

## BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing introducing )	DOCKET NO. 910676-TL
Call Tracking-Bulk Calling Line Identifi- )	
cation to TouchStar service by SOUTHERN )	ORDER NO. 24804
BELL TELEPHONE AND TELEGRAPH COMPANY )	
	ISSUED: 7-11-91

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman  
 J. TERRY DEASON  
 BETTY EASLEY  
 MICHAEL MCK. WILSON

ORDER APPROVING TARIFF FILING

BY THE COMMISSION:

On August 13, 1990, Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed proposed revisions to its General Subscriber Services Tariff to introduce a new TouchStar service to business customers called Call Tracking - Bulk Calling Line Identification (BCLID). The Company has waived the 60-day statutory deadline and we have held action on this proposal in abeyance, pending our decision in Docket No. 891194-TL (Southern Bell's Caller ID proposal).

BCLID was designed for larger businesses that may have a need for calling number identification services. It allows a customer to receive a Caller ID-like service over a multi-line hunt group or PBX trunk line (Caller ID service itself is only available to single line residences and businesses). BCLID is provisioned over a Type 2120/2020 four wire private line (a separate facility that is required, but not included in the BCLID rate) and provides the following information to the customer during each call: calling and called directory numbers; time of day the call was received; busy-idle status of the called line; and the calling line type (individual or group). The customer is required to obtain and maintain the customer premises equipment (CPE) required for this service.

Larger business customers could use BCLID in a number of different ways. Information service providers have cited BCLID as a desirable network option that could be used for call routing, screening, billing, and management. Large end users could use BCLID for internal call management reports, as well as an enhancement to customer service, or to identify the area and times where the largest amount of incoming calls are originating.

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BCLID, because it is a TouchStar feature, is dependent upon the Common Channel Signaling System 7 (CCS7) technology to operate. Therefore, BCLID will only function in the same exchanges that Caller ID and the rest of the TouchStar features are available.

Per-call and per-line blocking will function with BCLID identically to the way they function with Caller ID. A customer needs only to dial "star (\*) 67" (or 1167 on a rotary line), before originating a call, to block his number from passing to a BCLID subscriber. A per-line blocking customer may use the same code to disable the blocking function.

Southern Bell did not perform an updated cost study for this service following our decision in the Caller ID docket. However, the Company has assured us that there is sufficient contribution built into its proposed rates to cover the additional expense associated with blocking. It appears to us that the contribution level cited in the Company's original filing should more than cover the Company's blocking expenses.

The Company has proposed banded rates for this service to match its rate structure for all other TouchStar features. The proposed rates for BCLID are as follows:

	NONRECURRING		
	<u>Minimum</u>	<u>Maximum</u>	<u>Current</u>
per DID arrangement	\$300.00	700.00	500.00
per non-DID arrangement	300.00	700.00	500.00
	RECURRING		
	<u>Minimum</u>	<u>Maximum</u>	<u>Current</u>
per calling number delivered	\$0.01	0.06	0.03

We believe that the customer notification provided for Caller ID service was adequate notice for BCLID, as well, because BCLID will be introduced concurrently with Caller ID. In addition, all

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restrictions pertaining to Caller ID, including the prohibition against the resale of numbers, will apply to BCLID customers.

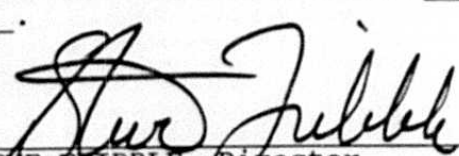
Upon consideration, we find this tariff filing to be appropriate. BCLID will complement Caller ID service and allow larger businesses to experience the efficiencies predicted for this technology. Accordingly, the tariff proposal shall be approved as filed, with an effective date of July 1, 1991. Southern Bell shall file semi-annual reports for 24 months (four reports) outlining the subscription rate for the service, total revenues and costs, and the frequency of use of per-call blocking (if possible). The reports may be included with the reports outlined in Order No. 24546.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that Southern Bell Telephone and Telegraph Company's tariff proposal to offer Call Tracking-Bulk Calling Line Identification service (T-90-347) filed August 13, 1990, is hereby approved with an effective date of July 1, 1991, in accordance with the terms and conditions specified herein. It is further

ORDERED that this docket shall be closed if no protest is filed in accordance with the requirement set forth below.

By ORDER of the Florida Public Service Commission, this 11th  
day of July, 1991.

  
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STEVE TRIBBLE, Director  
Division of Records and Reporting

( S E A L )

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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 at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on 8-1-91

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 sewer 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.