

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: PROPOSED TARIFF FILING BY	)	DOCKET NO. 891221-TL
SOUTHERN BELL TELEPHONE AND TELEGRAPH	)	ORDER NO. 22288
COMPANY TO CONDUCT AN EMPLOYEE PROMOTION	)	
OF TOUCHSTAR(R) SERVICE FOR TWO MONTHS.	)	
(T-89-498 FILED 9/26/89)	)	
	)	ISSUED: 12-11-89

The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman  
 THOMAS M. BEARD  
 BETTY EASLEY  
 JOHN T. HERNDON

ORDER GRANTING TOUCHSTAR(R) PROMOTIONAL TARIFF

BY THE COMMISSION:

On September 26, 1989 Southern Bell filed tariff revisions to conduct a Southern Bell employee promotion of TouchStar<sup>®</sup> Service for a two month period as the service becomes available on a central office basis. The company states they have proposed this revision to allow employees to become familiar with the operation of the six TouchStar<sup>®</sup> Service features. The six features of TouchStar<sup>®</sup> Services are call return, repeat dialing, call tracing, preferred call forwarding, call block and call selector. The company also believes that this type of promotion will increase future sales of TouchStar<sup>®</sup> Services due to indirect employee advertising.

Southern Bell intends to waive the nonrecurring charge and waive two months of recurring charges for TouchStar<sup>®</sup> Services for Southern Bell employees. The promotion will occur as central offices in the Southern Bell serving area become able to provide TouchStar<sup>®</sup> Services. The company expects 80 percent of their Florida employees to take advantage of the promotion.

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The costs associated with this promotion are as follows:

Waived Monthly Revenue	\$ 22,005
Advertising Cost	386
Total Cost	<u>\$ 22,391</u>

The waived monthly revenue is based on 2 1/2 months of waived revenue for the forecasted 788 employees who would subscribe to the services without the promotion. The current employee monthly residence rate for the six TouchStar<sup>®</sup> Service features is \$11.40 per month. The advertising cost is based on the expense for a bill insert to all the employees at a cost of \$.02 per insert. A two-month present worth factor has been applied to all costs.

Southern Bell believes that this will help both the marketing of TouchStar<sup>®</sup> Services and the training of their employees in the use of these services. Southern Bell believes the associated cost of providing this promotion will be offset by the increased demand that the indirect advertising will create. They also believe that other benefits may occur, such as being able to identify bugs in the system. Also, the customer service representatives should be more familiar with the services and able to handle customer inquires more efficiently.

It, therefore, appears that the promotion to offer TouchStar Services to the employees of Southern Bell has many advantages and should provide benefits to all parties. We therefore, approve the tariff proposal to conduct a Southern Bell employee promotion of TouchStar<sup>®</sup> Service for a two month period as the service becomes available on a central office basis. The effective date shall be November 24, 1989. However, the company shall record the revenue foregone in this promotion so that this information will be available upon request by the Commission.

Based on the foregoing, it is hereby

ORDERED that Southern Bell's tariff proposal to conduct a Southern Bell employee promotion of TouchStar(R) Service for a two month period is approved. It is further

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ORDERED that Southern Bell shall determine and record the revenue foregone in this promotion so that this information will be available upon request by this Commission. It is further

ORDERED that this docket is closed.

By ORDER of the Florida Public Service Commission,  
this 11th day of DECEMBER, 1989.

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STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

JSR

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.

Any party adversely affected by the Commission's final action in this matter may request: 1) reconsideration of the decision by filing a motion for reconsideration with the Director, Division of Records and Reporting within fifteen (15) days of the issuance of this order in the form prescribed by Rule 25-22.060, Florida Administrative Code; or 2) judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or the First District Court of Appeal in the case of a water or sewer utility by filing a notice of appeal with the Director, Division of Records and Reporting and

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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 after the issuance of this order, 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.