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AT&T

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MAIL ROOM

Tracy Hatch  
Senior Attorney

Suite 700  
101 N. Monroe Street  
Tallahassee, FL 32301  
850 425-6364  
FAX 850 425-6361

November 11, 1999

ORIGINAL

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

Dear Mrs. Bayo:

AT&T is in the process of discontinuing a certain service from its interstate tariffs and will be filing the appropriate documents at the FCC today. FCC rules also require that AT&T provide notice of this action to state Public Service Commissions. Accordingly, pursuant to 47 CFR 63.71 of the Federal Communications Commission rules, this is to notify the Florida Public Service Commission that AT&T is applying to discontinue AT&T Toll-Free Directory Assistance Service ("TFDA"), effective as of March 31, 2000.

Attached is a copy of AT&T's Section 214 Application for Service Discontinuance for this service. As shown in these applications, notice has been provided to affected customers regarding the discontinuance.

Please contact me if you have any questions.

Sincerely,

Tracy Hatch

- AFA \_\_\_\_\_
- APP \_\_\_\_\_
- CAF \_\_\_\_\_
- CMU \_\_\_\_\_
- CTR \_\_\_\_\_
- EAG \_\_\_\_\_
- LEG \_\_\_\_\_
- MAS \_\_\_\_\_
- OPC \_\_\_\_\_
- PAI \_\_\_\_\_
- SEC \_\_\_\_\_
- WAW \_\_\_\_\_
- OTH \_\_\_\_\_

TWH/kfj  
Enclosures

- cc: Chairman Garcia
- Commissioner Johnson
- Commissioner Jacobs
- Commissioner Clark
- Commissioner Deason



DOCUMENT NUMBER-DATE  
14024 NOV 15 99  
FPSC-RECORDS/REPORTING



Richard B. Miller  
Administrator - Rates and Tariffs

Room 32D66  
55 Corporate Drive  
Bridgewater, NJ 08807  
908 658-6457

November 12, 1999

Secretary  
Federal Communications Commission  
445 12<sup>th</sup> St., SW  
Washington, DC 20554

APPLICATION filed pursuant to Section 214 of the Federal Communications Act of 1934, as Amended and Section 47 CFR 63.71 of the Commission's Rules.

Pursuant to Section 214 of the Communications Act of 1934, as Amended, (47 U.S.C. 214) and Section 63.71 of the Federal Communications Commission's Code of Federal Regulations, 47 CFR, application is hereby made to discontinue the following services as shown in Section 6.18. of AT&T Communications Tariff F.C.C. No. 1:

AT&T Toll-Free Directory Assistance Service.

In accordance with the requirements of Section 63.71, the following information is being provided:

(1) Name and address of carrier:

AT&T Communications  
55 Corporate Drive  
Bridgewater, NJ 08807

(2) Date of planned service discontinuance, reduction or impairment:

March 31, 2000.

(3) Points or geographic areas of service affected:

United States Mainland, Alaska, Hawaii, Guam, CNMI, Puerto Rico  
and U.S. Virgin Islands

(4) Brief description of type of service affected:

AT&T Toll-Free Directory Assistance Service permits a Responsible Organization (Resp Org) to list a Toll-Free service number(s) for which it is responsible in AT&T's Directory Assistance Data Base. This service allows callers, who access the AT&T Directory Assistance Bureau by dialing 1-800-555-1212, to obtain the Toll-Free service number associated with a particular Toll-Free service listing specified by the caller.

(2)

Federal Communications Commission

Section 63.71 Application

(5) Brief description of the dates and methods of notice to all affected customers:

A sample copy of the customer notification letter sent to all affected Resp Orgs on November 11, 1999 is included as an attachment to this Application.

- (6) AT&T Communications is considered non-dominant with respect to this planned service discontinuance.
- (7) AT&T Communications has notified, and has submitted a copy of this Application, to the Public Utility Commission and to the Governor of each State in which the discontinuance of AT&T Toll-Free Directory Assistance Service is proposed. In addition, AT&T has notified, and has submitted a copy of this Application, to the Secretary of Defense, Attn: Special Assistant for Telecommunications, Pentagon, Washington, D.C. 20301.
- (8) Attached to this Application is an addendum that provides additional information pertinent to the discontinuance of Toll Free Directory Assistance Service.

Payment in the amount of \$780.00, along with FCC Form 159, was sent to the Federal Communications Commission, Tariff filings, c/o Mellon Bank, P.O. Box 358150, Pittsburgh, PA. 15251-5150, for delivery this date.

Acknowledgment and date of receipt of this filing are requested. A duplicate letter of Application is attached for this purpose. Please address any inquiries concerning this filing to the attention of Mr R. Miller, Administrator - Rates and Tariffs, AT&T Communications, 55 Corporate Drive, Room 32D66, Bridgewater, NJ 08807.

(Original Signed By R. Miller)

Administrator - Rates and Tariffs

Duplicate Letter

Attachment:

Customer Notification Letter

Sample Resp Org  
123MainSt.  
Anytown, US 12345

AT&T Toll-Free Directory Assistance  
customer #: XXX-0XXX-XXXX

November 11, 1999

Dear Sample Resp Org:

We would like to take this opportunity to notify you of a change in your service. On March 31, 2000, AT&T Toll-Free Directory Assistance Service ("TFDA") will be discontinued. We regret any inconvenience this may cause.

The FCC will normally authorize this proposed discontinuance of service unless it is shown that customers would be unable to receive service or a reasonable substitute from another carrier or that the public convenience and necessity is otherwise adversely affected. If you wish to object, you should file your comments within 15 days after receipt of this notification. Address them to the Federal Communications Commission, Washington, DC 20554, referencing the Section 63.71 Application of AT&T Corp. Comments should include specific information about the impact of this proposed discontinuance upon you or your company, including any inability to acquire reasonable substitute service.

