

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of ) DOCKET NO. 950324-TL  
tariff filing to add new custom )  
calling feature packages, and )  
rename some, by United Telephone )  
Company of Florida (T-95-152 )  
filed 3/10/95) )  
)  
In Re: Request for approval of ) DOCKET NO. 950325-TL  
tariff filing to add new ) ORDER NO. PSC-95-0939-FOF-TL  
customer calling feature ) ISSUED: August 3, 1995  
packages, rename some, and )  
change rates for Caller ID by )  
Central Telephone Company of )  
Florida (T-95-151 filed 3/10/95) )  
)

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 TARIFF

BY THE COMMISSION:

Background

On March 10, 1995, United Telephone Company of Florida (United) filed a proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, delete Cancel Call waiting and replace it with Enhanced Call Waiting, and change certain feature names to system standard names. It also proposed to eliminate some existing services packages, raise the rates to the top of the approved rate bands, and grandfather subscribers to those packages for a period of two-years.

On March 10, 1995, Central Telephone Company of Florida (Centel) filed a proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, eliminate some existing packages and grandfather these customers for two-years, delete Cancel Call waiting and replace it with Enhanced Call

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Waiting, change certain feature names to system standard names and change the rates for Caller ID.

On April 7, 1995, United and Centel requested a waiver of the sixty-day suspension period in order to have more time to make revisions to the tariffs.

On May 8, 1995, United filed newly revised tariffs by which it eliminated its proposal to raise the rates for the obsolete custom calling features to the top of the approved rate bands, and the two year grandfather limitation. United also unbundled Touch Tone from its proposed custom calling packages and replaced it with the notation that the Touch Tone charge will be waived when a customer subscribes to a new package.

Also on May 8, 1995, Centel filed newly revised tariffs by which it eliminated the proposal to raise the rates for the obsolete custom calling features to the top of the approved rate bands, and the two year grandfather limitation. It also unbundled Touch Tone from its proposed custom calling packages and replaced it with the notation that the Touch Tone charge will be waived when a customer subscribes to a new package (which is consistent with its existing custom calling tariff). Centel further eliminated the proposed rate increase for residential Caller ID.

#### United's Proposal

United proposes to add new packages for selected Custom Calling and ExpressTouch features into its General Subscriber Service Tariff. These packages will be offered to both residential and business customers. The new packages and the custom calling services which they include are:

- |   |   |
|---|---|
| 1. <b>In Touch With Call Forward</b><br>Enhanced Call Waiting<br>Three Way Calling<br>Call Forwarding | 3. <b>In Touch With Return Call</b><br>Enhanced Call Waiting<br>Three Way Calling<br>Return Call<br>Repeat Dialing<br>Call Forwarding                         |
| 2. <b>In Touch With Return Call</b><br>Enhanced Call Waiting<br>Three Way Calling<br>Return Call      | 4. <b>Call Manager Plus</b><br>Enhanced Call Waiting<br>Three Way Calling<br>Return Call<br>Repeat Dialing<br>Selective Call Rejection<br>Caller ID with Name |

5. **Advantage**  
Enhanced Call Waiting  
Return Call  
Caller Id with Name

United also proposes to waive the Touch Tone charge of \$1.00 when a customer subscribes to a package service. This is consistent with its current custom calling tariff.

United states that these new packages are being offered in order to meet the telecommunications needs of its customers and generate additional long term revenue. The packages are being offered under a flexibly-priced rate structure. Upon thirty days' notice to the Commission and existing subscribers, United may increase or decrease rates within the range specified in the tariff unless denied or suspended by the Commission.

United further proposes to eliminate existing custom calling packages. Although it will not accept new subscribers, United will continue to provide these services to current subscribers until discontinued by the subscriber, United or the Commission. The packages that are being eliminated are as follows:

- |  |   |
|--|---|
| <p>1. <b>Basic Advantage</b><br/>Call Waiting<br/>Cancel Call Waiting<br/>Three Way Calling</p>  | <p>4. <b>Deluxe Advantage</b><br/>Call Waiting<br/>Cancel Call Waiting<br/>Three Way Calling<br/>Call Return<br/>Call Block<br/>Repeat Dial</p> |
| <p>2. <b>Enhanced Advantage</b><br/>Call Waiting<br/>Cancel Call Waiting<br/>Three Way Calling<br/>Call Forwarding</p>   |   |
| <p>3. <b>Preferred Advantage</b><br/>Call Waiting<br/>Cancel Call Waiting<br/>Three Way Calling<br/>And a choice of:<br/>Call Return<br/>Call Block<br/>Repeat Dial<br/>SignalRing 1</p> |   |

United also proposes to eliminate Cancel Call Waiting and replace it with Enhanced Call Waiting, which includes the Call

Waiting and Cancel Call Waiting features. Residential customers' monthly rates will not change and business customers will receive a monthly decrease of \$.25.

