

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 941244-TL
tariff filing to offer a special) ORDER NO. PSC-95-0037-FOF-TL
promotion to waive line) ISSUED: January 9, 1995
connection charges associated)
with purchase of Back-Up* Line)
service by BELLSOUTH)
TELECOMMUNICATIONS, INC., D/B/A)
SOUTHERN BELL TELEPHONE AND)
TELEGRAPH COMPANY (T-94-583)
FILED 11/1/94)

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman
SUSAN F. CLARK
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF

BY THE COMMISSION:

CASE BACKGROUND

On September 9, 1994, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff requesting to introduce a new business service called Back-Up* Line. This service was approved at the November 22, 1994 agenda and became effective on that date. See Order No. PSC-94-1554-FOF-TL.

On November 1, 1994, Southern Bell filed a tariff to waive the nonrecurring charges associated with Back-Up* Line service. The nonrecurring charge for Back-Up* Line service is \$10.00. This promotion would run from January 1, 1995 through February 28, 1995.

Back-Up* Line service is an optional additional line service for business customers who experience occasional peaks and valleys in calling volumes. This service receives overflow (incoming calls that would normally receive a busy signal, and outgoing calls that

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could not be made because no lines were available) from the business's regular business line(s).

Southern Bell states that this promotion is expected to increase customer awareness and promote the sale of Back-Up* Line service. The Company proposes to offer this promotion to customers who purchase Back-Up* Line on new, transfer, or change orders. The Company has forecasted total new revenues associated with the promotion at \$3,076,553, costs (which include service connection charges waived, advertising, network costs and elasticities effect) at \$2,500,028 and estimated net new revenue at \$576,526.

We believe this is an appropriate tariff filing. The Company anticipates that this promotion will encourage customer subscription, thereby increasing revenues. For these reasons, we find that the proposed tariff filing by Southern Bell to waive the nonrecurring charges associated with Back-Up* Line service is hereby approved effective from January 1, 1995 through February 28, 1995.

Southern Bell shall provide data to the Commission detailing the results of this promotion, if requested by staff. The Company shall also file a report with the Commission if the costs of the promotion exceed the estimated annual increase in revenues. In addition, the Company should be required to keep track of expenses and revenues gained or lost for one year, so that staff may obtain the information if needed.

Any future tariff filings for identical promotions will be approved without further Commission review. Pursuant to Rule 25-24.485(1)(i), Florida Administrative Code, promotions such as this are limited to 90 days in any twelve month period.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the proposed tariff filing by Southern Bell to waive the nonrecurring charges associated with Back-Up* Line service is hereby approved effective from January 1, 1995 through February 28, 1995.

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

ORDERED that if no protest is filed in accordance with the requirements set forth below, this docket shall be closed.

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By ORDER of the Florida Public Service Commission, this 9th
day of January, 1995.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay J. [Signature]
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, 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, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on January 30, 1995.

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.

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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.