

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 941186-TL
tariff filing to offer a credit) ORDER NO. PSC-95-0112-FOF-TL
to new customers of Caller ID) ISSUED: January 25, 1995
and Caller ID Deluxe by)
BELLSOUTH TELECOMMUNICATIONS,)
INC. d/b/a SOUTHERN BELL)
TELEPHONE AND TELEGRAPH COMPANY.)
(T-94-584 filed 11/1/94))
_____)

The following Commissioners participated in the disposition of this matter:

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

ORDER APPROVING TARIFF

BY THE COMMISSION:

On November 1, 1994, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company), filed a tariff to offer a credit to new customers of Caller ID and Caller ID Deluxe on a promotional basis from January 3, 1995, to January 31, 1995.

Caller ID is a feature which enables the customer to view the directory telephone numbers of incoming calls. These calls are displayed on the called party's customer premise equipment during the first long silent interval of the ringing cycle.

Caller ID Deluxe displays the calling party's directory name as well as the directory telephone number. Caller ID Deluxe also includes Anonymous Call Rejection (ACR). This feature allows customers to automatically reject incoming calls which have originated from a telephone number that has been blocked by use of a blocking feature, such as *67. The blocking feature prevents the delivery of the calling party's telephone number to the called party.

Southern Bell's proposed promotion would be available to customers who are first-time subscribers to Caller ID and Caller ID Deluxe. First-time customers will receive either a bill credit of

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\$24.00, or they may receive credit toward a name and number adjunct display unit. The bill credit may go toward whatever the customer desires. It does not have to be associated with the Caller ID services.

Company research has determined that Caller ID Deluxe is a more popular feature than Caller ID, but the cost of the adjunct unit is often a barrier to purchasing Caller ID Deluxe. Southern Bell states that it has experienced success with the implementation of this promotion in other states.

Southern Bell has forecasted gross revenues of \$8,988,064 for this promotion. Promotional costs are forecasted to be \$6,231,081. Southern Bell expects a promotional contribution of \$2,756,984. The forecasted gross revenue, promotional costs and contribution were computed for the 28 days of the promotion only.

We believe this tariff filing is appropriate. This filing has no adverse effect on the general body of rate payers. This promotion is limited to new subscribers of Caller ID and Caller ID Deluxe, only. Therefore, we find that the tariff filing to offer a credit to new customers of Caller ID and Caller ID Deluxe by BellSouth Telecommunications d/b/a Southern Bell Telephone and Telegraph Company is hereby approved, with effective dates from January 3, 1995, through January 31, 1995.

Any future tariff filings for comparable promotions will be approved administratively as stated in Section 2.08, (c) (18) (n) of the Administrative Procedures Manual. Pursuant to Rule 25-24.485 (1)(i), F.A.C., promotions such as this are limited to 90 days in any 12 month period.

Based on the foregoing, it is

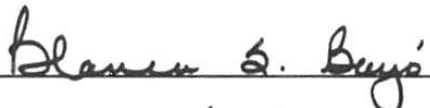
ORDERED by the Florida Public Service Commission that the tariff filing to offer a credit to new customers of Caller ID and Caller ID Deluxe by BellSouth Telecommunications d/b/a Southern Bell Telephone and Telegraph Company is hereby approved with effective dates from January 3, 1995, through January 31, 1995.

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

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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 25th day of January, 1995.



BLANCA S. BAYO, 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 February 15, 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.