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ORIGINAL
FILE COPY

June 6, 1997

970684-ET

HAND DELIVERED

Ms. Blanca S. Bayo, Director
Division of Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, FL 32399-0850

Re: Petition for Approval of Residential Customer Service
Guarantee Credits by Tampa Electric Company

Dear Ms. Bayo:

Enclosed for filing in the above styled matter are the original and fifteen (15) copies of Tampa Electric Company's Petition.

Please acknowledge receipt and filing of the above by stamping the duplicate copy of this letter and returning same to this writer.

Thank you for your assistance in connection with this matter.

Sincerely,


James D. Beasley

- ACK _____
- AFA _____
- APP _____ JDB/pp
- CAF _____ Enclosures
- CMU _____ cc: Angela Llewellyn (w/enc.)
- CTR _____
- EAG _____
- LES _____
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- O _____

DOCUMENT NUMBER-DATE
05642 JUN-65
FPSC-RECORDS/REPORTING

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BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Petition for Approval)
of Residential Customer)
Service Guarantee Credits by)
Tampa Electric Company.)

DOCKET NO. _____
FILED: June 6, 1997

PETITION

Tampa Electric Company ("Tampa Electric" or "the company") files this its Petition for Approval of Residential Customer Service Guarantee Credits, and in support thereof says:

1. Tampa Electric is an investor-owned electric utility operating under the jurisdiction of this Commission and serving retail customers in Hillsborough and portions of Polk, Pinellas and Pasco Counties. The company's principal offices are located at 702 North Franklin Street, Tampa, Florida 33602.

2. The persons to whom all notices and other documents should be sent in connection with this docket are:

Mr. Lee. L. Willis
Mr. James D. Beasley
Ausley & McMullen
Post Office Box 391
Tallahassee, FL 32302

Ms. Angela Llewellyn
Regulatory Specialist
Tampa Electric Company
Post Office Box 111
Tampa, Florida 33601

3. In this petition, Tampa Electric seeks approval of certain Original Tariff Sheets, which are listed in Exhibit "A" attached, and which provide for the company to make certain billing credits in conjunction with the operation of a new Residential Customer Service Guarantee program. Tampa Electric requests that these tariff sheets be made effective on September 1, 1997 or 45 days after the effective date of a final order in this matter, whichever is later.

DOCUMENT NUMBER-DATE

05642 JUN-66

FPSC-RECORDS/REPORTING

4. Tampa Electric desires to begin a Residential Customer Service Guarantee program. This program will be applicable to customers taking service under the company's RS and RST rate schedules. This program puts several current pricing and customer service commitments made on the part of the company, as well as several new customer service commitments being established by the company with this new program, into a combined, focused Residential Customer Service Guarantee program. The new credits requested with this petition provide the ability to back up those residential service commitments, upon request, should those specified commitments fail to have been achieved by the company. In such cases, certain billing credits, or item(s) of equal value as mutually agreed upon between the customer and the company, would be provided to the customer by the company.

5. Tampa Electric is committed to providing world-class customer service and expects these new guarantees to serve, in part, as a way to back up that commitment and to provide incentives to further it. The guarantees do this by providing the customer with a direct monetary billing credit when the company fails to meet its commitment. It is expected that as a result of the operation of this new program, there will be fewer customer complaints and higher customer satisfaction with our service. Tracking and management of the Residential Service Guarantee program will serve to highlight problem areas in the provision of customer service and permit targeted correction measures to improve that service.

6. Service guarantees are not a new approach for this Commission. Several telephone companies have such programs. For example, BellSouth and GTE have tariffs that provide for credits such as are requested by Tampa Electric. Such credits have been in effect for some time, and it is Tampa Electric's understanding that they have been very successful. While it is Tampa Electric's understanding that this is the first such filing for an electric utility in Florida, there have been several such programs initiated in other states by electric companies.

7. Tampa Electric is limiting this filing to providing credits for residential customers under rate schedules RS and RST. This limitation should not be seen as a lack of commitment on the part of Tampa Electric to provide similar levels of customer service for non-residential customers. Tampa Electric wishes to begin its guarantee program for residential customers, the bulk of its customer base, and become experienced in providing and managing such a program for the generally homogeneous class. As this program becomes successful, Tampa Electric expects to request a similar program within a short period of time for non-residential customers targeted to the specific needs of those more diverse customer interests.

