

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff to) DOCKET NO. 920253-TL
introduce Caller ID-Deluxe by) ORDER NO. PSC-92-0365-FOF-TL
SOUTHERN BELL TELEPHONE AND) ISSUED: 05/14/92
TELEGRAPH COMPANY.)
_____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER APPROVING TARIFF PROPOSAL
TO INTRODUCE CALLER ID-DELUXE
AS A LIMITED SERVICE OFFERING

BY THE COMMISSION:

Custom Local Area Signaling Services (CLASS) are a family of features currently deployed in many areas of the state by a number of local exchange companies (LECs). CLASS services include a number of offerings that "store" calling party information for retrieval such as Call Trace, Call Return, and Caller ID.

By Order No. 24546, issued May 20, 1991, we set forth the parameters under which Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) could offer Caller ID services. Caller ID enables the called party to receive the originating telephone number of the calling party via a display device at the called party's premises. After hearing extensive evidence regarding the implementation of Caller ID, we determined that:

1. Universal per-call blocking shall be made available to all customers and Caller ID shall not be authorized to be deployed in any area not capable of providing this blocking feature.
2. Anonymous Call Rejection (ACR) shall be tariffed as soon as it becomes available. ACR is a service that is currently under development that will route a blocked call to an automated intercept recording that will announce that the called party is not accepting any calls from blocked numbers.

DOCUMENT NUMBER-DATE
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PSC-RECORDS/REPORTING

3. Southern Bell shall file semiannual reports for a period of two years containing specific information as it relates to the provision of Caller ID services.

In a review of similar services in the Caller ID hearings, we determined that the major benefit common to all similar services is the ability to curb abusive calls. With regard solely to abusive/harassing calls, we determined that Call Trace could be an extremely effective deterrent, if properly structured as a low cost alternative to Caller ID, for those customers experiencing telephone abuse. Call Trace allows a customer to input a code that sends the last incoming number to the LEC's security department. To that end, Southern Bell was ordered and has so amended the rate structure of Call Trace to one that is available to all customers, without presubscription, for a per activation charge.

In defining Caller ID, Order No. 24556 states:

Although Caller ID presently transmits only the originating telephone number, future CLASS offerings may provide other calling party identification information such as calling party name and calling party address. In consideration of the issues raised by this filing, we have used the term Caller ID to include all of these potential CLASS offerings. (emphasis added)

Southern Bell is proposing a market trial by Limited Service Offering (LSO) of a new optional vertical service feature called Caller ID-Deluxe. This feature allows the customer to view the originating telephone number of the calling party, the name of the person in which the originating number is listed, along with the time and date of the call. This information is shown on a separate customer-provided display unit in advance of answering the call.

This feature will be offered on a market trial basis to single line residence and business customers within technically equipped exchanges in the Jacksonville LATA (local access transport area). Approximately 278,000 access lines in 20 central offices will be so equipped. Selection of the offices for inclusion in the market trial was based on technical capability. Specifically, Caller ID-Deluxe, as described in this tariff, can currently only be provided from the 1AESS and 5ESS switch types. However, plans are ongoing

to ensure availability in all major switch types prior to statewide deployment and the filing of permanent tariffs for the feature. Southern Bell is requesting an effective date of May 4, 1992, with the trial to remain in effect until May 4, 1993, unless sooner modified, extended, or removed by Southern Bell. Concurrent with the introduction of Caller ID-Deluxe, Caller ID (number delivery only) will be renamed Caller ID-Basic.

A tariff change is also being proposed to include both Caller ID-Basic and Caller ID-Deluxe as eligible features in the Multi-Feature Discount Plan. This will allow subscribers of either Caller ID option to receive discounts on their monthly recurring charge when purchased in combination with other eligible vertical services, such as Call Return, Call Forwarding, Call Block, etc.

Caller ID-Deluxe will be priced at \$7.50 for residence and \$10.00 for business accounts, the same as Caller ID-Basic. These rates will be part of a banded rate structure, with rate bands equivalent to others this Commission has approved for Caller ID and other Custom Calling features. The Company would be able to change rates within the band upon 30 days notice to its customers and the Commission. Southern Bell believes that the price the subscriber is willing to pay for Caller ID-Deluxe is not increased, even though the customer is getting additional features and benefits.

Southern Bell is also proposing a 90-day waiver of the non-recurring charge (secondary service order charge) in association with the connection of the LSO (Caller ID-Deluxe). This waiver would be in effect between May 4, and August 3, 1992.

Finally, a language change is proposed in the Non-Published Listing Service tariff to indicate that the customer's name, as well as telephone number, may be displayed when a call is made to a subscriber who has the necessary equipment for receiving and/or displaying such information.

The parameters for LSOs are set forth in Order No. 17669, issued June 5, 1987. LSOs are defined as ancillary services to be provided on a trial basis in order to carry out market testing in specified geographic areas. LSOs differ from regular tariff offerings in that they are offered for a specific time, notice periods for price changes are shortened, cost support data is permitted to be formulated during the trial offering, and periodic reports are required identifying the number of customers

ORDER NO. PSC-92-0365-FOF-TL
DOCKET NO. 920253-TL
PAGE 4

participating, applicable rates, and company revenues. In addition, no LSO shall provide more than 1% of the company's local service revenues and all LSOs in effect at one time cannot provide more than 3% of the company's local revenue.

Southern Bell's proposed LSO tariff complies with our guidelines for implementation of Caller ID, as well as our guidelines for LSOs. In particular, we note our comments in Order No. 24546 concerning provisioning of the calling party's name as a future CLASS offering. We believe that the appropriateness of this offering was considered in the context of the original Caller ID hearing. Caller ID-Deluxe is expected to be very attractive to residence and business single line customers desiring increased control of their telephone service. Delivery of the calling name, as well as the calling number, greatly enhances the value of the service since call screening is one of the major uses of Caller ID. The addition of the calling name improves that functionality. Accordingly, we find it appropriate to approve this tariff proposal as filed. Southern Bell shall file periodic reports on this offering concurrent with the reports required by Order No. 24546.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the proposed tariff to introduce Caller ID-Deluxe as a limited service offering in the Jacksonville LATA (T-92-192) filed by Southern Bell Telephone and Telegraph Company on March 2, 1992, is hereby approved effective May 4, 1992, with the trial to remain in effect until May 4, 1993. It is further

ORDERED that if a timely protest is filed, this tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. If no timely protest is filed, this docket shall be closed.

ORDER NO. PSC-92-0365-FOF-TL
DOCKET NO. 920253-TL
PAGE 5

By ORDER of the Florida Public Service Commission, this 14th
day of May, 1992.

STEVE TRIBBLE, Director
Division of Records and Reporting

(S E A L)

by: Kay Flynn
Chief, Bureau of Records

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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 at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on June 4, 1992.

ORDER NO. PSC-92-0365-FOF-TL
DOCKET NO. 920253-TL
PAGE 6

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.