



FCS response to Ofcom's Improving broadband information for customers consultation - May 2023.

Introduction

The Federation of Communication Services represents companies which provide professional communications solutions to business users. Our members deliver telecommunications services via mobile and fixed line telephony networks, broadband, satellite, wi-fi and business radio. Our members' customers range from SMEs, home-workers and micro-businesses up to the very largest private enterprises and public sector users. FCS is the largest trade organisation in the professional communications arena, representing the interests of circa 350 businesses which supply B2B services nationwide.

Federation of Communication Services

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Consultation response form

Please complete this form in full and return to broadbandinformation@ofcom.org.uk.

Consultation title	Improving broadband information for customers
Organisation name	Federation of Communication Services (FCS)

Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.	Nothing
Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.	None
For confidential responses, can Ofcom publish a reference to the contents of your response?	Yes

Your response

Question	Your response
<p>Question 1: Do you agree with our proposals to issue guidance under GC C2.3, GC C1.3 and GC C1.5 to clarify:</p> <p>(1) that the description of broadband services should be consistent and include a one- or two-word description of the underlying technology; and</p> <p>(2) that the use of the terms 'fibre' and 'full-fibre' in the information that is provided to customers should only be used to describe fibre-to-the-premises (FTTP) services.</p>	<p>Confidential? – N</p> <p>The FCS supports the end customer being provided with a simple and an accurate description of the underlying technology their service will be provided on, at the point of sale and on the providers website. The FCS also supports the use of the terms 'fibre' and 'full fibre' only being used to describe fibre to the premises services. This will help end customers make informed service choices.</p>
<p>Question 2: Do you agree with our proposal for providers to give an explanation of the one- or two-word terms used to describe the service, in a way that can be easily accessed by customers?</p> <p>Please provide evidence in support of your views.</p>	<p>Confidential? – N</p> <p>The FCS supports the requirement for providers to give a one/two-word description of the service they offer end customers, which will clarify the underlying technology used to deliver the service. This will enhance customers understanding, minimise misunderstanding of the service technology information and help end customers make informed service choices.</p>

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