As you know, TFDA permitted a Responsible Organization to list the Toll-Free service number(s) for which it is responsible in AT&T's Directory Assistance Data Base. TFDA allowed callers in United States Mainland, Alaska, Hawaii, Guam, CNMI, Puerto Rico and U.S. Virgin Islands, who accessed the AT&T Directory Assistance Bureau by dialing 1-800-555-1212, to obtain the Toll-Free service number associated with a particular Toll-Free service listing specified by the caller. There are a number of available substitutes to TFDA in the marketplace with which a Responsible Organization may list the Toll-Free service number(s) for which it is responsible, including Internet based directories, such as AT&T's AnyWho, as well as caller-paid local and national directory assistance services. If you are interested in receiving more information on how your toll free numbers can be included in these services, please contact us at 1-800-448-1597.

Sincerely,

Maryellen A. Castellano  
Toll-Free Directory Assistance Product Manager

ADDENDUM I

AT&T  
Application to Discontinue  
Toll-Free Directory Assistance

Toll Free DA Service Discontinuance

AT&T's decision to discontinue TFDA is based upon a reasoned consideration of the value that offering TFDA provides versus the overall cost of providing the service. When viewed in light of the disparity between the value of disseminating toll-free numbers through TFDA and the cost of providing the service and in light of the better alternatives available for the dissemination of toll-free numbers, AT&T determined that the most reasonable course of action is to discontinue TFDA in favor of the alternatives.

**Value vs. Cost of TFDA**

The declining value of providing TFDA can best be measured by examining the recent decline in call volumes to the service. TFDA call volumes have remained relatively flat and, recently have shown year-over-year declines. By contrast call volumes to toll-free numbers across the industry have grown dramatically in the past few years approaching 20% year-over-year growth. This disparity in calling patterns demonstrates that TFDA no longer generates usage of toll-free service as it once did. When analyzing the number of calls generated by TFDA, less than 0.04% of toll-free calls can be attributed to listings that were provided by TFDA; evidencing that the value of TFDA to its customers, other Responsible Organizations (RespOrgs), has dramatically declined.

When evaluating the financial viability of this service, AT&T examined the extremely high cost of providing the service. TFDA remains a very labor intensive product to provide. Efforts at automation of this service have failed to reduce the cost of providing the service to levels that justify the value of the service. As such, the cost of providing this service is over \$0.40 for each listing provided to callers with little opportunity for further cost reductions.

By contrast, the usage rates for long distance service, including toll-free service, have been declining rapidly with many toll free customers paying \$0.10 per minute or less with costs for access consuming much of that revenue. Based on an average of three minutes per call, it would take multiple uses of a listing to justify the cost to supply the listing through TFDA. Also since there is no cost to callers to retrieve the number, there is no incentive for them to retain the number--instead, some just call each time they need a toll free number (even though they may have been given the same number previously).

The cost of continuing to provide TFDA simply do not justify the declining value derived from this service.

## ADDENDUM I

### AT&T Application to Discontinue Toll-Free Directory Assistance

#### Alternatives to TFDA

As demonstrated by the declining call volumes to TFDA, toll-free customers and toll-free number users are providing a clear message: There are many alternatives to obtain a toll free number--bill inserts, product packaging, from local and national DA services or the internet. Fewer than 5% of toll free numbers are listed, yet, as is evident by the continued growth of toll-free call volume, callers do obtain and use the toll-free numbers they need increasingly without the need for TFDA.

Among the directory assistance alternatives to TFDA that callers are increasingly choosing are carrier provided directory services, such as 411, as well as Internet-based directory assistance services, such as AnyWho.com. Since the availability of more accurate, updated numbers from multiple sources will benefit callers and the toll free industry itself and to minimize the impact of TFDA discontinuance and to potentially increase the distribution of toll-free numbers to callers using such alternative directory services, AT&T intends to begin providing AT&T listings to such alternative directory services that request them.

In addition, AT&T recognizes that while some larger RespOrgs may prefer to provide this data directly to other directory assistance providers, other smaller RespOrgs may not possess the resources to house, clean, update and distribute such data. Thus, AT&T will consider offering a database administration service to collect and update such other RespOrgs' toll-free listing information into a centralized database for outside distribution, if a sufficient level of demand from such smaller RespOrgs presents itself.

#### **TFDA Discontinuance Announcements and Tariff Revisions**

To educate callers about this change in service, AT&T will place an announcement on Toll Free Directory Assistance Service Approximately 90 days before the termination of the service. After service termination, AT&T will place an announcement on the service, informing callers of the service discontinuance and suggesting other possible alternatives. AT&T plans file the necessary tariff to exit this service with a service termination date of March 31, 2000.

November 11, 1999

Dear Toll-Free Directory Assistance Customer,

We would like to take this opportunity to notify you of a change in your service. On March 31, 2000, AT&T Toll-Free Directory Assistance Service ("TFDA") will be discontinued. We regret any inconvenience this may cause.

The FCC will normally authorize this proposed discontinuance of service unless it is shown that customers would be unable to receive service or a reasonable substitute from another carrier or that the public convenience and necessity is otherwise adversely affected. If you wish to object, you should file your comments within 15 days after receipt of this notification. Address them to the Federal Communications Commission, Washington, DC 20554, referencing the Section 63.71 Application of AT&T Corp. Comments should include specific information about the impact of this proposed discontinuance upon you or your company, including any inability to acquire reasonable substitute service.

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