

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 960575-TL
tariff filing to add Caller ID -) ORDER NO. PSC-96-0767-FOF-TL
Deluxe and Pay-Per-Use Services) ISSUED: June 13, 1996
to Advanced Calling Services by)
Quincy Telephone Company. (T-96-)
360 filed 5/2/96))
_____)

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 TO ADD
ADVANCED CALLING FEATURES

BY THE COMMISSION:

On June 21, 1994 Quincy Telephone Company (Quincy) filed a tariff to introduce advanced calling services into its General Subscriber Services Tariff. Advanced calling services are a group of central office call management features, which are similar to the custom calling local area signalling type services offered by other local exchange companies in the state. On May 2, 1996, Quincy filed a proposed tariff to add Caller ID-Deluxe and Pay-Per-Use Services to its group of advanced calling services.

Caller ID - Deluxe

Caller ID - Deluxe utilizes specific network capabilities to transmit and display the name and number associated with an incoming call to the called party's access line. The name and number of the calling party is displayed on the called party's customer provided equipment between the first and second ring. The proposed monthly rate for Caller ID - Deluxe is \$7.50 for residential customers and \$10.00 for business customers.

The calling party name and number is not available with operator handled calls. For incoming calls served by a private branch exchange (PBX), only the main number of the PBX is transmitted and is available for display. Similarly, for incoming

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FPSC-RECORDS/REPORTING

calls originated from a multi-line hunt group, only the main name and number of the hunt group is available for display.

Quincy also proposes to include Anonymous Call Rejection (ACR) with the Caller ID - Deluxe and Caller ID - Number Delivery at no extra charge to the customer. ACR is a service that allows customers to automatically reject incoming calls which originate from a telephone number that has invoked a blocking feature. When ACR rejects a blocked incoming call, the called party does not hear the phone ring. Instead, ACR routes the blocked incoming call to an announcement, which informs the calling party that the called party will not accept blocked calls. ACR requires a service order to establish and discontinue service. ACR is activated and deactivated at the customer's discretion with the use of a preassigned feature access code.

Pay-Per-Use Services

Pay-Per-Use Services are comprised of two features: Call Return and Repeat Dialing. Call Return is a service that allows a customer to place a call to the telephone number associated with the most recently received call. It makes no difference whether the call was answered or if the calling number is known. The service is currently offered at a monthly recurring rate of \$4.00 and \$4.50 for residential and business service, respectively. Quincy now proposes to offer Call Return on a per use basis as well.

With Call Return, the customer dials an activation code to request the network to place a call. If the called line is idle, the call will be placed. However, if the called line is busy, the customer will receive a confirmation announcement. The customer hangs up and a queuing process begins. For the next 30 minutes, both the calling and the called lines are checked periodically to determine if the call can be placed. When the called line becomes idle, the customer will be notified via a distinctive ring that the network is ready to place the call. When the customer picks up the receiver the call will automatically be placed.

Call Return cannot be used to return a call that was handled by an operator. Similarly, calls that were placed through a PBX or a multi-line hunt group cannot be returned.

Repeat Dialing, when activated, automatically redials the last number the customer attempted to call. If the called line is idle, the call is placed. As with Call Return, if the called number 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 the called lines are checked periodically for availability to complete the call. As the called line becomes idle, the customer is notified via a distinctive ring that the network is ready to place the call. When the customer picks up the receiver the call will automatically be placed. Currently, Repeat Dialing is offered at a monthly recurring rate of \$4.00 and \$4.50 for residential and business service, respectively. Quincy proposes to offer Repeat Dialing on a per use basis as well.

Pay-Per-Use Services have a per activation rate with a monthly price cap. The activation rate is \$0.50 per call. The monthly cap is \$5.00. After the tenth activation, each activation is made without charge to the customer.

Quincy has not conducted a market trial for either Caller ID - Deluxe or the Pay-Per-Use Services. However, based on the market penetration of the other advanced calling services features, Quincy anticipates satisfactory customer demand for Caller ID - Deluxe. Since the customer gets more value with Caller ID - Deluxe, it is anticipated that a reasonable number of customers will switch from Caller ID - Number to Caller ID - Deluxe. This migration should not have any adverse effect on Quincy's revenues.

Quincy will price the proposed additions using banded rates. Quincy's proposed banded rates compare favorably with other local exchange companies that provide similar services within the state. Banded rate authority has been granted in the past to other local exchange companies that offer similar services. Quincy believes that the proposed rates will cover the cost of providing these services.

Upon consideration, it appears that Quincy's proposed additions and changes will provide more information and flexibility to its customers. In fact, Caller ID - Deluxe and ACR are being added to advanced calling services in response to customer demand. Since the proposed changes will provide customers with more options, the proposed tariff revisions seem appropriate and are, hereby, approved, effective June 2, 1996.

It is, therefore,

ORDERED by the Florida Public Service Commission that Quincy Telephone Company's proposed tariff to add Caller ID-Deluxe and Pay-Per-Use Services to its advanced calling services is approved, effective June 2, 1996. It is further

ORDER NO. PSC-96-0767-FOF-TL
DOCKET NO. 960575-TL
PAGE 4

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. It is further

ORDERED that if no timely protest is filed, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 13th day of June, 1996.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

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, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on July 5, 1996.

ORDER NO. PSC-96-0767-FOF-TL
DOCKET NO. 960575-TL
PAGE 5

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.