

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Application for) DOCKET NO. 900823-TI
certificate to provide inter-) ORDER NO. PSC-92-0506-FOF-TI
exchange telecommunications) ISSUED: 06/16/92
services by STOREFINDER, INC.)
_____)

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER EXTENDING EXPERIMENTAL OFFERING

BY THE COMMISSION:

By Order No. 24386, issued April 18, 1991, we granted Storefinder, Inc. (Storefinder) the authority for an experimental usage of LEC access service and automatic number identification (ANI) services offered by Southern Bell Telephone and Telephone Company (SBT) and United Telephone Company of Florida (UTF) within the Jacksonville and Orlando LATAs. Storefinder is a wholly owned subsidiary of Domino's Pizza. Section 364.057, Florida Statutes, authorizes this Commission to approve and extend experimental rates in limited geographic areas.

Specifically, we ordered "...that Southern Bell Telephone and Telegraph Company and United Telephone Company of Florida shall provide 950 Feature Group B access service with automatic number identification to Storefinder in the Jacksonville LATA and the Orlando LATA on an experimental basis." Storefinder began processing customer calls on June 3, 1991 in the Jacksonville LATA. The service has not yet been introduced in the Orlando LATA.

In December of 1991, and January of 1992 SBT and UTF filed information with us regarding the experiences with the Storefinder service. SBT stated that "Southern Bell has experienced no problems with this service for Domino's Pizza." SBT also stated that "Consistent with Domino's Pizza desire, Southern Bell is willing to extend this experiment through 1992 and expand this service throughout the state of Florida." UTF, meanwhile, advised the Commission that the Storefinder trial has not yet begun in any of its service territories.

As a result of the experiment, the pizza consuming public in the Jacksonville LATA can reach the nearest Domino's Pizza store by simply dialing 950-1430. Domino's Pizza asserts that the customer

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reaction to the experiment in Jacksonville has been overwhelmingly positive. Domino's maintains that stores have reported that customers find the new number is convenient and makes it easier to do business with Domino's. A study performed by Domino's indicated that approximately 80% of those who use the service can recall the phone number. No party filed any complaints regarding the service in its present form. The service appears to offer benefits to both the Company and public at large by making it more convenient for customers to contact Domino's Pizza.

Upon review, and pursuant to Section 364.057 (2), Florida Statutes, we extend the Storefinder trial through September 30, 1992. We find that it is appropriate to extend the trial without any modification during which time we will continue to analyze the data submitted by Domino's Pizza, SBT and UTF. Additionally, we will use this time to review the requests of Domino's to modify the experiment. Domino's has requested that: (1) the service be provided by Feature Group B over D instead of Feature Group B, (2) it be allowed to forward ANI to store locations and (3) the Storefinder service be expanded throughout Florida. We note that the request to go statewide with the service will require tariffing the offering.

This Docket shall remain open until the experiment is concluded and we have enough information to make a decision on Domino's request to modify the offering and make the service permanent and statewide.

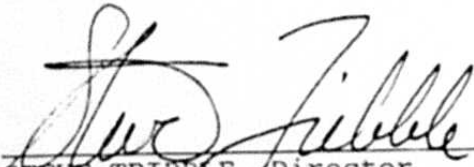
Therefore, based upon the foregoing, it is

ORDERED by the Florida Public Service Commission that the Storefinder trial shall be allowed to continue on an experimental basis through September 30, 1992. Southern Bell, United Telephone Company of Florida and Domino's are hereby required to file with the Commission, no later than June 30, 1992, data and observations indicating how the Storefinder trial is progressing. The filing shall be similar in form to those filed in response to Order No. 29386. It is further

ORDERED that this Docket shall remain open. Storefinder, Southern Bell, and United shall report on their experiences and concerns regarding the service by June 30, 1992.

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By ORDER of the Florida Public Service Commission, this 16th
day of June, 1992.


STEVE TRIBBLE, Director
Division of Records and Reporting

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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 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 Civil Procedure. The notice of appeal must be in the form specified in Rule 9.900 (a), Florida Rules of Appellate Procedure.