



United Telephone Company of Florida
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Alan N. Berg
Senior Attorney

September 26, 1990

Steve Tribble, Director
Division of Records and Reporting
Florida Public Service Commission
101 East Gaines Street
Tallahassee, FL 32399-0850

Re: Docket No. 891194-TI

Dear Mr. Tribble:

Enclosed for filing in the above referenced docket please find the original and fifteen copies of testimony of William C. Jones on behalf of United Telephone Company of Florida.

A copy of this filing has been served on all parties listed on the attached Certificate of Service.

Sincerely,

Alan N. Berg

ANB/prc
Enclosure

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CERTIFICATE OF SERVICE
DOCKET NO. 891194-TI

I HEREBY CERTIFY that a copy of the testimony of William C. Jones on behalf of United Telephone Company of Florida has been furnished by U.S. Mail or hand-delivery to the following parties this 26th day of September, 1990:

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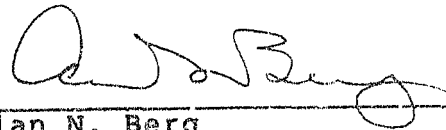
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DIRECT TESTIMONY OF
WILLIAM C. JONES, JR.

FOR
UNITED TELEPHONE COMPANY OF FLORIDA
BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION
DOCKET NO. 891194-TL

Q. Please state your name, business address and title.

A. My name is William (Bill) C. Jones, Jr. My business address is Post Office Box 5000, Altamonte Springs, Florida. I am Manager-Network Planning & Development within the Marketing Department of United Telephone Company of Florida.

Q. Please relate briefly your previous work experience.

A. Following graduation from Texas A&M University in College Station, Texas, I was employed in 1977 by United Telephone of Texas, Inc. At United Telephone of Texas, I held positions of Engineering/Management Trainee, Senior Outside Plant Engineer, District Customer Services Manager, Network Facility Planner, and Network Design Manager. In 1985, I transferred to United Data Services, Inc. and served as Data Communications Analyst III. I transferred to United Telecommunications, Inc. in 1987 and served as Manager-Special Services and Equal Access.

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1 I transferred to United Telephone Company of Florida in
2 1988 and began my current position as Manager-Network
3 Planning & Development. My current responsibilities lie
4 in developing, selecting, and implementing new network
5 services for United Telephone Company of Florida.

6 Q. Have you testified before the Commission previously?

7 A. No, this is my first appearance.

8 Q. What is the purpose of your testimony in this proceeding?

9 A. The purpose of my testimony is to provide United
10 Telephone Company of Florida's (United) position
11 regarding Caller ID, a feature which is part of the
12 Customer Local Area Signaling Service (CLASS)^{sm1} family
13 of features being introduced by various telephone
14 companies in the state of Florida.

15 Q. For the purposes of this docket, what is the definition
16 of Caller ID?

17 A. Caller ID essentially has two definitions in today's
18 environment. The first is a global term; it encompasses
19 the broad scope of passing information concerning the
20 calling party through the network. The second is a
21 more specific term; it refers to the actual Caller ID
22 feature provided by CLASS. In regard to the first
23 definition, this broad form of calling party identity is
24 referred to by United as Calling Party Identification
25 (CPID) information. CPID has been broadly defined and

¹Service Mark of Bell Communications Research, Inc.

1 developed by the Information Industry Liaison Committee
2 to encompass all forms of calling party identification
3 information, which automatically allows the called party
4 to identify the calling party, station, or line. Forms
5 of CPID include Automatic Number Identification (ANI),
6 directory numbers, calling party name, calling party
7 address, or personal identification codes. Calling party
8 name and address are not generally available through the
9 network at this time. CPID delivery is made available
10 through such methods as Feature Group D access, Common
11 Channel Signaling System 7 (SS7), Feature Group L access,
12 CLASS, Simplified Message Desk Interface (SMDI), and
13 Integrated Services Digital Network (ISDN).

14
15 The new feature, Caller ID, is a subset of CPID. It
16 enables the called customer to view on a display unit the
17 primary telephone number of the calling party who
18 initiated the incoming call. The display unit may be an
19 ancillary device which is attached to the customer's
20 telephone set or may be a special telephone set with the
21 display unit built into it. Caller ID is one of several
22 CLASS features. United plans to file its tariff for
23 those CLASS features under the name of ExpressTouch^{sm2}
24 Service. Caller ID will only operate on calls
25 originating and terminating within CLASS-equipped

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1 offices. Telephone numbers transmitted via Caller ID are
2 intended solely for the use of the Caller ID subscriber.
3 Resale of this information is prohibited.