Finally, United proposes to change the names of several of the custom calling features to those used throughout the Sprint System. These "system standard" names are listed below:

<u>OLD</u>	<u>NEW</u>
Call Selector	Selective Call Ringing
Call Block	Selective Call Rejection
Call Return	Return Call

United states that it expects a net revenue gain from implementation of the proposed tariff revisions. The following table depicts the projected revenue gains for each of the next five years:

Table 1: Net Revenue Gain - United (000)

	Year 1	Year 2	Year 3	Year 4	Year 5
Net revenue gain	\$748	\$1,225	\$1,221	\$2,205	\$3,488

The net revenue gain includes increased service availability and the estimated product life cycle.

United states that the new packages are designed to meet the expressed wants and needs of its customers, while generating additional revenue. It also claims that it will be more efficient for United and Centel to offer the same features and packages.

United also states that customers will benefit from the opportunity to purchase custom calling features that are available to other Florida customers, and to choose the services they want to buy in packaged form. Customers who currently subscribe to a package will be able to retain this service with no increase in monthly rates.

We have reviewed the cost data provided by United, and the proposed rates for the custom calling services more than adequately cover incremental costs and provide contribution. For this reason, and the reasons stated above, we find it appropriate to approve United's proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, to eliminate certain

existing packages while grandfathering current customers, to delete Cancel Call waiting and replace it with Enhanced Call Waiting, and to change certain feature names to system standard names, effective July 19, 1995.

Centel's Proposal

Central Telephone Company is proposing to add new packages for selected Custom Calling and ExpressTouch features into its General Subscriber Service Tariff. These packages will be offered to both residential and business customers. Listed below are the five new packages and the custom calling services which are included:

- |  |  |
|--|--|
| <p>1. <b>In Touch With Call Forward</b><br/>Enhanced Call Waiting<br/>Three Way Calling<br/>Call Forwarding</p>                      | <p>4. <b>Call Manager Plus</b><br/>Enhanced Call Waiting<br/>Three Way Calling<br/>Return Call<br/>Repeat Dialing<br/>Call Forwarding<br/>Selective Call Rejection<br/>Caller ID with Name</p> |
| <p>2. <b>In Touch With Return Call</b><br/>Enhanced Call Waiting<br/>Three Way Calling<br/>Return Call</p>                           | <p>5. <b>Advantage</b><br/>Enhanced Call Waiting<br/>Return Call<br/>Caller ID with Name</p>   |
| <p>3. <b>Call Manager</b><br/>Enhanced Call Waiting<br/>Three Way Calling<br/>Return Call<br/>Repeat Dialing<br/>Call Forwarding</p> |  |

Centel is retaining the provision that it will waive the Touch Tone charge of \$1.00 when a customer subscribes to a package service. This is consistent with its current tariff.

Centel states that these new packages are being offered in order to meet the telecommunications needs of its customers and generate additional long term revenue. The packages are being offered under a flexibly-priced rate structure. Upon thirty days' notice to the Commission and existing subscribers, Centel may increase or decrease rates within the range specified in the tariff unless denied or suspended by the Commission.

Centel is also proposing to eliminate all of its existing packages. Although it will not accept new subscribers, Centel will continue to provide these services to current subscribers until discontinued by the subscriber, Centel or the Commission. The packages that are being eliminated are as follows:

