

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for Approval of ) DOCKET NO. 941103-TL  
Tariff Filing to Introduce Area ) ORDER NO. PSC-94-1552-POF-TL  
Number Calling (ANC) Service by ) ISSUED: December 13, 1994  
BellSouth Telecommunications, )  
Inc. d/b/a Southern Bell )  
Telephone and Telegraph Company )  
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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 OFFERING AREA NUMBER CALLING (ANC) SERVICE  
BY SOUTHERN BELL TELEPHONE COMPANY

BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (SBT or the Company), in this filing proposes to introduce Area Number Calling Service, a 7-digit dialing LATAwide routing service.

Area Number Calling (ANC) service is an intraLATA routing service which allows subscribers with multiple locations to advertise one telephone number. From the demarcation point of the end user to the demarcation point of the customer's outlets, calls using ANC Service would be routed by the Company over local exchange lines and the public switched network using the Advanced Intelligent Network (AIN).

AIN will route calls to the subscriber locations based upon specifications provided by the ANC service subscriber. The AIN is an evolutionary telecommunications platform that utilizes the infrastructure of the existing switch based network and Common Channel Signaling System 7 (CCS7) architecture. The AIN architecture introduces centralized computer devices to host service applications that are integrated with Stored Program Control switch resident software, CCS7, and Integrated Services Digital Network (ISDN) protocol.

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**Service Features:** ANC Service is a new telecommunications service in Florida. No Florida LEC currently offers the ANC Service to its customers. ANC Service offers features which are currently unavailable to Florida customers. Calls to an ANC service number may be routed to the most appropriate subscriber location based upon the following 4 categories: (1) time-of-day, (2) day-of-week, (3) percent distribution of calls, and/or (4) wire center locations of the end user.

ANC Service is able to route both local and toll calls LATAwide. Where toll charges apply they will be paid for by the ANC subscriber and not the end users initiating the toll calls.

ANC Service requires a 7-digit dedicated NXX; the 203 NXX will be used for ANC service. All calls to the 203-XXXX number will be billed as local from the end user; any associated toll charge will be reverse billed to the ANC Service subscriber at existing toll rates for that duration, and time-of-day period.

**Customer Impact:** SBT anticipates that some businesses with multiple locations will find the ANC Service attractive. These SBT subscribers are expected to find ANC Service to be a useful service assisting them to improve communications between themselves and their customers. While most SBT customers are not expected to subscribe to the service, those that do will impact other SBT customers who will not have to make toll calls to businesses subscribing to the ANC Service. Additionally, as with the existing Storefinder service, such customers would only have to remember one 7-digit number to contact the particular customer subscribing to the ANC Service. These are selling points and advantages that SBT will use to market the service.

**Marketing and Availability of the Service:** The Company anticipates initially offering ANC in its service territory within the Jacksonville, Southeast, Orlando and Gainesville LATAs. The Company plans to market the service through press releases, large user conference presentations, selective direct mailings and bill inserts, and through marketing the service through sales force brochures.

**Cost/Revenue Information:** SBT filed an incremental cost study indicating the revenues associated with ANC service will exceed the incremental costs. Incremental cost studies are commonly used for new services such as the one proposed, and SBT's demand estimates appear reasonable. Therefore, the incremental cost methodology used to evaluate this proposed service offering is appropriate.

**Rates:** Subscribers to ANC Service would incur both nonrecurring and recurring charges.

The nonrecurring charges for ANC Service per account for each LATA are as follows:

ANC Service	\$300.00
Assignment of 203-XXXX	33.50
Reservation of 203-XXXX Number	11.00
Routing Options	
Time of Day	35.00
Day of Week	35.00
Percent For Each Distribution Location	35.00
Wire Center	525.00
<b>Total Nonrecurring Charges*</b>	<b>\$974.50</b>

\* Assumes Customer Subscribes To All Four Routing Options

The monthly rates for ANC Service per LATA per account would be as follows:

ANC Service	\$15.00
Assignment of ANC Service 203-XXXX Number	45.00
Time of Day Routing Option	2.25
Day of Week Routing Option	2.25
Percent For Each Distribution Location	2.25
Wire Center Routing Option	10.00
Charge Per Point-To Number	2.50
Service Management System (SMS) Storage, Per Unit	1.00
Per Call Rate (Does Not Include Toll Charges)	0.12
Per Minute Rate for Toll Calls	WatsSaver Rates Or Other Toll Plan Selected By The Customer

Excluding per call charges of \$.12 per call and charges for toll calls the monthly recurring charges total only \$80.25, assuming that the customer subscribes to all four routing services. If the customer did not subscribe to all four routing services his monthly recurring charges for ANC Service would be less than \$80.25.

ANC is a discretionary network service. We believe that this filing provides call routing services that some SBT customers might desire, but have been previously unavailable. Such customers could benefit through approval of this filing. ANC Service could also benefit end users who while using this service would only have to



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dial one 7-digit number within a LATA and would not incur any toll charges while using the service. The proposed ANC Service would be provided at a rate that covers the service's incremental cost and makes a contribution which would be beneficial in keeping the Company's local rates from increasing. For these reasons, we find that SBT's tariff should be approved as filed.


In consideration of the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff introducing Area Number Calling (ANC) Service filed by BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company is hereby approved with an effective date of December 4, 1994. It is further

ORDERED that if a 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. It is further

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

By ORDER of the Florida Public Service Commission, this 13th day of December, 1994.



BLANCA S. BAYÓ, Director  
Division of Records and Reporting

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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, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on January 3, 1995.

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.