8. Exhibit "A" contains the specific Residential Customer Service Guarantees to be provided under this program, several of which include the commitment to provide billing credits should the company not fulfill its guarantee. Those several are included in the tariff contained in Exhibit "B", specifically: "We will connect

your new electric service by the date promised," "We will provide you with an accurate energy bill," "We will not keep you waiting for a scheduled service appointment" and "We will promptly install and repair your Bright Choices outdoor area lights."

9. Each of the above described four proposed service guarantees could result in billing credits. The description of how and when credits would be applied as well as exceptions and requirements for application are described in the proposed tariff sheets.

10. The three other Residential Customer Service Guarantees do not require tariff treatment. The "Commitment to providing you with world-class customer service" simply documents Tampa Electric's commitment to provide that level of customer service. The declaration that "We are committed to holding down the price you pay for electric service" describes Tampa Electric's commitment to hold down prices and describes the current rate freeze in effect through December 31, 1999 as a result of the Deferred Revenue Stipulation. The final guarantee that "We will respect your property" describes Tampa Electric's current commitment regarding property damage caused in conjunction with providing service to residential customers. None of these three guarantees involve new billing credits requiring tariff treatment.


11. Tampa Electric requests that any credits paid under this program be recorded above the line for regulatory purposes. This treatment is afforded the telephone company guarantee credits by this Commission and Tampa Electric believes that it is an

appropriate treatment. Such credits serve to benefit the general body of ratepayers in reducing complaint proceedings before this Commission and by providing management tools and incentives for the company to continually improve its overall customer service levels thus benefitting all customers. Although it is impossible to make accurate estimates of the expected level of credits to be provided to customers under this program, Tampa Electric estimates, based on current service experience and expected payout levels, expenses of approximately \$80,000 for the first year. Estimated incremental program training, computer programming and advertising costs associated with starting this program are \$60,000.

WHEREFORE, Tampa Electric requests that this Commission consent to the application of the proposed tariff sheets for Residential Customer Service Guarantee Credits as set forth in Exhibit "B".

DATED this 6th day of June, 1997.

Respectfully submitted,



LEE L. WILLIS
JAMES D. BEASLEY
Ausley & McMullen
Post Office Box 391
Tallahassee, FL 32302
(904) 224-9115

Tampa Electric Company
Residential Customer Service Guarantees

EXHIBIT "A"
PAGE 1 OF 2

As employees of Tampa Electric Company, we value your business. Tampa Electric Company has proudly served West Central Florida for nearly a century. Today, more than ever, we are committed to providing you with reliable power, affordable energy prices and exceptional Customer service. Because we believe Tampa Electric provides you with the best total energy value, we offer you these price, reliability and service guarantees.

• **We are committed to providing you with world-class Customer service.**

You will receive friendly, caring and courteous Customer service from Tampa Electric. If we ever disappoint you, please let us know. Our goal is to reach a mutually agreeable resolution of any concern you have. Your satisfaction is always our top priority.

• **We are committed to holding down the price you pay for reliable electric service.**

Our electricity prices dropped 9 percent between 1994 - 1997, while prices for other consumer goods continue to rise with inflation. And, our Customer Charge and Energy Charge (excluding fuel and adjustment charges) will not increase through Dec. 31, 1999.

• **We will connect your new electric service by the date promised.**

Once we have agreed upon a connection date, we guarantee to meet your request for service. If we are late with connecting your electric service, you will be eligible for a \$100 credit to your account for every day we are late.

• **We will provide you with an accurate energy bill.**

Our goal is to provide you with a 100 percent accurate bill, every time. We guarantee that your bill will be right, or we'll make it right. If you receive a bill that is proven incorrect, you will be eligible for a credit to your account of an amount equal to 20 percent of the corrected bill (up to a maximum of \$500). This does not apply to estimated or prorated bills.

• **We will not keep you waiting for a scheduled service appointment.**

If we do not arrive within 15 minutes of the mutually agreed upon appointment time, you will be eligible for a \$25 credit to your account.

• **We will promptly install and repair your Bright Choices™ outdoor area lights.**

We will install your Bright Choices™ outdoor area light by the agreed upon date, or you will be eligible for your first month's lighting service charges to be waived. And, we will repair your Bright Choices™ outdoor area light within three days of your service request. If we do not, you will be eligible for a credit to your account of an amount equal to one month's service charge for that light.

