

# Zyxel delivers the technology for KCOM's next level Wi-Fi

## Main Challenge

**While working on a full-fibre network expansion, KCOM needed the best technology to amplify its award-winning network with a Wi-Fi solution for its customers.**

KCOM's customers increasingly requested more advanced Wi-Fi solutions from the communications company even before the COVID-19 pandemic. And as users quickly became stuck at home for both work and leisure, the demand for reliable, fast speeds exploded even further. Despite the challenging COVID situation - KCOM managed to continue at pace with its full-fibre network expansion, offering every user a stable FTTP connection that stretched to all corners of their house.

As the demand for Wi-Fi in every part of the home and garden increased, KCOM needed a router that offered next-level Wi-Fi Mesh so families could simultaneously stream on multiple devices for the ultimate in-home experience. The solution also needed to be simple enough to set up so households could easily install it themselves.

## Solution

KCOM ultimately chose one of Zyxel Communications' flagship Wi-Fi routers, the XMG3927 and launched the WX3401, which is Wi-Fi 6 as part of the Smart Wi-Fi solution.

### Enhanced Wi-Fi Experience

Fulfilling KCOM's top priority, the XMG3927 and WX3401 are future-proofed so customers always have connectivity no matter how many streaming and internet-of-things (IoT) devices are in their home.

### Customer-Friendly Solution

Compatible with a simple app, the XMG3927 allows customers to create a unique home network that will meet all their individual needs. As their network preferences evolve, users can add or remove access points throughout their home without a troublesome installation process.

## Main Story



As one of the longest-established telecommunications providers in the UK, KCOM was already known for its state-of-the-art technology designed to equip customers with better solutions that keep them connected.

Having worked together since 2014, KCOM knew that Zyxel Communications could deliver on its promises. When it was time for KCOM to upgrade its offerings and launch Smart Wi-Fi, Zyxel was the clear choice to provide the solution – it earned high marks for its industry-leading innovative technology and cooperative account teams across multiple channels.

KCOM officially launched Smart Wi-Fi – promised to be the UK's fastest Wi-Fi – in October 2021. Subscribers also gained access to a next-generation solution, with support from KCOM every step of the way. Using Zyxel Communications technology, KCOM provided an upgraded service that included faster Wi-Fi, increased connectivity coverage and ultimate customization.

## Success | Result

Since launching, KCOM Smart Wi-Fi has seen high levels of demand during its first window of availability. KCOM has also seen a noticeable reduction in Wi-Fi-related support calls.

“We’re delighted to partner with Zyxel Communications to deliver these Wi-Fi access points, which will give our customers a next-level Wi-Fi experience. At a time when in-home connectivity is more important than ever, both for those working and relaxing at home, our Smart Wi-Fi solution will offer an ultrafast, uninterrupted, online experience wherever our customers are in their homes.”

- John Rooney, KCOM Retail Managing Director

# KCOM

KCOM Retail is a regional telecoms, broadband and technology solutions provider serving more than 155,000 homes and businesses across Hull, East Yorkshire and North Lincolnshire. The company is currently engaged in a £100m full fibre network expansion across East Yorkshire and North Lincolnshire.

## Product Solution

### XMG3927

The Zyxel XMG3927-B Series delivers speeds of up to 1.7 Gbps over 5 GHz and 600 Mbps over 2.4 GHz. For better user experience, the XMG3927-B Series offers dual-band Wi-Fi with performance-boosting features such as Multi-User MIMO (MU-MIMO) and Beamforming for simultaneous, lag-free streaming and gaming experiences. [See more.](#)

### WX3401

WX3401-B0 is a premium Wi-Fi 6 Mesh extender that delivers business-grade performance, supports the Wi-Fi 6 (11ax) standard and offers lightning-fast wireless speeds of up to 4.8 Gbps\* on the 5 GHz band and 600 Mbps\* on 2.4 GHz. [See more.](#)



Contact your local Zyxel Communications sales contact or reach out to us at [isp@zyxel.eu](mailto:isp@zyxel.eu) for more information.

