

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950743-TL
tariff filing to reduce rate for) ORDER NO. PSC-95-0919-FOF-TL
Voice Dialing, a limited service) ISSUED: July 31, 1995
offering (LSO) by BellSouth)
Telecommunications, Inc. d/b/a)
Southern Bell Telephone and)
Telegraph Company (T-95-368)
filed 6/19/95))
_____)

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
REDUCE RATE FOR VOICE DIALING

BY THE COMMISSION:

On January 30, 1995, BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company's (the Company or Southern Bell) filed a tariff to introduce Voice Dialing as a limited service offering (LSO) to residential customers located in the West Palm Beach and Ft. Pierce exchanges. We approved its request by Order No. PSC-95-0382-FOF-TL, issued March 20, 1995. On March 17, 1995, Southern Bell filed to amend the LSO to include single line business customers. We approved the proposed amendment by Order No. PSC-95-0568-FOF-TL, issued May 8, 1995.

Voice Dialing is a feature which allows the customer to place a call by speaking the name of the party to be called into the telephone, rather than using touch-tone or rotary dialing. It is network-based and, as such, does not require any additional customer premises equipment. In addition to simplifying the dialling process, Voice Dialing also provides benefits to customers with visual, physical or learning impairments.

Using a network-based interactive administrative menu, a subscriber can create a directory list of up to thirty names and telephone numbers. A maximum of twenty-four digits is allowed for

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each entry (name and telephone number) on the list. The list can be programmed to respond to individual voices of multiple users within the household. The customer's directory list can be edited, changed and rearranged via an administration menu available to subscribers by telephone.

On June 19, 1995, Southern Bell filed for another amendment to reduce the monthly recurring rate for Voice Dialing from \$5.00 to \$4.00. According to the Company, the rate reduction will assist it in determining the effect of a price change on the market demand. Further, it will allow Southern Bell to refine the offering and assess the revenue/cost implications of the service prior to making it a permanent tariff offering.

The current monthly recurring rate for Voice Dialing is \$5.00 for both residential and single line business customers. The proposed rate of \$4.00 falls within the rate band, which has a minimum of \$3.50 and a maximum of \$6.00. Voice Dialing is also included as an eligible feature in the existing Multi-Feature Discount Plan (MFDP). Discounts are applicable if the customer subscribes to Voice Dialing in combination with other MFDP features.

During this LSO, which will remain in effect from July 19, 1995, through March 16, 1996, unless modified or removed by the Company or the Commission, Voice Dialing is only being offered to residential and single-line business subscribers in the West Palm Beach and Ft. Pierce areas. The Company believes that customers in these classes will be the ones most likely to opt for the service. Voice Dialing will not be offered to subscribers of ESSX, PBX, Centrex Service, Coin Telephone service, or any other business class of service, during this trial.

Since Southern Bell's proposed rate reduction for Voice Dialing will allow it to gather further information regarding the market potential for this product, we find it appropriate to approve the proposed tariff, effective July 19, 1995.

It is, therefore,

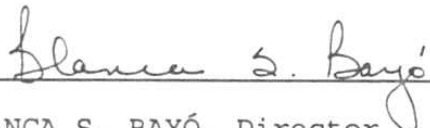
ORDERED by the Florida Public Service Commission that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's proposed tariff to reduce the rate for Voice Dialing from \$5.00 to \$4.00 is approved, effective July 19, 1995. It is further

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ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect pending resolution of the protest. It is further

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

By ORDER of the Florida Public Service Commission, this 31st day of July, 1995.



BLANCA S. BAYÓ, Director
Division of Records and Reporting

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RJP

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 August 21, 1995.

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.