

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Proposed tariff filing) DOCKET NO. 920709-TL
to make the Multi-Feature) ORDER NO. PSC-92-0903-FOF-TL
Discount Plan permanent by) ISSUED: 08/31/92
BELLSOUTH TELECOMMUNICATIONS,)
INC. d/b/a SOUTHERN BELL TELE-)
PHONE AND TELEGRAPH COMPANY)
_____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER APPROVING TARIFF

BY THE COMMISSION:

By Order No. 24219, issued March 11, 1991, the Commission approved Southern Bell Telephone and Telegraph Company's (Southern Bell or the Company) tariff filing introducing a one-year trial for a discount pricing structure for Multi-Feature Discount Plan (MFDP). The MFDP allowed residential and business customers with a minimum of two selected vertical services to receive a discount on monthly recurring rates. The groups of services included in the MFDP are Custom Calling, TouchStar, Prestige Communications and RingMaster. The trial was scheduled for the period of February 25, 1991 to February 25, 1992.

By Order No. 24129, the Company was directed to file reports at six months and one year past the February 25, 1991, effective dates. The reports would show the old and new units rates and revenue and penetration rate for each service. Southern Bell filed the first six month report, which included results through August 1991, on October 9, 1991. The second report which included data through the end of February 1992, was filed on April 17, 1992.

On January 21, 1992, Southern Bell filed tariff revisions proposing to extend the MFDP trial until August 25, 1992. The Company requested the extension to allow it to collect and analyze the data and file the required report without affecting the customer body. By Order No. 25803, issued February 25, 1992, the trial was extended until August 25, 1992.

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On June 25, 1992, Southern Bell filed tariff revisions proposing to make the MFDP a permanent service offering. When the Company originally introduced the trial, its objective was to produce a revenue-neutral effect. The MFDP 12 month tracking report shows a revenue shortfall of \$1.4 million between billable MFDP revenues and forecasted revenues. The shortfall in billable revenues is a result of lower than projected access line growth which is due to slow economic growth. However, we do not believe that this shortfall is indicative of the success of the MFDP. After the decline in access line growth is adjusted, the MFDP caused a revenue shortfall no greater than originally projected.

We believe that the MFDP should be offered as a permanent service offering. The trial has been successful since the plan allows the customer to receive a discount for vertical services, thus encouraging customers to take full advantage of the wide range of available services. Additionally, after adjusting for the decline in access growth, the revenue impact is negligible. Accordingly, we approve the tariff as filed, effective August 25, 1992.

Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that the tariff filing proposing to make the Multi-Feature Discount Plan permanent by BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company is hereby approved, effective August 25, 1992. It is further

ORDERED that if a protest is filed in accordance with the requirement 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 requirement set forth below, this docket shall be closed.

By ORDER of the Florida Public Service Commission this 31st day of August, 1992.

(S E A L)
PAK



STEVE TRIBBLE, Director
Division of Records and Reporting

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 at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on September 21, 1992.

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.