

REDACTED

AT&T Florida
FPSC Dkt No. 070646-TL
Staff's 1st Set of Interrogatories
November 2, 2007
Item No. 3
Page 1 of 2

PROPRIETARY

REQUEST: In the petition, AT&T Florida states that continued application of the scripting requirement for intraLATA long distance service, while removing it for interLATA service, will "greatly confuse and frustrate customers."

- a. What is the basis for this statement?
- b. Please explain how customers will be confused and frustrated?
- c. What percentage of AT&T Florida's local customers request long distance service from the company?
- d. Of those AT&T Florida local customers requesting long distance service from the company, what percentage purchase local and long distance as a package?
- e. Please list the source data AT&T Florida relied on in making this statement that customers will be confused and frustrated.

RESPONSE:

- a. FCC Order No. 07-159 at p. 61.
- b. The minority of consumers that still take stand-alone long distance services currently have additional options available for making long distance calls. A majority of residential customers also subscribe to mobile wireless services and can use their buckets of minutes to make long distance calls at zero marginal cost. Moreover, all residential customers have the option of making long distance calls using transaction services, such as prepaid calling cards. These alternative methods of making long distance calls, which were not readily available when the EA Scripting Requirement was adopted, enable residential customers to engage in usage substitution. In discussing the development of these competitive alternatives in its Order, the FCC noted that "the artificially narrow focus of the EA Scripting Requirement may, in fact, confuse or mislead consumers and cause them not to investigate alternative means of making long distance calls." Further, the FCC found "that competition for stand-alone long distance services would function better absent the potential market-distorting effects of the current EA scripting requirement."

CMP 1
COM _____
CTR _____
ECR _____
GCL _____
OPC _____
RCA _____
SCR _____
SGA _____
SEC _____
OTH _____

DOCUMENT NUMBER-DATE

10866 DEC 12 07

FPSC-COMMISSION CLERK

RESPONSE: (Cont.)

- c. For those customers who ordered local phone service from AT&T Florida from January 2007 to September 2007, the data shows that [REDACTED] of AT&T Florida's residential customers choose an AT&T entity as their interLATA long distance provider and [REDACTED] as their intraLATA long distance provider, [REDACTED] choose no interLATA provider and [REDACTED] choose no intraLATA provider and [REDACTED] choose a non-AT&T provider for interLATA service and [REDACTED] choose a non-AT&T provider for intraLATA service.
- d. Of those AT&T Florida local customers requesting long distance service from the company in 2007, approximately [REDACTED] purchased a local/long distance package.
- e. FCC Order No. 07-159 at p. 61.

REQUEST: On new local service orders initiated in July and August 2007, what percentage chose AT&T Florida for intraLATA long distance service? Of those choosing AT&T Florida for intraLATA long distance service, what percentage selected local and intraLATA long distance service as a package?

RESPONSE:

<u>Month</u>	<u>Choosing AT&T</u>	<u>Choosing Package</u>
July 2007	██████	██████
August 2007	██████	██████

AT&T Florida
FPSC Dkt No. 070646-TL
Staff's 1st Request for Documents
November 2, 2007
Item No. 1
ATTACHMENT

PROPRIETARY

**AT&T FLORIDA
NUMBER AND PERCENT OF RESIDENTIAL CUSTOMERS
PRESUBSCRIBING WITH AT&T COMPANY AND ON A BUNDLE/PACKAGE**

<u>MONTH</u>	<u>TOTAL PIC</u>		<u>PERCENT OF</u>
	<u>AT&T</u>	<u>TOTAL BUYING</u>	<u>TOTAL BUYING</u>
	<u>COMPANY</u>	<u>BUNDLE/PACKAGE</u>	<u>BUNDLE/PACKAGE</u>
Jan-07			
Feb-07			
Mar-07			
Apr-07			
May-07			
Jun-07			
Jul-07			
Aug-07			
Sep-07			
TOTAL			