

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing by)	DOCKET NO. 891268-TL
SOUTHERN BELL TELEPHONE AND TELEGRAPH)	
COMPANY to introduce a limited service)	ORDER NO. 22372
offering (LSO) for a \$3.00 credit to)	
customers who place a service order)	ISSUED: 1/8/90
through RightTouch (R) Service or)	
RightTouch (R) Center)	
)	

The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman
 THOMAS M. BEARD
 BETTY EASLEY
 GERALD L. GUNTER
 JOHN T. HERNDON

ORDER DENYING TARIFF

BY THE COMMISSION:

On October 27, 1989 Southern Bell filed tariff revisions to introduce a Limited Service Offering for a \$3.00 credit to customers who place and complete a service order through a recently established computer service order system called RightTouch(R).

RightTouch(R) service is an Audio Response Unit (ARU) which uses digitized speech to interact with customers. Customers interact with RightTouch(R) service by accessing a toll-free number from a touch-tone telephone. A Personal Access Code (PAC) is required to place an order via RightTouch(R) service. RightTouch(R) service allows customers to suspend, restore or disconnect their telephone service, and add Custom Calling Services or other services which may become available.

RightTouch(R) service is already available and is not a tariffed item but rather is a means to take orders. The purpose of the tariff is to allow Southern Bell to give a \$3.00 credit to persons who use the service to encourage use of the service. The credit is to be offered to all Southern Bell customers in Florida who have access to RightTouch(R) service.

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Pursuant to the tariff, any customer placing a service order through RightTouch(R) service/RightTouch(R) center will receive a \$3.00 credit provided (1) suitable facilities are available allowing customers to use RightTouch service, (2) the service order subsequently is completed and (3) suitable facilities are available to provide the credit.

The company believes that approval of the \$3.00 credit will provide an incentive for customers to use the service. They further state that the LSO will enable the company to assess the need for and the effectiveness of such a credit.

It appears that the proposed credit may be appropriate. However, we find that it should be promoted as an experimental tariff instead of an LSO. Order No. 17669 provides that the purpose of an LSO is to let a company offer a new service in a limited area prior to conducting the cost and revenue studies required of regular tariffs for new services. While this may be an experiment for the company in marketing RightTouch(R) services, the \$3.00 credit offered in this tariff is not for a new service.

If Southern Bell should file by January 10, 1990, the proposed credit as an experimental tariff with a one year time period with a February 1, 1990, effective date, such tariff may go into effect without further Commission review.

Based on the foregoing, it is hereby,

ORDERED by the Florida Public Service Commission that Southern Bell's tariff proposal to introduce a Limited Service Offering for a \$3.00 credit to customers who utilize the RightTouch(R) Service is denied. It is further,

ORDERED that if the Right Touch Credit tariff pages are refiled as an experimental tariff consistent with our decision above by January 10, 1990, this tariff may be placed in effect without further Commission review.

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

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By ORDER of the Florida Public Service Commission,
this 8th day of JANUARY, 1990.


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 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

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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.