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

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F	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.
R	RESPONSE:	a.	FCC Order No. 07-159 at p. 61.
CMP COM CTR ECR GCL GCL GCL SCR SCR SGA SEC	- - - -	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."
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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 for of AT&T Florida's residential customers choose an AT&T entity as their interLATA long distance provider and for a stheir intraLATA long distance provider, choose no interLATA provider and for choose no interLATA provider for interLATA service and choose a non-AT&T provider for interLATA service.
- d. Of those AT&T Florida local customers requesting long distance service from the company in 2007, approximately purchased a local/long distance package.
- e. FCC Order No. 07-159 at p. 61.

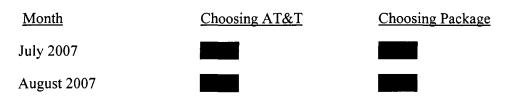
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REQUEST: On new local service orders initiated in July and August 2007, what percentage chose AT&T Florida for intraLATA long distance service? Of those choosing AT&T Florida for intraLATA long distance service, what percentage selected local and intraLATA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

RESPONSE:

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

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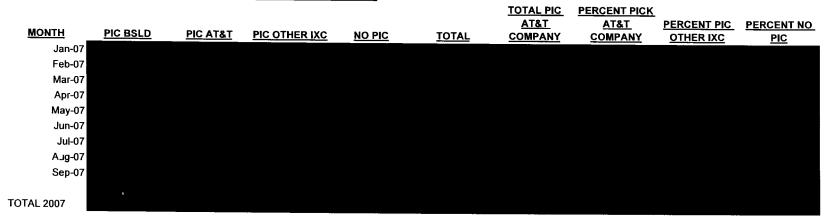
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RESIDENTIAL CUSTOMERS CHOOSING AT&T FLORIDA

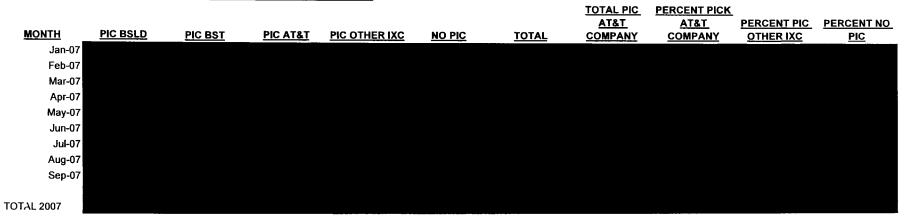
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WORKING TELEPHONE NUMBERS PRESUBSCRIBING INTERLATA CARRIER



WORKING TELEPHONE NUMBERS PRESUBSCRIBING INTRALATA CARRIER



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

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