

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Tariff Proposal by GTEFL) DOCKET NO. 890270-TL
 to trial an offering called Coin) ORDER NO. 20956
 Telephone Messaging Access Service) ISSUED: 3-29-89
 (CTMAS) for a one year period.)
 _____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD
 BETTY EASLEY
 GERALD L. GUNTER
 JOHN T. HERNDON

ORDER APPROVING TARIFF

BY THE COMMISSION:

On September 26, 1988, GTE Florida, Inc. (GTEFL) filed tariff revisions proposing a one year marketing trial of a group of special facilities and access services entitled Coin Telephone Messaging Access Service (CTMAS), in support of a simultaneous trial of a voice messaging service (VMS) targeted to pay-phone users. The central office-based functions would be provided over access lines to selected company-provided paystations in the Tampa area. The voice messaging service would be provided by GTEFL's sister company, GTE Teleguide, as an optional information service.

The VMS allows a customer placing a call from a paystation equipped with the service, to electronically store a voice message for future retrieval should the customer encounter a ring/no-answer after 5 rings, or a busy signal. The CTMAS includes a message interface unit (MIU) that cancels the original call and delivers a voice synthesized message notifying the caller of the VMS. The message also prompts the caller to deposit 25¢ to access and invoke the VMS. The caller may discontinue the call by hanging up, whereupon the original 25¢ is returned. If the additional deposit is made (total=50¢), the VMS is accessed via a computer located at Teleguide, which then prompts the caller for his name and a 20-second message. The VMS then attempts to deliver the customer's message every 15 minutes for the next two hours. The first 25¢ deposited will go to GTEFL for a completed call. The additional 25¢ goes to GTE Teleguide.

For this test, GTEFL will provide the use of coin phones at 300 selected locations in the Tampa area. The CTMAS message interface unit will be attached to the coin access line in the central office. Billing and collection services will be provided to GTE Teleguide by GTEFL for a \$100 initial service establishment, plus a 5¢ charge for each call accepted. The 5¢ charge will only apply to the "contract" call, i.e., the incoming calls to its office, and not to each call attempt made by Teleguide. GTE Teleguide will pay \$100 for installation and \$12.20 per month for the lease of the CTMAS equipment. Lastly, Teleguide will access the local network by regular business lines. GTEFL will charge the same rates, with any subsequent revisions, to other voice messaging firms if the service is offered permanently.

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GTEFL filed this tariff as a Limited Service Offering (LSO), which is a system of expedited tariff processing we approved in Order No. 17669 for Southern Bell Telephone & Telegraph Company (Southern Bell). This policy allows the telephone company to initiate new trial services expeditiously and to change their rates for these services in response to real-time marketing data. The company is relieved of the requirement to furnish forecasted demand, contribution and cost data with the introduction of an LSO, which must be provided when seeking to make the service permanent. When permanent approval is sought, the costing data relied upon should be based on actual marketing data gathered from the experimental period. Specific guidelines for LSOs are set out in Attachment A of Order No. 17669. Generally the services offered will be optional, non-basic services, offered only on a local basis for one year, and, which generate less than one percent of the company's local service revenues.

In approving the LSO authority, we sought to provide Southern Bell more latitude to achieve our stated goal that local exchange companies seek additional revenues from new and emerging services, which serve to postpone the need for increases in basic local rates. GTEFL is encouraged to pursue this goal as well, and thus, we believe that GTEFL should have the same opportunities for technical and marketing trials that are now available to Southern Bell. Moreover, GTEFL has agreed to all the requirements placed upon Southern Bell regarding LSOs. Lastly, GTEFL projects that this service will boost revenues by increasing the rate of completed local coin sent-paid calls by as much as 25%. We find, therefore, that the LSO authority granted to Southern Bell should be extended to GTEFL. Further, we agree with GTEFL that this service meets the LSO criteria and we hereby approve it as such, subject to all the conditions set out in the body of Order No. 17669 and in Attachment A of that order, which we hereby incorporate by reference.

The VMS is generally considered to be an information or enhanced service, and as such, this tariff proposal raises questions regarding the offering of network facilities to information services providers (ISPs). Moreover, this proposal raises the issue of how a local exchange company (LEC) should interface with an affiliate to offer information services. However, we have specifically reserved all policy statements regarding these issues until the final decision in Docket No. 880423-TP, and we expressly do so here with regard to this service.

At this time, GTEFL is not under a mandate to allow other VMS providers access to this tariff. Nevertheless, we are concerned by the restriction of the service to GTE Teleguide. However, because we concur that the company needs to debug the service before offering it to other companies, and because this is a time-limited offering, we will allow the restriction to stand.

As indicated above, GTEFL must provide quarterly reports to include the minimum filing requirements stated in Order No. 17669. In addition, the final quarterly report should address the following issues:

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1. A discussion of what GTE Teleguide pays to GTEFL to access its network and whether or not the payment covers the cost of access. Also, a discussion of the payment to be made by voice messaging firms other than Teleguide, should the offering be opened to others.
2. A discussion of how the costs and revenues are apportioned between GTEFL and Teleguide and how the costs and revenues are treated for regulatory purposes.

In consideration of the above, it is

ORDERED by the Florida Public Service Commission that the tariff proposal by GTE Florida, Inc. to initiate a Coin Telephone Messaging Access Service, in conjunction with voice messaging elements provided by GTE Teleguide, Inc., is approved for a one-year trial. It is further

ORDERED that the tariff is approved as a Limited Service Offering as defined in Order No. 17669, and is subject to all of the conditions imposed on such an offering as set out in that Order. It is further

ORDERED that this docket remain open and that quarterly reports be filed as set out in the body of this Order.

By ORDER of the Florida Public Service Commission,
this 29th day of MARCH, 1989.



STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

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NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative hearing or judicial review will be granted or result in the relief sought.

Any party adversely affected by the Commission's final action in this matter may request: 1) reconsideration of the decision by filing a motion for reconsideration with the Director, Division of Records and Reporting within fifteen (15) days of the issuance of this order in the form prescribed by Rule 25-22.060, Florida Administrative Code; or 2) judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or the First District Court of Appeal in the case of a water or sewer utility by filing a notice of

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appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days after the issuance of this order, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900(a), Florida Rules of Appellate Procedure.