

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing by	)	DOCKET NO. 891308-TL
SOUTHERN BELL TELEPHONE AND TELEGRAPH	)	
COMPANY to conduct two-month statewide	)	ORDER NO. 22499
service order waiver promotion of Ring-	)	
Master(R) and TouchStar(R) Services	)	ISSUED: 2-6-90
during February and March 1990	)	
	)	

The following Commissioners participated in the disposition of this matter:

MICHAEL MCK. WILSON, Chairman  
 THOMAS M. BEARD  
 BETTY EASLEY  
 GERALD L. GUNTER

ORDER APPROVING TARIFF

BY THE COMMISSION:

On November 2, 1989 Southern Bell filed tariff revisions to conduct a two month statewide promotion of RingMaster(R) and TouchStar(R) Services during February and March 1990. To promote the services, the company proposes to waive non-recurring service order charges for persons signing up for one of those services. The company wishes to consolidate its promotion cost by presenting these two new services with one special promotion. The company expects the increased revenues generated by this promotion to well exceed the cost of the promotion.

TouchStar(R) is Southern Bell's newer class of custom calling features. TouchStar(R) service includes call return, repeat dialing, call tracing, preferred call forwarding, call block and call selector. Call return enables a customer to place a call to the last number received at that customer's line. Repeat dialing enables a busy number to be redialed. The number will be periodically checked for 30 minutes and the customer's phone will ring when the call can be completed. Call selector provides a distinctive alerting signal to the called customer on calls from any of up to three prespecified callers. The customer activates this feature by creating a "screening list" of up to three numbers in memory. Preferred call forwarding allows the customer to transfer calls from up to three selected numbers to another telephone number. The customer must subscribe to the company's currently offered Call

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Forwarding feature to use this feature. Call block permits the customer to prevent unwanted incoming calls from up to three telephone numbers. Call tracing allows the called party to initiate an automatic trace of the last call received. A message containing the telephone number from which the call originated is sent to Southern Bell's security department. Caller ID allows the customer to identify a caller by telephone number before answering.

RingMaster(R) is a service in which the customer has, on a single line, the ability to receive calls made to more than one number. A customer on a single line may have up to 3 different numbers with three distinctive rings.

The company states that the anticipated cost of the promotion would be \$2,911,316 for residential accounts and \$218,779 for business accounts. This includes waived service order revenue of \$550,294 for residential and \$91,088 for business, advertising costs of \$391,983 for residential and \$24,496 for business and service costs of \$1,969,039 for residential and \$166,195 for business.

The company states that it is targeting this promotion primarily at the residential market. Therefore, the company anticipates most of their revenue to be generated from residential customers. Southern Bell estimates the total revenue over a twelve month period resulting from the promotion of RingMaster(R) and TouchStar Services will be \$4,509,416 residential and \$427,191 business. Therefore, the company anticipates that the net increase in revenue from the promotion will be \$1,598,100 for residential and \$145,412 for business.

We believe that the company is making an effort to market these services more effectively with this promotion. Also, the company projects a positive revenue increase of \$1,743,512. This Commission has previously approved a similar promotion for TouchStar(R) Services. This promotion appears to be a practical step in the marketing of RingMaster(R) and TouchStar(R). Therefore, we approve this tariff for the period from February 1, 1990 through March 31, 1990.

Based on the foregoing it is hereby

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ORDERED by the Florida Public Service Commission that Southern Bell's tariff proposal to conduct a two-month statewide promotion of RingMaster(R) and TouchStar(R) services during February and March, 1990 should be approved. It is further

ORDERED that this docket be and the same is hereby closed.

By ORDER of the Florida Public Service Commission,  
this 6th day of FEBRUARY, 1990.

  
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STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

JSR

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

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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.