4

5 For the purposes of this docket, both definitions of
6 Caller ID must be considered. However, most of the
7 issues are more directed towards the actual Caller ID
8 feature and are answered accordingly.

9

10 United believes the differences as well as the simi-
11 larities between the CPID and its Caller ID feature
12 subset are important because while the method of
13 providing the feature Caller ID is new, the act of
14 sending information about the calling party through the
15 network (CPID) is not new, and has been going on for
16 years. CPID is an essential factor in meeting today's
17 telecommunication needs and should not be restricted.

18 Q. What are the benefits and detriments to Florida consumers
19 of Caller ID services?

20 A. United believes that the capability to pass information
21 about the calling party through the network to the called
22 party through CPID provides substantial benefits to the
23 consumers. This capability has made new services
24 possible, such as Pay-Per-View TV or the 900/276
25 services, which use the calling party's telephone number

1 for billing purposes. It has also enabled the telecom-
2 munications network to provide worldwide 1+ dialing,
3 making calling around the world almost as easy as dialing
4 across town. United recognizes that the passing of this
5 information may sometimes create problems for those
6 interested in maintaining their anonymity. Reduced calls
7 to hot lines, displaying of nonpublished numbers,
8 increasing "junk" calls from telemarketing, "redlining"
9 calls from specific areas, and safety concerns for law
10 enforcement agencies and violence-related social service
11 agencies are potential problems being attributed to
12 Caller ID (the feature). With the exception of the law
13 enforcement and/or social agencies, United does not
14 believe these problems with Caller ID will materialize,
15 based on the performance of Caller ID in areas where it
16 is available. While United is not aware of a safety
17 problem caused by Caller ID, it recognizes the potential
18 hazard and has developed methods to alleviate these
19 problems. Although Caller ID may require these agencies
20 to change some of their "business as usual" procedures,
21 United believes that the capabilities of Caller ID to
22 reduce harassment, screen calls, aid in emergency situ-
23 ations, enhance security and control over the telephone,
24 and provide a means for many new products are a sub-
25 stantial benefit to the consumer of Caller ID services.

1 Q. What effect will Caller ID have on nonpublished and
2 unlisted subscribers?

3 A. Yes, Caller ID is in the public interest. Whether Caller
4 ID is considered in the broad scope of passing informa-
5 tion on the calling party through the network or whether
6 it is considered only as a feature within the CLASS
7 family, Caller ID has been shown to be a great benefit to
8 the public through increased network capabilities and
9 increased security.

10 Q. Are there any existing CLASS services (e.g., Call Trace,
11 Call Return, Call Block, etc.) that have similar func-
12 tions and/or benefits as Caller ID; if so, what are their
13 detriments? Is their rate structure appropriate?

14 A. Functionality: Caller ID's basic and main function, as
15 proposed by United, is to let the called party know the
16 specific telephone number of the calling party prior to
17 the called party answering the telephone. None of the
18 other CLASS features, with the exception of Call Selector
19 can duplicate this functionality. (This function is
20 available only when one specific number at any one time
21 is stored in the Call Selector data base. When that
22 number calls, only that one number will ring with a
23 distinctive ring, thereby identifying the specific caller
24 prior to the customer answering the telephone.)

25 Benefit: The benefit of Caller ID, as with its func-

1 tionality, is not shared by other CLASS features. Caller
2 ID allows the called party to know, even before picking
3 up the telephone, the specific number of the incoming
4 call. The customer can use this information in many
5 ways, such as not answering the telephone, deterring
6 further harassing calls, answering according to the
7 incoming number, or automatically pulling up information
8 from a computer data base.

9 Rate Structure: The rate structure of the existing
10 Commission approved CLASS features is appropriate and
11 should not be affected by Caller ID. While most of these
12 features share some CPID qualities through the ability to
13 identify the calling party at some point in time, Caller
14 ID provides a unique service of immediately identifying
15 the calling party's telephone number; this has
16 exceptional value to customers concerned with enhancing
17 their security and control over their telephone service.

