

PARTNER SUCCESS STORY



Featuring
LightSpeed
Broadband, Wi-Fi
technology partner
eero, and fulfilment
partner Kenton
Group.

By combining advanced technology, thoughtful proposition design & differentiated fulfilment, three businesses have created something distinctive in the broadband market: a connectivity experience that's reliable, intuitive and genuinely valuable.

LightSpeed Broadband: shaping the proposition

LightSpeed Broadband provides high-performance full-fibre connectivity to both residential customers and small businesses, combining home broadband, managed Wi-Fi and voice services with business-grade connectivity and managed networking solutions. Its ambition is to move beyond “utility broadband” to deliver services that reduce friction, improve reliability and future-proof how people live and work.

As part of the LightSpeed Group, with a dedicated full-fibre network underpinning the service, LightSpeed Broadband wanted its in-home experience to reflect the performance of the underlying network. LightSpeed’s Director of Marketing and Growth Strategy Karen Burr explains:

“We want to create meaningful value for our customers, not simply compete on price. When we reviewed our proposition, it was clear our customer-premises equipment (CPE) strategy needed to evolve.

Wi-Fi is a critical part of the overall customer experience. Once broadband enters the home or workplace, the wireless performance must match the quality of the underlying fibre network. Setup needs to be straightforward and ongoing support efficient. We also introduced a tiered router approach aligned to customer speed selection, designed to support our Wi-Fi 7 launch and scale with future innovation.”

eero: enabling next-generation connectivity

Following a competitive RFP process, eero was selected as LightSpeed's router and technology partner. eero's WiFi 7 solution aligned with the shared ambition of delivering strong, whole-property coverage, streamlined setup and long-term reliability. The devices are designed to reduce support demand and engineer visits, supporting both customer satisfaction and operational efficiency.

By aligning router capability with broadband tiers, the partnership allowed LightSpeed to be among the first ISPs to introduce a full Wi-Fi 7 solution to the UK market, reinforcing its positioning as a provider focused on performance and experience rather than price alone.

The eero logo, consisting of the word "eero" in a lowercase, sans-serif font.

Kenton Group: delivering the experience

Customer experience is about more than great technology, and LightSpeed also needed a fulfilment partner that could match its pace, adapt quickly and genuinely care about the end customer. That partner was Kenton Group.

Kenton Group helped translate the LightSpeed proposition into a scalable customer fulfilment operation. From kitting and storage to shipping and returns, they handled the entire lifecycle, working at start-up speed to launch eero with LightSpeed in record time, just months after contract signature.

Personal touches mattered too: when the marketing team needed packaging dimensions fast, the Kenton Group team delivered boxes by hand. As volumes grew, they moved the operation from spreadsheets to automated order processing, quietly scaling behind the scenes.



KENTON
GROUP

The Power of partnership: complete customer focus

Kenton Group's Chief Technology and Strategy Officer Adam McConnell Smith says, "Our collaboration with LightSpeed and eero works so well because we all 'talk the same language'. As growing businesses with ambitious, start-up mentalities, we understand the need for flexibility and we're all hyper-focused on the customer."

Together, LightSpeed Broadband, eero and Kenton Group have developed a joined-up proposition built around reliability, simplicity and long-term value.

Each partner played a clear, complementary role, from router tiers to premium packaging, and as a result their customers receive LightSpeed branded packaging, assembled, quality checked and fulfilled by the Kenton Group team. Each pack contains an eero router matched to the customer's chosen LightSpeed Broadband speed. Setup is straightforward, with simple support and returns when needed.

Karen adds, "By combining high-performance full fibre connectivity with market-leading Wi-Fi, we're helping customers experience broadband differently by placing reliability, simplicity and performance at the heart of the proposition. Working alongside partners such as eero and Kenton Group allows us to deliver that experience consistently for both homes and small businesses."

