

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 940940-TL
tariff filing to introduce a) ORDER NO. PSC-94-1211-FOF-TL
market trial alternative pricing) ISSUED: October 4, 1994
structure for Touchstar Service)
features, Call Return and Repeat)
Dialing by BELLSOUTH)
TELECOMMUNICATIONS, INC. d/b/a)
SOUTHERN BELL TELEPHONE AND)
TELEGRAPH COMPANY (T-94-438)
FILED 8/15/94)
_____)

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman
SUSAN F. CLARK
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

On August 15, 1994, BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company (the Company or Southern Bell) filed a tariff containing a Limited Service Offering to introduce a market trial of usage based rates for Call Return and Repeat Dialing in the Jacksonville LATA (Market Area).

By Order No. 17669 dated June 5, 1987, in Docket No. 861298-TL, we prescribed the parameters under which Local Exchange Companies (LECs) may seek approval of Limited Service Offerings (LSO's) with shortened notice periods and an abbreviated tariff filing procedure. In that Order we established the following:

1. New LSOs become effective on 45 days' notice.
2. Changed LSO rates become effective on 30 days' notice.
3. Full cost support data is not required at the time of the filing. However, the LEC is required to file reports every three months identifying the rates, the number of customers participating, and the company's revenues and updated cost information.

DOCUMENT NUMBER-DATE

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FPSC-RECORDS/REPORTING

4. The Company must file a concluding report containing the information in number 3., and an explanation as to whether or not the LSO should become a permanent tariff offering.

Southern Bell, through this tariff filing, seeks approval of a Limited Service Offering to introduce a market trial optional usage billing arrangement for two TouchStar service features, Call Return and Repeat Dialing. These features are currently available to customers on a monthly recurring charge basis. During the trial, which will run until April 1, 1995, facilities permitting, single line residence and business customers will be able to activate either feature on a per activation basis and be billed accordingly. Activation does not require presubscription.

Call Return allows the customer to place a call to the telephone number for the most recent incoming call received, whether or not the call was answered or the telephone number is known. Facilities permitting, upon activation, the customer will receive a voice announcement providing the telephone number (unless the calling number was blocked by one of the available options), along with the date and time of the call. The customer will then receive a prompt to enter an additional digit to continue with the activation or hang up to abort. If the called line is busy, a confirmation announcement is heard, the customer hangs up and a queuing process begins. For the next 30 minutes, both the calling and called lines are checked periodically for availability to complete the call. The Call Return user is notified by a distinctive ring when the call can be placed.

Repeat Dialing, when activated, automatically re-dials the last number the customer attempted to call. If the line is not busy, the call will be placed. If the called line is busy, the queuing process described above is initiated and completed.

Call Return and Repeat Dialing, like other TouchStar services, depend upon Signaling System 7 (CCS7) and only work on calls originating and terminating within CCS7 equipped offices. Approximately 50% of the 575,000 access lines in the Jacksonville LATA will have access to these features on a usage basis (per activation) on October 1, 1994.

The filing includes an option for customers to prohibit usage on their line. A service order is required; however, the service charge will be waived if the order is solely to prohibit Call Return and Repeat Dialing. Customers in the trial area will be notified about this tariff offering on a per usage basis, as well as the blocking option.

As with the other TouchStar features, the rates include flexible pricing in the form of banded rates. Banded rates provide a maximum and minimum rate within which the price can move following a thirty day notice to the Commission.

The proposed residence and business rates for Call Return and Repeat Dialing, per activation, are:

	Usage Charge		
	<u>Minimum</u>	<u>Maximum</u>	<u>Current</u>
Call Return	\$.50	\$1.00	\$.75
Repeat Dialing	\$.50	\$1.00	\$.75

The current monthly rates for these features are:

	Monthly Rate		
	<u>Minimum</u>	<u>Maximum</u>	<u>Current</u>
Residence			
Call Return	\$2.50	\$6.00	\$4.00
Repeat Dialing	\$2.50	\$6.00	\$4.00
Business			
Call Return	\$3.50	\$6.00	\$4.50
Repeat Dialing	\$3.50	\$6.00	\$4.50

Residence customers using either of the features over five times during the month would benefit most from subscribing to the flat rate service. Business customers using either of the features over six times a month should subscribe to the flat rate service.

In the event the Company should withdraw the trial before the April 1, 1995 scheduled expiration, customers will receive notification and pretrial flat rate subscribers will have a thirty day waiver of the service connection charge to re-establish the services without penalty.

Market research data in the BellSouth operating area indicates customer interest in a usage price option for selected vertical service features, including Call Return and Repeat Dialing. This

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has also been the result experienced by other Bell Operating Companies nationally.

Upon consideration, we believe this LSO is appropriate. It will allow the Company to explore this market and generate additional revenues from the new pricing structure.

Based on the foregoing, it is

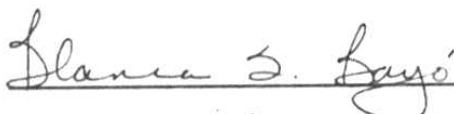
ORDERED by the Florida Public Service Commission that the tariff filing by BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company (the Company or Southern Bell) containing a Limited Service Offering to introduce a market trial of usage based rates for Call Return and Repeat Dialing in the Jacksonville LATA (Market Area) is approved. It is further

ORDERED that this tariff filing shall be effective October 1, 1994. It is further

ORDERED that BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company (the Company or Southern Bell) shall meet the filing requirements of Order No. 17669 dated June 5, 1987, in Docket No. 861298-TL, as set forth in the body of this Order. It is further

ORDERED that if a timely protest is filed in accordance with the requirements set forth below, 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.

By ORDER of the Florida Public Service Commission, this 4th day of October, 1994.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

(S E A L)

MMB

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, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on October 25, 1994.

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.