

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of ) DOCKET NO. 950329-TL  
tariff filing to introduce Total ) ORDER NO. PSC-95-C641-FOF-TL  
Voices<sub>sm</sub> by United Telephone ) ISSUED: May 24, 1995  
Company of Florida. )  
\_\_\_\_\_ )

The following Commissioners participated in the disposition of this matter:

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

ORDER APPROVING TOTAL VOICES<sub>sm</sub> TARIFF

BY THE COMMISSION:

On March 16, 1995, United Telephone Company of Florida (United) filed a tariff to offer Total Voices<sub>sm</sub>, a new custom calling feature. Total Voices<sub>sm</sub> will allow a customer to speak the name of the party to be called into his/her telephone handset, and the call will be connected without dialing the number manually. If the subscriber lifts the handset and dials a digit, the Total Voices<sub>sm</sub> Service is bypassed.

The subscriber must program a calling list which may contain up to 25 direct dialed numbers, local or long distance, utilizing a maximum of 24 characters for each number on the list. Total Voices<sub>sm</sub> utilizes a speaker-dependent voice recognition technology. If more than one person intends to use the service, a portion of the number list must be programmed by each individual.

By offering this service to its customers, United hopes to differentiate its service from Time Warner's anticipated alternative service. United believes that Time Warner intends to provide local residential phone service as soon as the law allows. This service is being offered in an attempt to compete with Time Warner in the provision of advanced services.

United initially plans to offer Total Voices<sub>sm</sub> to its subscribers served by the DMS100 and 5ESS offices in the Winter Garden, Winter Park, Apopka, and Kissimmee exchanges. Fort Myers is the next targeted area. Other areas will be considered as time

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progresses. United intends to market this product toward small businesses and two-income families.

The proposed monthly recurring rate for United's Total Voices<sup>sm</sup> is \$6.00 for residential subscribers and \$8.00 for business subscribers. As with other custom calling features, the rate structure includes pricing in the form of banded rates. This consists of a minimum rate of \$5.50 and a maximum rate of \$10.00 for residential service, and a minimum rate of \$6.00 and a maximum rate of \$12.00 for business service.

The cost for providing this service to either a business or residential customer is \$5.01 per line, per month. The cost is comprised of the following:

\$2.34 Capital Investment  
\$ .87 Software Investment  
\$ .83 Maintenance Costs  
\$ .77 Administrative/Advertising Costs  
\$ .20 Trunk Costs  
\$5.01 Total Cost

The following table summarizes the estimated revenues, costs, and contribution from Total Voices<sup>sm</sup>.

REVENUES, COSTS, AND CONTRIBUTIONS FOR TOTAL VOICE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
TOTAL REVENUES	\$192,288	\$547,248	\$883,968	\$1,513,896	\$4,345,272
TOTAL COSTS	\$156,372	\$443,986	\$715,548	\$1,219,774	\$3,511,248
CONTRI-BUTION AMOUNT	\$ 35,916	\$103,262	\$168,420	\$ 249,122	\$ 834,024

Upon consideration, it appears that Total Voices<sup>sm</sup> will benefit both business and residential customers in the Winter Garden, Winter Park, Apopka, and Kissimmee exchanges. We also believe that this service will benefit customers with visual, physical, or learning impairments by offering an alternative to manual dialing.

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United's proposed tariff to offer Total Voicesm is, therefore, approved.

Accordingly, it is

ORDERED by the Florida Public Service Commission that United Telephone Company of Florida's proposed tariff to offer Total Voicesm is approved, effective May 15, 1995. It is further

ORDERED that, in the event of a timely protest, the tariff approved herein shall remain in effect, with any increase held subject to refund, pending resolution of the protest. It is further

ORDERED that, unless a timely protest is filed, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 24th day of May, 1995.



BLANCA S. BAYÓ, 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.

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, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on June 14, 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.

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.