

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950143-TL
tariff filing to introduce a) ORDER NO. PSC-95-0382-FOF-TL
limited service offering, Voice) ISSUED: March 20, 1995
Dialing, by BELLSOUTH)
TELECOMMUNICATIONS, INC. d/b/a)
SOUTHERN BELL TELEPHONE AND)
TELEGRAPH COMPANY. (T-95-063)
filed 1-30-95))
_____)

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 FILING

BY THE COMMISSION:

On January 30, 1995, BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) filed a tariff containing a Limited Service Offering to introduce Voice Dialing to single-line residence customers in the West Palm Beach and Fort Pierce areas.

By Order No. 17669 dated June 5, 1987 in Docket No. 861298-TL, we prescribed the parameters under which Local Exchange Companies (LECs) may seek approval of Limited Service Offerings (LSOs) under shortened notice periods and through an abbreviated tariff filing procedure. In that Order we established the following:

1. New LSOs become effective on 45 days' notice
2. Changed LSO rates become effective on 30 days' notice.
3. Full cost support data is not required at the time of the filing. However, the LEC is required to file reports every three months identifying the rates, the number of customers participating, and the company's revenues and updated cost information.

DOCUMENT NUMBER-DATE

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4. The Company must file a concluding report containing the information in number 3., and an explanation of the company's decision on whether the LSO should become a permanent tariff offering.

We believed the shorter notice periods would facilitate the LECs' capability to effectively market test new offerings, thereby benefiting the general body of ratepayers.

BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company (the Company or Southern Bell), through this filing, seeks approval of an LSO to introduce a new feature called Voice Dialing to single-line residence customers in the West Palm Beach and Fort Pierce areas.

Voice Dialing is a voice recognition network feature that allows the customer to place a call by speaking the name of the party to be dialed into the telephone, rather than using touch-tone or rotary dialing. With this capability, the customer effectively initiates and completes the dialing sequence without having to remember a telephone number, push a button or utilize a special device. Voice Dialing also provides benefits to customers with visual, physical or learning impairments by offering an alternative to manual dialing.

Using a network-based interactive administrative menu, a subscriber can create a directory list of up to thirty (30) names with associated telephone numbers for storage and future use. A maximum of twenty-four (24) digits is allowed for 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. Voice Dialing, sometimes referred to as Name Dialing, is provided by a service platform. Texas Instruments developed the Voice Activated Dialing application. It is a network-based feature and as such does not require the subscriber to purchase additional telephone sets or any special type of customer premises equipment (CPE).

The proposed monthly recurring rate for Voice Dialing is \$5.00. The rate is market based and supported by primary research. As with other Multi-Feature Discount Plan (MFDP) features, the rate structure includes flexible pricing in the form of banded rates. This consists of a maximum (\$6.00) and minimum (\$3.50) rate within which the price can change following a thirty-day notice to the Commission. The service establishment charge will be waived for the first sixty (60) days of availability. Voice Dialing is also

ORDER NO. PSC-95-0382-FOF-TL
DOCKET NO. 950143-TL
PAGE 3

included as an eligible feature in the existing Multi-Feature Discount Plan (MFDP). Discounts will be applicable if the customer subscribes to Voice Dialing in combination with other MFDP eligible features. For example, if the customer subscribes to Voice Dialing and two other MFDP features, the monthly bill will be discounted \$1.50.

The LSO will be in effect from March 16, 1995 through March 16, 1996, unless modified or removed by the Company or the Commission. During the trial period, Voice Dialing will be available to residence single-line customers served by DMS and 5ESS central office switches in the West Palm Beach and Ft. Pierce market area. This is approximately 55% of the 569,000 customers. Voice Dialing will not be offered to subscribers of ESSX, PBX, Centrex Service, Coin Telephone Service, or any business class of service during this trial.

Upon consideration, we believe this LSO is appropriate. The Company will be able to explore the market potential of Voice Dialing and gather data that could be used to make improvements prior to filing Voice Dialing as a permanent tariff offering.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff filing by BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) containing a Limited Service Offering to introduce Voice Dialing to single-line residence customers in the West Palm Beach and Fort Pierce areas is approved. It is further

ORDERED that this tariff filing shall be effective March 16, 1995. It is further

ORDERED that Southern Bell shall meet the filing requirements of Order No. 17669 dated June 5, 1987, in Docket No. 861298-TL, as set forth in the body of this Order. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund 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.

ORDER NO. PSC-95-0382-FOF-TL
DOCKET NO. 950143-TL
PAGE 4

By ORDER of the Florida Public Service Commission, this 20th
day of March, 1995.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay Flynn
Chief, Bureau of Records

(S E A L)

MMB

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, 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on April 10, 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.