

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Proposed tariff filing by) DOCKET 890303-TL
 ALTEL FLORIDA, INC. introducing) ORDER NO. 21131
 "RING+" service (T-89-064 filed) ISSUED 4-26-89
 1/31/89).)

The following Commissioners participated in the disposition of this matter:

MICHAEL MCK. WILSON, CHAIRMAN
 THOMAS M. BEARD
 BETTY EASLEY
 JOHN T. HERNDON
 GERALD L. (JERRY) GUNTER

ORDER APPROVING TARIFF

BY THE COMMISSION:

On January 31, 1989, ALTEL Florida, Inc. (ALTEL) filed a proposed tariff for "RING+" service. This service allows a subscriber multiple phone number listings for the basic access line, with a distinctive ring for each listing. ALTEL has further requested flexible pricing, also called banded rates, for this product. This would allow administrative filing and implementation of rate changes within a preapproved range of rates.

In Order No. 17908, Docket No. 870537-TL, we approved a tariff filing by Southern Bell Telephone and Telegraph Company (Bell) introducing RingMaster (a product similar to Ring+) with banded rates. In doing so, we endorsed the efforts of local exchange companies to maximize contribution from discretionary services such as these in order to minimize the upward pressure on local basic service rates. We also approved banded rates for Bell's Custom Calling services in Docket No. 870594-TL and for Bell's TouchStar service in Docket No. 880791-TL.

ALTEL's rate structure, though similar to that approved for Bell's RingMaster service, proposes lower rates with parallel relationships for the floor to ceiling ranges. The structure is outlined below:

MONTHLY RATE

	<u>MINIMUM</u>	<u>MAXIMUM</u>	<u>CURRENT</u>
<u>RING+ I</u> (1 addl. line)			
Residence	\$ 2.50	\$ 6.00	\$ 3.00
Business	\$ 3.00	\$ 8.00	\$ 4.00
<u>RING+ II</u> (2 addl. lines)			
Residence	\$ 4.50	\$ 8.00	\$ 5.75
Business	\$ 6.50	\$ 10.00	\$ 7.75
<u>RING+ III</u> (3 addl. lines)			
Residence	\$ 6.50	\$ 11.00	\$ 8.25
Business	\$ 9.50	\$ 14.00	\$ 11.25

In addition to these rates, ALTEL proposes a nonrecurring initiation charge.

DOCUMENT NUMBER-DATE

04190 APR 26 1989

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RING+ is a discretionary service from which ALLTEL expects a positive revenue impact and positive contribution in that it allows customers a method of call identification. We would fully expect ALLTEL to price RING+ to optimize contribution. We note also that the lowest RING+ rate remains above the projected per line cost of providing the service. We find therefore that Ring+ meets our guidelines for banded rate offerings and should be approved.

ALLTEL intends to file rate changes under the normal 60 day interval, but reserves the right to petition the Commission for exception if the 60-day statutory approval period is inadequate to react to the market.

For 24 months, we will require ALLTEL to file reports on the effect of changes in rates in the RING+ service at four months after each rate change. These reports should include quarterly data for the corresponding period from the previous report (or effective date of the tariff for the first report); the applicable rates; the number of customers participating; dropping or adding of service; all RING+ promotional campaigns; complaints; company revenues; and updated cost and contribution information. Filing the reports four months after the rate change will allow the impact of the change to be reflected, and using quarterly data, we may better detect trends in the market and demand for this service.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the proposed tariff of ALLTEL Florida, Inc. to offer RING+ service, under banded rates is hereby approved. It is further

ORDERED that ALLTEL file reports as described in the body of this Order. It is further

ORDERED that this docket be closed.

By ORDER of the Florida Public Service Commission,
 this 26th day of APRIL, 1989.

 STEVE TRIBBLE, Director
 Division of Records and Reporting

(S E A L)

ELJ

by: Kay Flynn
 Chief, Bureau of Records

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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 (1985), as amended by Chapter 87-345, Section 6, Laws of Florida (1987), 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 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.