• **We will respect your property.**

Respecting the property of others is a fundamental courtesy. We know that you take pride in your property and we promise to treat it with respect. Our goal is to avoid any disturbance where possible and to promptly restore where necessary.

If we do not process your request for service in a timely manner, or if we are ever less than polite in our response, please let us know. We appreciate your comments.

Thank you for allowing us to serve you!

In the event of a widespread emergency, including severe weather conditions, our top priority is restoring service to our Customers. These credits will not apply when such conditions require Tampa Electric to suspend normal business operations.

P. O. Box 111, Tampa, FL 33601-0111
(813) 223-0800 in Hillsborough County ● Toll-free (888) 223-0800 outside Hillsborough County
Discover the Power of Tampa Electric Online! <http://www.teco.net>

TAMPA ELECTRIC COMPANY

ORIGINAL SHEET NO. 3.050

SERVICE GUARANTEE CREDITS

Tampa Electric will provide, at the request of the customer, billing credits should the Company fail to meet its commitments as described below for each guarantee. In the event of a widespread emergency when the Company suspends normal business operations, these credits will not apply. Widespread emergency may include, but is not limited to: severe weather conditions, labor difficulties, governmental orders, civil commotion, natural disasters or other circumstances beyond the control and/or knowledge of the Company.

The following residential service guarantees are applicable to customers taking service under schedules RS and RST:

For new electric service, if service has not been connected by the mutually agreed upon connection date, the customer will be eligible for a non-transferrable \$100 per day billing credit (or something of equal value as mutually agreed upon between the customer and the Company) for each calendar day the Company is late connecting the service.

- For purposes of this credit, new electric service is defined as new construction, temporary service, first-time service or a first-time connection for a customer at a given location but does not include re-connection after cut-off for non-payment, transfer of service to customer after requested disconnection of service.
- The agreed upon connection date requires the agreement of the customers and the Company subject to applicable governmental inspections being successfully completed, but a change in that date prior to its occurrence may be negotiated between the customer and Company based upon circumstances.

If the customer receives a bill that is proven incorrect, the customer will be eligible for a non-transferrable billing credit equal to 20 percent of the corrected bill up to a maximum amount of \$500 (or something of equal value as mutually agreed upon between the customer and the Company).

Continued to Sheet No. 3.060

ISSUED BY: K. S. Surgenor

TAMPA ELECTRIC COMPANY

ORIGINAL SHEET NO. 3.060

Continued from Sheet No. 3.050

- For purposes of this credit, the applicable items that must be incorrect are the kWh reading and the dollar amount on metered accounts. Bills that are identified by the Company as incorrect and are then corrected before mailing to the customer are not applicable. Bills that are estimated or prorated are not subject to this guarantee.
- If any account "No Bills" and the Company does not send a corrected bill within 7 working days, that bill will be covered under the guarantee.

If the company does not arrive within 15 minutes of a mutually agreed upon scheduled service appointment, the customer will be eligible for a non-transferable \$25.00 billing credit (or something of equal value as mutually agreed upon between the customer and the Company).

- For purposes of this credit, a scheduled service appointment is an agreed upon date, time and location to meet between the customer and the Company, or someone representing the customer or the Company, for the purpose of providing a service to the customer's residential account.
- Company employees and subcontracted employees (if their appointment was scheduled by Company employees) are covered under this guarantee.
- Providing service to an account includes, but is not limited to: area light appointments, complaint appointments, conservation program appointments, credit appointments, etc.
- Trouble calls for power restoration purposes are not considered scheduled service appointments nor are commitments to meet during broad time frames such as an afternoon or morning.

If the Company has not installed a residential outdoor area light by the agreed upon date, the customer will be eligible for waiver of the first month's fee (or

Continued to Sheet No. 3.070

ISSUED BY: K. S. Surgenor

TAMPA ELECTRIC COMPANY

ORIGINAL SHEET NO. 3.070

Continued from Sheet No. 3.060

something of equal value as mutually agreed upon between the customer and the Company). If the Company has not repaired a customer's residential outdoor area light within three days of the date of the service request, that customer will be eligible for a non-transferable billing credit of the applicable area light fee for one month (or something of equal value as mutually agreed upon between the customer and the Company).

- The agreed upon installation date requires the agreement of the customer and the Company, but a change in that date prior to its occurrence may be negotiated between the customer and the Company based upon circumstance.
- The date of the service request will be established based on Company records as to when the call for service was received.

ISSUED BY: K. S. Surgenor