18 Q. What effect will Caller ID have on nonpublished and
19 unlisted subscribers:

20 A. Caller ID may cause some of these customers to think,
21 prior to making a call, about who might be able to view
22 their number, but the overall effect will be added
23 benefits. Customers who have nonpublished numbers
24 recognize the privacy rights of the called party and the
25 value of controlling calls that they receive. Caller ID

1 will give these customers additional capabilities to
2 control and manage their telephone and a broad acceptance
3 of this feature is expected by these customers. This
4 expectation has been realized in the New Jersey area
5 where about half of those subscribing to Caller ID are
6 customers with nonpublished numbers.

7 Q. What further action should be taken regarding the
8 conditions under which nonpublished number information
9 will be divulged?

10 A. No special conditions or privileges should be made
11 available to customers who have nonpublished numbers due
12 to the introduction of Caller ID. Nonpublished number
13 service omits the customer's telephone number from
14 telephone directories and directory assistance.
15 Nonpublished Number Service was never envisioned to
16 extend to restricting the flow of network signaling
17 information to the called party.

18 Q. Should the Commission allow or require the blocking of
19 Caller ID? If so, to whom and under what circumstances?

20 A. At this time, United is in the process of reviewing the
21 various advantages and disadvantages of providing a pro-
22 cedure to block the sending of Caller ID to the called
23 party. United's response to this question will be
24 provided when the positions on all of the issues in this
25 proceeding are scheduled to be filed.

1 Q. What alternatives to Caller ID blocking are available and
2 do they sufficiently protect customers' anonymity?

3 A. United can offer quite a few alternatives to the actual
4 blocking of Caller ID which will effectively safeguard
5 the anonymity of the caller if required in special
6 instances. These services are listed below.

7 Calling Card: A calling card call is switched outside of
8 the CLASS network and will display an "out of area," or
9 other similar notation, on a Caller ID display unit and
10 not the calling party number

11 SignalRing^{sm3}: SignalRing is a service which is planned
12 to be introduced by early 1991. It allows two or three
13 numbers to be assigned to one telephone line. The
14 primary number of SignalRing is displayed when the caller
15 calls someone with Caller ID. If the called party tried
16 to dial the displayed number, they could be routed to a
17 United recording or another specified number by using
18 Call Forwarding on the primary number. The second and/or
19 third number on the SignalRing line would not show on the
20 Caller ID display, thus providing anonymity to the
21 caller. In addition, the second/third number could be
22 nonpublished.

23 Outward Only Service: This is a new service that United
24 is reviewing. It will provide the customer with a
25 telephone line that only allows outgoing calls. Incoming

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1 calls are routed to a recording at the central office.
2 Because it is outgoing only, the telephone number of this
3 line would be automatically unpublished.

4 FX/FCO Service: This service provides for calls from a
5 separate location to appear as if they originated from a
6 telephone number in another part of the community. It
7 works like any standard FCO (foreign central office) or
8 FX (foreign exchange) line.

9
10 This list of alternatives to blocking of Caller ID may
11 not represent all of the capabilities which exist.
12 United will continue to work with law enforcement groups
13 and others to determine better, yet reasonable, ways to
14 enhance their operations. It should be realized that any
15 of these blocking methods will only work on the feature
16 Caller ID and not on CPID. Calls made by customers which
17 are subsequently switched to and carried by interexchange
18 carriers (IXCs) can, and will continue to be able to,
19 carry the calling party's telephone number through the
20 network to a customer of that IXC.

21 Q. What special arrangements, if any, should be made
22 regarding Caller ID for law enforcement operations and
23 personnel?

24 A. United is aware that the Caller ID feature will have some
25 impact on law enforcement agencies and may require a

1 change in their operations. Methods to help these
2 agencies deal with these changes are available and United
3 will work with these groups to ensure that their concerns
4 are addressed in a reasonable manner. Law enforcement
5 needs are unique and some of the methods incorporated to
6 maintain their anonymity would not likely be offered to
7 any other person or group. The goal of United working
8 with the law enforcement agencies will be to provide the
9 necessary alternatives to ensure that the safety of their
10 personnel is not jeopardized.

11 Q. What special arrangements, if any, should be made
12 regarding Caller ID for any other group or groups?

13 A. At this time, United believes the various alternatives to
14 Caller ID blocking listed earlier should satisfy the
15 concerns of many of these groups. As United becomes more
16 familiar with these concerns and completes its review of
17 Caller ID Blocking, special arrangements may be found to
18 be appropriate.

19 Q. Does this complete your testimony?

20 A. Yes, it does.

21

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24

25