1. **In Touch**  
Enhanced call Waiting  
Return Call  
Speed Call 8
2. **In Touch Plus**  
Enhanced Call Waiting  
Call Forwarding  
Caller ID  
Speed Call 8
3. **Call Manager**  
Enhanced Call Waiting  
Call Forwarding  
Return Calling  
Return Dial
4. **Call Manager Plus**  
Enhanced Call Waiting  
Call Forwarding  
Return Calling  
Return Dial  
Speed Call 8
5. **Advantage**  
Enhanced Call Waiting  
Call Forwarding  
Return Call  
Redial Call  
Caller ID  
Speed Call 8  
Three Way Calling  
Distinctive Ringing  
Call Screening
6. Call Forwarding  
Three Way Calling  
Call Waiting  
Speed Call 8
7. Call Forwarding  
Call Waiting  
Speed Call 8
8. Call Forwarding  
Call Waiting  
Three Way Calling
9. Call Forwarding  
Call Waiting
10. Call Forwarding  
Three Way Calling  
Enhanced Call Waiting  
Speed Call 8
11. Call Forwarding  
Enhanced Call Waiting  
Speed Call 8
12. Call Forwarding  
Enhanced Call Waiting  
Three Way Calling
13. Call Forwarding  
Enhanced Call Waiting
14. Call Forwarding  
Three Way Calling  
Enhanced Call Waiting  
Call Fwd. Busy/No Ans.  
Speed Call 8
15. Call Forwarding  
Enhanced Call Waiting  
Call Fwd. Busy/No Ans.  
Speed Call 8
16. Call Forwarding  
Enhanced Call Waiting  
Call Fwd. Busy/No Ans.  
Three Way Calling
17. Call Forwarding  
Enhanced Call Waiting  
Call Fwd. Busy/No Ans.
18. Return Call & Redial Call
19. Distinctive Ringing  
Call Screening
20. **Premium Teen Talk**  
Call Fwd. Busy/No Ans.  
Three Way Calling  
Enhanced Call Waiting

Centel is also proposing to delete Call Forward-Busy/No Answer from its tariff and replace it with two separate offerings of Call Forward-Busy and Call Forward-No Answer. The combined rate for these two separate features will be slightly higher than the old rate for Call Forward-Busy/No Answer; therefore, customers currently subscribing to these features will see an increase in these rates (\$.50 per month for residential and \$1.00 per month for business). Centel states that, by making this change, both Centel and United will offer the same services, thus bringing the two tariffs into closer alignment.

Centel also proposes to change the names of several of the custom calling features to those used throughout the industry. These "system standard" names are listed below:

<u>OLD</u>	<u>NEW</u>
Redial Call	Repeat Dialing
Call Trace	Call Tracing
Distinctive Ringing	Selective Call Ringing
Call Screening	Selective Call Rejection

Centel states that it expects a net revenue gain from implementation of the proposed tariff revisions. The following table depicts the projected revenue gains for each of the next five years:

Table 2: Net Revenue Gain - Centel (000)

	Year 1	Year 2	Year 3	Year 4	Year 5
Net revenue gain	\$474	\$642	\$764	\$562	\$415

The net revenue gain includes increased service availability and the estimated product life cycle.

Centel states that the new packages are designed to meet the expressed wants and needs of its customers, while generating additional revenue. It also claims that it will be more efficient for United and Centel to offer the same features and packages.

Centel states that customers will benefit from the opportunity to purchase custom calling features that are available to other Florida customers, and to choose the services they want to buy in packaged form. Customers who currently subscribe to a package will be able to retain this service with no increase in monthly rates.



We have reviewed the cost data provided by Centel, and the proposed rate bands for the custom calling services more than adequately cover incremental costs and provide contribution. For this reason, and the reasons stated above, we find it appropriate to approve Centel's proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, to eliminate certain existing packages while grandfathering existing customers, to separate Call Forward Busy/No Answer into two separate offerings and notice customers of the increase in monthly rate, and to change certain feature names to system standard names, effective July 19, 1995.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that United Telephone Company of Florida's proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, to eliminate certain existing packages while grandfathering current customers, to delete Cancel Call waiting and replace it with Enhanced Call Waiting, and to change certain feature names to system standard names is approved, effective July 19, 1995. It is further

ORDERED that Central Telephone Company of Florida's proposed tariff to add new custom calling feature packages under a flexibly priced rate structure, to eliminate certain existing packages while grandfathering existing customers, to separate Call Forward Busy/No Answer into two separate offerings and notice customers of the increase in monthly rate, and to change certain feature names to system standard names is approved, effective July 19, 1995. It is further

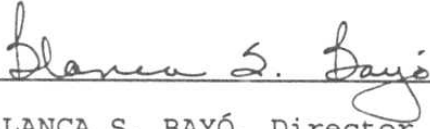
ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

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



ORDER NO. PSC-95-0939-FOF-TL  
DOCKETS NOS. 950324-TL, 950325-TL  
PAGE 9

By ORDER of the Florida Public Service Commission, this 3rd  
day of August, 1995.

  
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BLANCA S. BAYÓ, Director  
Division of Records and Reporting

( S E A L )

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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 August 24, 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.