

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of ) DOCKET NO. 940108-TL  
tariff filing to introduce a ) ORDER NO. PSC-94-0297-FOF-TL  
volume discount for remote call ) ISSUED: 3/16/94  
forwarding subscribers by )  
BELLSOUTH TELECOMMUNICATIONS, )  
INC. d/b/a SOUTHERN BELL )  
TELEPHONE AND TELEGRAPH COMPANY )  
(T-93-684 FILED 11/22/93) )  
\_\_\_\_\_ )

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman  
SUSAN F. CLARK  
JULIA L. JOHNSON  
DIANE K. KIESLING  
LUIS J. LAUREDO

ORDER APPROVING TARIFF TO INTRODUCE  
VOLUME DISCOUNTS FOR REMOTE CALL FORWARDING SUBSCRIBERS

BY THE COMMISSION:

On November 22, 1993 BellSouth Telecommunications, Inc. d/b/a/ Southern Bell Telephone and Telegraph Company (Southern Bell or Company) filed proposed tariff revisions. Southern Bell proposes to introduce volume discounts for its Remote Call Forwarding (RCF) customers. Furthermore, Southern Bell proposes to amend the definition of a basic local calling area to reflect similar definitions in its tariff and clarify RCF usage rates to certain Local Exception Service areas.

RCF is a feature that will automatically forward one telephone number to another on a permanent basis.

This proposal will offer a 25% discount on recurring charges to customers purchasing 15 or more RCF numbers. The primary purpose of this offering is to stimulate demand for the service by newspapers and other advertising agents. An advertisement can include a specific RCF number that will forward to the business purchasing the ad. Then the exact number of calls placed as a result of the ad can be measured by counting the calls placed through the RCF number. Southern Bell believes this will be a desirable feature for advertising agents.

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ORDER NO. PSC-94-0297-FOF-TL  
DOCKET NO. 940108-TL  
PAGE 2

Southern Bell does not expect this proposal to affect existing customers, but it should generate \$89,000 in additional contribution after the first year. RCF numbers generate substantial contribution (rate=\$16.95+usage charges, cost=\$2.94), so even a %25 discount will generate additional profits for the Company.

Upon consideration, we find that the tariff should be and is hereby approved effective March 14, 1994. Southern Bell does not believe these proposals will affect existing customers. In addition, no additional investment will be required by Southern Bell until demand warrants, therefore, this offering carries little or no risk to the company.

Based on the foregoing, it is

Ordered that the tariff shall be effective March 14, 1994.  
It is further

Ordered that if a timely protest is filed in accordance with the requirements set forth below, this tariff shall remain in effect pending resolution of the protest. If no timely protest is filed, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this  
16th day of March, 1994.

STEVE TRIBBLE, Acting Director  
Division of Records and Reporting

by: Kay Hagan  
Chief, Bureau of Records

( S E A L )

MMB

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.

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on April 6, 1994.

In the absence of such a petition, this order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it satisfies the foregoing conditions and is renewed within the specified protest period.

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or wastewater utility by filing a notice of 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 of the date this Order becomes final, 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.