

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing to)	DOCKET NO.910799-TL
introduce Caller ID, Calling Number)	
Delivery Blocking and Calling Name)	ORDER NO. 25349
Display to ESSX and Digital ESSX)	
customers by SOUTHERN BELL TELEPHONE)	ISSUED: 11/14/91
AND TELEGRAPH COMPANY)	

The following Commissioners participated in the disposition of this matter:

- THOMAS M. BEARD, Chairman
- SUSAN F. CLARK
- J. TERRY DEASON
- BETTY EASLEY
- MICHAEL McK. WILSON

ORDER APPROVING TARIFF PROPOSAL

BY THE COMMISSION:

On July 22, 1991, Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed proposed revisions to its General Subscriber Service Tariff to introduce Caller ID service to its ESSX customers, to change the USOC code, and to clarify its Station Message Waiting - Busy Lamp Field feature for ESSX users.

The Company intends to offer Caller ID to ESSX customers in a manner similar to other customers. Per-call and per-line blocking will be offered under the same terms and conditions as ordered by this Commission and implemented through regular Caller ID service.

Southern Bell's proposed rates for ESSX-Caller ID are structured differently from the general offering's flat rate of \$10.00 per month per line for businesses. The proposed rates for ESSX-Caller ID are: nonrecurring charge \$1.25 per line; recurring charge \$.0075 per calling number delivered. Depending upon the customer's usage, the rate could be comparable to the \$10.00 per month rate. The Company's expected contribution for this service will be substantial.

We find this rate structure to be appropriate. Caller ID is an optional service that could have considerable value to many businesses. A usage based rate will provide the maximum contribution levels to the Company. We believe that maximizing revenues from optional services such as this can contribute to lower local rates.

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Normally, a rate comparison with similar PBX-based features is appropriate when analyzing ESSX services. However, the Custom Local Area Signaling Service (CLASS, or TouchStar® for Southern Bell) features like Caller ID are not compatible with trunk arrangements. CLASS features were designed by BellCore and the switch vendors to work within the SS7 environment on all single line applications. Trunk-side connections for CLASS features are currently not technically feasible, so no PBX-based offering is available. Southern Bell does offer Call Tracking - Bulk Calling Line Identification (BCLID) for PBX customers, but the service provides additional features over simply delivering the calling number. It is also technically dissimilar to Caller ID; BCLID is provided over a separate data link that goes around the PBX and directly to a customer-provided computer. Therefore, no rate comparison is applicable with this filing.

One additional feature for ESSX-Caller ID customers in this proposal is Calling Name Display. This feature will display the name of the calling party and will be available only to customers within a single ESSX system. No names will be transmitted to or from any outside source. The proposed rates for this feature are: \$1.20 nonrecurring per display set; \$.20 recurring per name delivered (\$.10 for long-term contracts); \$11.00 per-occasion charge for changing names sent (up to 10 names can be changed at one time). The Company expects a considerably lower contribution level from this feature.

We find this feature to be appropriate, as the names will only be available within a customer's ESSX system, and the customer provides the list of names to be delivered. No generally-available product with this feature has been proposed.

The last item proposed in this filing is a change to the Station Message Waiting - Busy Lamp Indication feature. The Company is changing the USOC computer code to avoid overbilling for the feature. The Company has experienced some billing problems with this feature, so some clarification was needed. No change to the rate or applicability is proposed. We find this portion of the filing to be appropriate as well.

Upon consideration, we find it appropriate to approve this tariff filing. The service has been structured to adhere to our Caller ID decisions and will provide substantial contribution to

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the Company. ESSX-Caller ID appears to be a service that could be very valuable to businesses.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the proposed tariff filing by Southern Bell Telephone and Telegraph Company to introduce Caller ID, Calling Number Delivery Blocking, and Calling Name Display to ESSX and Digital ESSX customers (T-91-344) filed July 22, 1991, is hereby approved effective October 21, 1991. It is further

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

By ORDER of the Florida Public Service Commission, this 14th day of NOVEMBER, 1991.

STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

ABG

by: Kay Deane
Chief, Bureau of Records

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.

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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 at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on 12/05/91

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 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 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.