

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Application to Provide)
Interexchange Telecommunications)
Service by KTNT Communications,)
Inc., d/b/a I Don't Care and)
d/b/a It Doesn't Matter.)
_____)

DOCKET NO.: 970109-TI
FILED: February 13, 1998

KTNT COMMUNICATIONS, INC. D/B/A I DON'T CARE
AND D/B/A IT DOESN'T MATTER'S
TESTIMONY OF DENNIS DEES

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- 1 Q. Please state your name, business address and job
2 title.
- 3 A. My name is Dennis Dees; my business address is 621
4 Ruth Drive, Kennedale, Texas 76060. I am employed by
5 KTNT Communications, Inc. as President.
- 6 Q. What are your present duties with KTNT?
- 7 A. I oversee the day to day operations of KTNT and design
8 the network for how calls will be routed through KTNT.
- 9 Q. What is the purpose of your testimony in this docket?
- 10 A. The purpose of my testimony is to present evidence to
11 support the financial, technical and managerial
12 abilities of KTNT to provide telecommunications
13 service in Florida. We have already filed with the
14 Commission a complete application that contains the
15 requisite information, schedules, financial statements
16 and other proof of managerial, technical, and
17 financial fitness.
- 18 Q. Please describe the corporate structure and nature of
19 KTNT's business?
- 20 A. KTNT will be using the assumed names of I Don't Care
21 and It Doesn't Matter. We are a switchless reseller
22 whose primary business activity has been as an
23 operator service provider. KTNT will be expanding
24 into other areas of telecommunications such as one
25 plus and 800-888 numbers as time permits.

1 Q. Has KTNT registered to do business in Florida?

2 A. Yes. KTNT is a Texas corporation admitted to do
3 business in Florida. The d/b/a's I Don't Care and It
4 Doesn't Matter have also been registered and approved
5 by the Secretary of State of Florida.

6 Q. How long has KTNT been in business and what are the
7 financial, managerial and technical abilities of KTNT?

8 A. KTNT started business in Texas in February of 1995.
9 The assumed names I Don't Care and It Doesn't Matter
10 have been in operation, in Texas, since September of
11 1995. KTNT expanded into Michigan and Ohio in April
12 of 1997 using the assumed names.

13 Q. Does KTNT have the resources to expand into Florida
14 and other states?

15 A. Yes.

16 Q. Is the management of KTNT competent to run this
17 business?

18 A. Yes. The management of KTNT has already proven its
19 ability by the success of KTNT and the fact that KTNT
20 continues to expand throughout the country.
21 Since KTNT is a reseller, it has entered into
22 contracts with underlying carriers. They handle most
23 of the technical side of our business. The switch,
24 T1's, and operator centers are all leased facilities.
25 Even though KTNT has a firm understanding of the

1 technical side, it obviously does not need to manage
2 in detail this side of the business.

3 Q. Where is KTNT currently certified?

4 A. Illinois, Michigan, New Jersey, Ohio, Texas and
5 Wisconsin.

6 Q. Has KTNT been denied certification in any state?

7 A. No.

8 Q. In what states does KTNT operate?

9 A. Illinois, Michigan, Ohio and Texas.

10 Q. Please describe the services KTNT proposes to offer.

11 A. Initially, KTNT will be providing operator assisted
12 calling such as collect calls, person to person, third
13 party, and calling card calls. Eventually, as our
14 business grows we will expand into other areas such as
15 one plus and 800-888 numbers.

16 Q. Will KTNT own any network switches or transmission
17 facilities?

18 A. No. KTNT operates as a switchless reseller, and as
19 such, resells the switching and transmission services
20 of its underlying providers.

21 Q. How will KTNT bill for its services?

22 A. KTNT has contracted with ZPDI of San Antonio, Texas to
23 handle all of its billing for the State of Florida.
24 ZPDI already handles all of KTNT's billing in the
25 states it does business in now.

