- Check you've not got a virus (or spyware and malware) - you can take advantage of our [free year's subscription to Norton Security Premium™](#)
- Check old anti-virus software isn't causing a problem - try uninstalling any software you no longer need
- Close any programs you're not using - especially if you're using an older computer
- Check [Java](#) and [Adobe Flash player](#) are installed - some websites need these to work properly (including the speed tester)

**What happens during busy times?**

The speed of your connection will go up and down. The number of people using our network and your connection at home, all impact the speed you'll experience. You'll also find some websites appear to go very slow if lots of people are using the service.

We aim to provide you with an excellent broadband experience at all times of the day, so we manage our internet traffic according to certain rules at busy times. You can see how we do this in our [network management](#) pages.



'Up to speeds' These are referred to in the package summaries in the headline and then also when you drill down for more information. This was when the speed check had already been run.

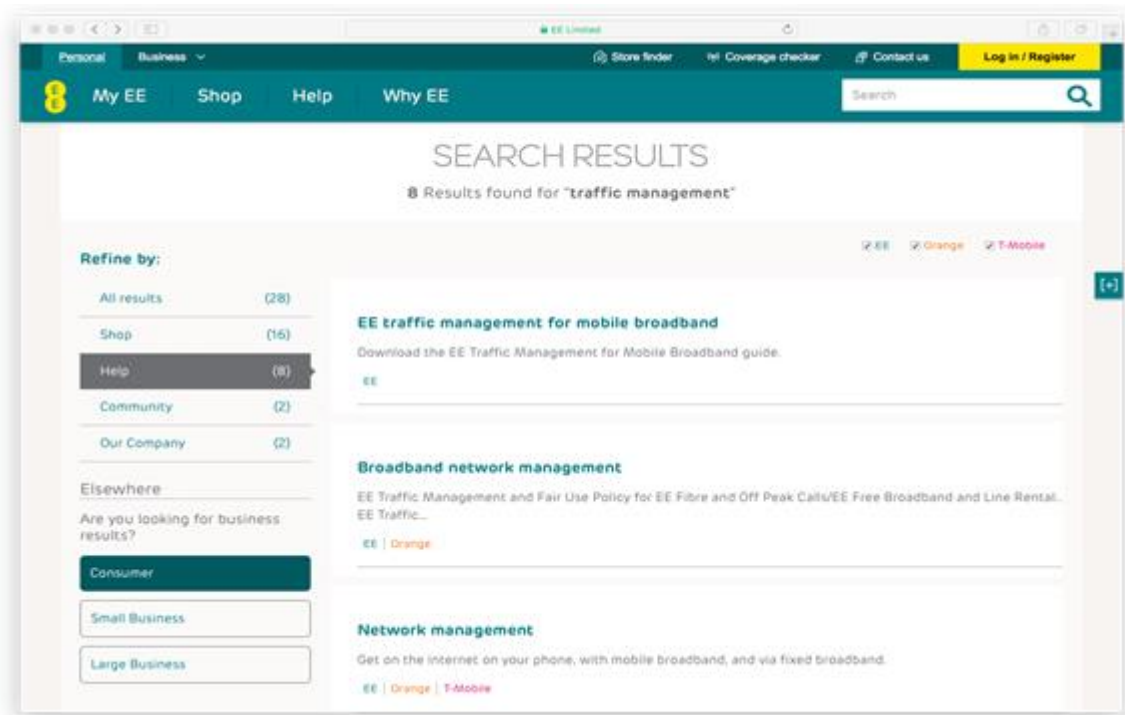
**2.21 -Did the website contain any information that explained how internet speed affects user experience? e.g. downloading music, TV, movie, photos etc. Please write in type of information given and where this is located on the website**

Broadband homepage does not explain what the benefit/ difference is between standard and fibre.

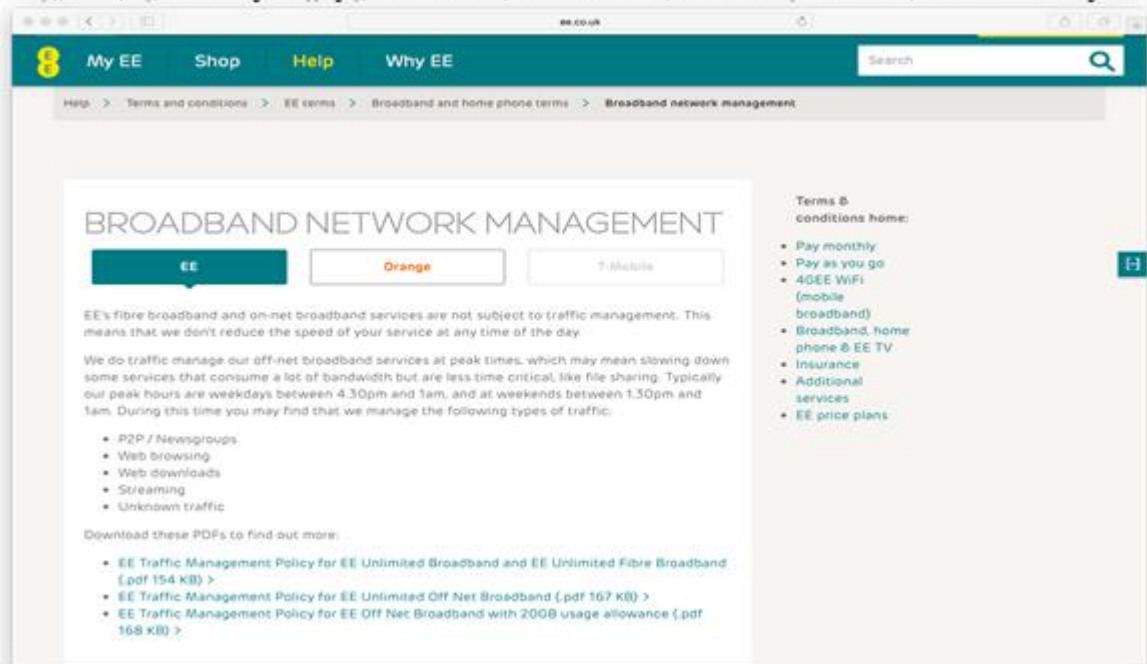
## Section 3 General website information

### 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 page with explanation that this was not applied.



<http://ee.co.uk/help/accounts-billing-and-topping-up/terms-and-conditions/ee-terms-and-conditions/broadband-home-phone-EE-TV-terms/broadband-network-management>



**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?**

It was easy to get a basic speed estimate. However to look for ADSL speeds was not as straightforward. There was a really useful document I found in the search facility in 'help' that could have been signposted from the initial broadband page which had a lot of detail in consumer friendly language. However, it wasn't easy to access and the information available was not very detailed up to point of purchase.