VODAFONE UK SIGNS UP TO OFCOM'S HOME BROADBAND CODE TO DELIVER ON SPEED PROMISE

Tuesday 27 September, 2016

Customers joining Vodafone UK's home broadband service or upgrading their package will be guaranteed accurate minimum and maximum download speeds after the Company signed up to Ofcom's voluntary code of practice.

In addition, Vodafone UK is providing details of upload speeds, which falls outside the code, but are important to customers when using applications such as posting photo's or images to social media sites.

Under the code, new and upgrading customers will be able to view online the actual speeds they can expect, not just theoretical ones. They will be free to leave if the minimum guaranteed download speed is not achieved after 28 days from notifying Vodafone.

Today's announcement follows last month's removal of line rental on Vodafone's unlimited fibre broadband products in an industry first and is also in line with our unique network satisfaction guarantee, allowing new and upgrading mobile customers 30 days to try us, love us or leave us – with no strings attached.

Vodafone applied to sign up to the Code after completing a major investment programme to improve and extend its business-grade fixed fibre network to exchanges which now pass more than 24 million UK premises.

Vodafone UK's Commercial Director Glafkos Persianis said: "Having allowed customers to break free from broadband line rentals and try out our mobile network, we are now giving them greater transparency on home broadband speeds.

"Since we entered the market just over a year ago, we have pledged to make a difference by scrapping the out dated and often misleading practices, which have plagued this market. The days of promising theoretical "up to" speeds are over – if a customer does not receive the speeds that they were promised, we will try to fix that, and if that does not work then they are free to leave, no questions asked."

– ends –

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