

Connexin Subscribers Break Free of Monopolised Internet With Calix's End-to-End Solution

CHALLENGE

Headquartered in Hull, UK, Connexin is an internet service provider with roots in voice services and the Internet of Things (IoT) that has evolved into one of the largest alternative network providers in the North. Founded by Hull residents, Furqan Alamgir and Alex Yeung, in 2006, Connexin seeks to “simplify technology to connect the real world with the digital world to improve the way we live.”

With the launch of its independent, alternative [10000 Mbps full-fibre](#) network in Hull in 2020, Connexin has posed a David-esque challenge to the incumbent provider, which has been a Goliath in its undisputed broadband monopoly in Hull for several decades. With the acquisition of local ISPs, [Wisper and Pure Broadband](#), Connexin is redefining the broadband user experience in Hull.

In a digital age when cost-efficient and high-speed internet has become a basic necessity for communities, residents of Hull grappled with the woes of a monopolised and expensive yet ineffective broadband service. Until recently.

For years, Hull received internet through a privatised telephone company. Subscribers were locked into this provider but struggled with unreliable connections, high prices and poor customer experience. They began to demand more competition to break the monopoly, hoping to access better-quality alternatives at a fairer price.

The turning point was ushered by two of its own residents, Connexin's CEO Furqan Alamgir and Deputy CEO Alex Yeung, who became the change they wished to see. Alamgir and Yeung launched an independent and full-fibre network in Hull and East Riding to break the incumbent's broadband provider's monopoly.

Connexin is currently actioning the roll-out of fibre expansion throughout Hull and the wider East Riding of the Yorkshire region. Connexin's network is one of the first in the UK to be built over an existing full-fibre network as, unlike others, the current infrastructure is not shared. Connexin had to



COMPANY

Connexin

COMPANY TYPE

Telecommunications service provider

WEBSITE

home.connexin.co.uk

LOCATION

Hull, UK

SERVICES

Broadband, phone, IoT, security

SUBSCRIBERS

15,000+

provide better and more effective technology infrastructure, which is more convenient but less expensive, to inspire new subscribers to sign up.

For Connexin's service to be unhindered, it had to invest in technology with better coverage, lesser inconvenience, and limited disruption when subscribers transferred service. Subscribers also craved access and usage control, which was previously unavailable for them.

SOLUTION

Calix understood Connexin's priorities to offer a well-rounded broadband access experience with convenience and control to Hull's residents. Connexin wanted to prioritise Wi-Fi technology that would serve the needs of customers based on the size of their residence, the number of connected devices they own, and the types of services and applications. It also wanted to equip the users with self-monitored internet security and safety tools.

Calix recommended its portfolio of Wi-Fi Certified 6™ GigaSpire BLAST systems. These are not typical residential gateways—they're smart home systems. Featuring comprehensive Wi-Fi 6 features—such as beamforming, enhanced security, and faster throughput—BLAST systems are designed to provide improved user experience. This allows Connexin to augment the delivery of high-speed internet services that are also cost-efficient, with an additional differentiated value of expanded coverage.

Connexin also leveraged Calix's CommandIQ™ app, which lets broadband users change the name and password of their home Wi-Fi network. [Up to 50](#) percent of all help desk calls are related to password resets, so app engagement helps drastically reduce their call volume. Combined with Calix Support Cloud, Connexin helps users monitor their connected devices, set up a guest network for visitors, implement profiles to toggle devices off/on, and run speed tests.

RESULTS

Feedback from subscribers has been positive. Improved Wi-Fi coverage in all parts of the house helps them use the internet for several professional and personal tasks, including high-bandwidth applications. Additionally, users are empowered with greater control over their broadband usage, devices, security, and privacy.

For Connexin, these changes enabled them to offer a true end-to-end solution, from the full-fibre network to the BLAST systems and mobile app. And this was exactly what they wanted—and what their subscribers craved. "Calix was the full end-to-end solution for our subscribers. The Calix app was a big selling point. It gives the user more control, which was a priority for us as it is important for our customers. Our subscribers use this app for monitoring all connected devices, tracking Wi-Fi issues, and identifying where the problems are. It's easier for them to identify, like we said, bottlenecks in speed or what devices are maybe slowing it down. This will then obviously improve our customer service and customer experience," said Katie Muir, Head of Brand at Connexin.

"We wanted to innovate and reimagine a typical broadband connection and put additional controls into our subscribers' hands. Working in partnership with Calix, we developed a Connexin-branded mobile app, powered by CommandIQ, together with the Calix Revenue EDGE portfolio of Wi-Fi 6E systems and Calix Support Cloud analytics. This gave our subscribers true visibility and control to understand and manage every aspect of their connected home—to create a best-in-class customer experience."



Furqan Alamgir, CEO at Connexin

The result is a truly subscriber-focused solution that reflects the transformative mindset of Connexin, designed to help Hull residents do more with every facet of their network—and have a choice in their internet service provider. With such a successful launch in Hull, Connexin secured additional funding and looks to expand their market.

Contact us today to learn how partnering with Calix can help you transform your community's subscriber experience.