

ORIGINAL

Decision 83 03 035 MAR 16 1983

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application)
 of Pacific Telephone and Telegraph)
 Company to modify Decision 90642)
 pertaining to the requirement of)
 providing for a continuing)
 residential consumer advisory)
 service.)

Application 60105
 (Filed November 21, 1980)

ORDER DISMISSING APPLICATION 60105

On July 31, 1979, the Commission issued Decision (D.) 90642 requiring The Pacific Telephone and Telegraph Company (PT&T) to establish a consumer advisory service. The service was intended to explain to customers which rate plans would be most cost advantageous. (D.90642, Ordering Paragraph 25.)¹

PT&T submitted to the Commission on December 5, 1979, a plan for a three-month trial study of a consumer advisory service. The Commission advised PT&T to proceed with the study, and on June 19, 1980, PT&T began the trial study in the Palo Alto and La Mesa residence service centers. PT&T distributed more than 10,000 brochures to residential customers. The brochures explained different service options and billing plans. The brochures also

¹ "25. Pacific shall provide a continuing residential consumer advisory service, at customer request, to explain which rate plans would be most cost advantageous to the inquirer. A plan to implement such service should be presented within sixty days." (2 CPUC 2d 237.)

contained a customer response card. This card instructed customers to return the card if they wanted additional information. Any returned cards were forwarded to the appropriate residence service center and were given to a service representative. The representative then contacted the customer directly and answered any questions that the customer had.

PT&T mailed out 10,875 brochures and received only 36 responses and inquiries. About .3% of the customer survey group responded to PT&T's brochure. Because of the poor response to the plan, PT&T was unable to complete the second phase of its trial study. PT&T instead filed Application (A.) 60105 asking the Commission to delete the D.90642 requirement for a consumer advisory service.

A.60105 was filed on November 21, 1980. On December 10, 1980, Toward Utility Rate Normalization (TURN) filed a response opposing PT&T's A.60105. The Commission staff (staff) filed a response to A.60105 on February 24, 1981, also opposing A.60105.

TURN and staff argued in their filings that the consumer advisory service should be continued so that its value to customers could be evaluated over a longer period of time.

The question of whether PT&T should be required to maintain a consumer advisory service should be addressed in PT&T's pending general rate case. In view of the dramatic changes now occurring in the telecommunications industry, additional consumer information may be necessary. We will dismiss A.60105 and direct PT&T and the staff to pursue this matter in the A.83-01-22 proceeding.

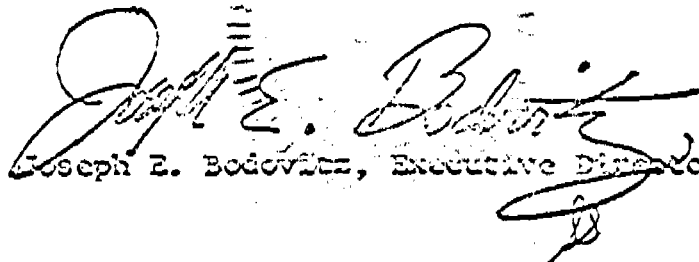
IT IS ORDERED that A.60105 is dismissed.

This order becomes effective 30 days from today.

Dated MAR 16 1983, at San Francisco, California.

LEONARD M. GRIMES, JR.
President
VICTOR CALVO
PRISCILLA C. GREW
DONALD VIAL
Commissioners

I CERTIFY THAT THIS DECISION
WAS APPROVED BY THE ABOVE
COMMISSIONERS TODAY.


Joseph E. Bodovitz, Executive Director

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The question of whether PT&T should be required to maintain a consumer advisory service should be addressed in PT&T's pending general rate case. We will dismiss A.60105 and instead ^{direct} allow PT&T to pursue this matter in the A.83-01-22 proceeding. *In view of the*

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A.60105 ALJ/rr

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The question of whether PT&T should be required to maintain a consumer advisory service should be addressed in PT&T's pending general rate case, A.59849. We will dismiss A.60105 and instead allow PT&T to pursue this matter in the A.59849 proceeding.

IT IS ORDERED that A.60105 is dismissed.

This order becomes effective 30 days from today.

Dated _____, at San Francisco, California.