- 1 Q. How will billing inquiries and/or customer complaints
2 be handled?
- 3 A. All customer inquiries will be handled on behalf of
4 KTNT by ZPDI. Customers will be directed to make
5 their inquiries by dialing an 800 number which will be
6 included in the billing. If ZPDI for some reason is
7 unable to satisfy the customer then the customer will
8 be given KTNT's 800 number and we will handle the
9 complaint.
- 10 Q. Will KTNT comply with Commission rules, orders, and
11 policies pertaining to the reselling of intrastate
12 telecommunications services?
- 13 A. Yes.
- 14 Q. How will the people of Florida benefit from KTNT's
15 services and presence in Florida?
- 16 A. The public interest is served by creating greater
17 competition in the reselling of intrastate
18 telecommunications services. KTNT anticipates that
19 its proposed services will increase consumer choice.
- 20 Q. Why does KTNT use the assumed names I Don't Care and
21 It Doesn't Matter?
- 22 A. KTNT believes these names are attention grabbers which
23 will enable us to get consumers to know who we are
24 faster than other companies. With the advent of the
25 Telecommunications Act of 1996, the age of competition

1 has arrived. Companies need to be more creative, and
2 we feel that some consumers will relate to these names
3 because they have a "sense of humor" to them instead
4 of the usual approaches to long distance names. We
5 believe that some of these consumers will think our
6 approach is innovative which will result in customers
7 for KTNT.

8 Q. Does KTNT intend to telemarket its services with these
9 unusual names?

10 A. KTNT will not use telemarketing means to gain
11 customers with the names I Don't Care and It Doesn't
12 Matter. We believe that consumers are tired of the
13 tactics of many long distance companies who engage in
14 telemarketing. We believe in the right of these
15 companies to use this approach but from a marketing
16 angle we feel it is the wrong approach. Generally
17 speaking, we believe that people are tired of the
18 calls at home during dinner hours or during anytime of
19 day. Consumers may hear from many different companies
20 soliciting over the telephone in a given year and some
21 of the same companies many times during the course of
22 a year. It gets to the point where some consumers get
23 tired of the calls and have an attitude of "I don't
24 care" or "it doesn't matter" or "they're all the
25 same." When they hear about our company's names they

1 might laugh and say "that is clever I might look into
2 using them for my long distance service. The point
3 is that consumers ought to have a choice whether or
4 not they want to do business with KTNT or someone
5 else. We believe that many consumers truly do not
6 care who their long distance carrier is and if that is
7 their attitude, then maybe we will be an attractive
8 choice.

9 Q. How will KTNT promote the names I Don't Care and It
10 Doesn't Matter?

11 A. The names can be promoted by direct mail, newspaper
12 advertising, radio commercials, billboards and most
13 importantly by word of mouth. Eventually, KTNT would
14 like to air television commercials. We have discussed
15 several different ideas for television commercials.
16 One approach we like is a take-off on the Abbot &
17 Costello routine "Who's on first?" We would use the
18 same approach with I Don't Care and It Doesn't Matter,
19 to highlight that some consumers really do not care as
20 long as it is the same old big companies. KTNT
21 believes the public would respond favorably to such an
22 advertising campaign. It would bring some fun to this
23 industry instead of the same old commercials where the
24 big three constantly pound on each other. KTNT ought
25 to be rewarded for its clever marketing approach and

1 let the public decide whether or not they want to
2 choose us as a carrier.

3 Even though we believe a good number of Florida
4 consumers already know who we are, it takes time for
5 the general public to hear about any company, not just
6 KTNT, because a company must first go through a
7 certification process before the consumer has even had
8 a chance to know who they are. In other words,
9 certification must come first and then promoting who
10 you are by clever strategies comes second.

11 Q. How many complaints has KTNT had regarding the names
12 I Don't Care and It Doesn't Matter?

13 A. To our knowledge we have never had a complaint filed
14 against KTNT regarding the names I Don't Care and It
15 Doesn't Matter with the FCC, any of the State PUC's
16 where we do business or any other agency where a
17 consumer may file a complaint.

18 Q. Does this conclude your testimony?

19 A. Yes it does.

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CERTIFICATE OF SERVICE

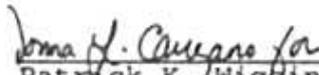
Docket No. 970109-TI

I HEREBY CERTIFY that a true and correct copy of the foregoing has been furnished by hand delivery* or U.S. Mail this 13th day of February 1998, to the following:

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Patrick K. Wiggins

CERTIFICATE OF SERVICE

DENNIS DEES

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