

State of Florida



Public Service Commission

CAPITAL CIRCLE OFFICE CENTER • 2540 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850

-M-E-M-O-R-A-N-D-U-M-

DATE: November 2, 2007
TO: Ann Cole, Commission Clerk - PSC, Office of Commission Clerk
FROM: Nancy E. Pruitt, Regulatory Analyst III, Division of Competitive Markets & Enforcement
RE: Docket No. 070370-TL - Documents for Docket File

Please place the attached e-mail in the docket file for Docket No. 070370-TL.
Thank you.

RECEIVED FPSC
07 NOV -2 AM 10:26
COMMISSION CLERK

c: Beth Salak

DOCUMENT NUMBER-DATE

09990 NOV-25

FPSC-COMMISSION CLERK

Nancy Pruitt

From: Sirianni, Maryrose [ms8675@att.com]
Sent: Thursday, November 01, 2007 12:15 PM
To: Nancy Pruitt
Cc: Laura King; Sirianni, Maryrose
Subject: RE: 070370-TL AT&T Bill Format Waiver Request

Nancy,

AT&T Florida does not have any estimate to create a new section just for Prevent Disconnect, however, we do believe the expense would be prohibitive. What we are talking about here is creating an entirely new section on the bill, not simply moving the message from one existing section to another. In addition to the work effort to create this new section, we would need to make significant changes to our bill messaging system, which today targets messages only to News You Can Use (NYCU) and Terms and Conditions, as well as potential changes to billing inquiry systems.

Additionally, we have close to 10 years of experience with placing the Prevent Disconnect message in the NYCU in the new bills. We currently deliver about 27 million bills each month. In that time, we have never experienced concerns that customers could not find information or that they found information to be confusing. We believe that that is indication that customers view our bill as user friendly and easy to follow. One of our primary drivers in creating a common bill format is to reduce customer confusion that leads customers to call our Call Centers. If customers found the current Prevent Disconnect message to be confusing, or they can't find it at all, we believe we would have heard about it from the Call Centers. I am not aware that we have ever received feedback from our Call Centers that our current display is leading to customer calls.

One other point to keep in mind, the overwhelming majority of our Customers pay their bill in full and on time. We do however list the message as the 1st informative message in the section that contains the other informative messages that are specific to each Customer.

DOCUMENT NUMBER+DATE

09990 NOV-25

11/2/2007

FPSC-COMMISSION CLERK

HOpe this helps

thanks

MaryRose

From: Nancy Pruitt [mailto:NPruitt@PSC.STATE.FL.US]
Sent: Thursday, October 25, 2007 10:09 AM
To: Sirianni, Maryrose
Cc: Laura King
Subject: 070370-TL AT&T Bill Format Waiver Request

Two questions:

In your e-mail of 10/9 you address the matter of having the Prevent Disconnect message as a separate section with a header. You state that "AT&T would incur significant expense to create this new 'section' in Florida." Does AT&T have an estimate of the cost?

Why couldn't the other states use Prevent Disconnect as a separate section?

Thank you.

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential, proprietary, and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from all computers. GA622