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 to Executive Director

RESOLUTION NO. T-11055

EVALUATION AND COMPLIANCE
DIVISION

DATE: July 16, 1986

R E S O L U T I O N

____ Director
 ____ Numerical File
 ____ Alphabetical File
 ____ Accounting Officer

SUBJECT: Pacific Bell. Order authorizing the establishment of Personalized Telephone Number Service on a statewide basis. Resolution No. T-11055.

WHEREAS: PACIFIC BELL by Advice Letter No. 15106 filed June 4, 1986 and Supplement filed June 30, 1986 requests authority under Section 454 of the Public Utilities Code to make effective tariff revisions establishing a new statewide service offering, Personalized Telephone Number Service (PTNS).

BACKGROUND

In Resolution T-10955, dated July 10, 1985, the Commission authorized Pacific Bell to establish Customized Telephone Number Service (CTNS) in eight (8) selected market areas for a trial period of one year, ending July 19, 1986. The purpose of the trial was to determine the optimum price structure of the new product, if Pacific Bell chose to make it a permanent statewide offering.

A Customized Telephone Number is any combination of numbers specifically requested by a customer for ease of remembrance or recognition and/or personal significance or identification. Customers first are assigned prefixes based on the location of their premises. Given these prefixes, permutations of the last four digits are made, resulting in particular combination of numbers such as 777-7777, words like DIAMOND, or combination of numbers and words such as 672-R2D2. Proper prefix assignments will not be altered to accommodate a request for a specific Customized Telephone Number. Outside the designated CTNS trial areas customers requiring a new telephone number are automatically assigned one by a computerized order program, and when a customer requests a specific telephone number it is usually provided free of charge if the requested number is available. Because human intervention is necessary in cases where a specific number is requested, additional costs are incurred by the utility since the service is not currently a statewide tariffed offering.

ADVICE LETTER NO. 15106

Through Advice Letter No. 15106 Pacific Bell requests from the Commission the authority to offer Customized Telephone Number Service (CTNS) on a statewide basis and to change the name of CTNS to Personalized Telephone Number Service (PTNS). This new tariffed service offering would be provided at the following rates:

	<u>RESIDENCE</u>	<u>BUSINESS</u>
NON-RECURRING CHARGE	\$10.00	\$38.00
MONTHLY RECURRING CHARGE	\$ 1.50	\$ 3.50

Additionally, Pacific Bell requests from the Commission the authority to employ:

1. "Promotional Pricing", allowing the utility to discount or waive the non-recurring charge statewide in all areas where new codes (prefixes) have opened; the promotional offering would be limited to 30, 60 or 90 days.
2. "Flexible Pricing", allowing the utility on a statewide basis to raise the non-recurring charge when needed to control demand or lower the non-recurring charge if the utility finds that demand for the product is more sensitive to price than previously expected; the proposed flexible price range for the non-recurring charge is zero to \$50 for residence and zero to \$200 for business.

Advice Letter No. 15106 Supplement

Pacific Bell filed Advice Letter No. 15106 Supplement on June 30, 1986, effectively withdrawing its request for authority to employ the "promotional pricing" and "flexible pricing" structure discussed above. Pacific Bell will be re-evaluating trial data and may propose promotional and flexible pricing provisions at a later date. Until that time, the utility will commit to offering Personalized Telephone Number Service upon customer request only .

In compliance with Resolution T-10955 CTNS trial customers who established service at a rate higher than the rates authorized in this Resolution would have their monthly rate reduced to the new tariff rates. Those CTNS trial customers who had established service at a lesser rate would continue to receive service at that rate.

Pacific Bell estimates that the revenue impact of this service offering for the remainder of 1986 will be \$256,000.

The Commission finds that the rates, charges and conditions authorized in this Resolution are just and reasonable and present rates, charges and conditions, as they differ from the rates, charges and conditions authorized in this Resolution are for the future unjust and unreasonable; and good cause appearing,

IT IS ORDERED that:

- (1) Effective July 19, 1986, Pacific Bell is granted the authority to:
 - (a) Change the name of Customized Telephone Number Service to Personalized Telephone Number Service.
 - (b) Offer Personalized Telephone Number service only upon customer request and at the rates and conditions discussed supra .

(2) All tariff sheets filed under Advice Letter No. 15106 and as revised by Advice Letter No. 15106 Supplement shall be marked to show that such sheets were authorized by Resolution of the Public Utilities Commission of the State of California No. T-11055.

The effective date of this Resolution is today.

I hereby certify that the foregoing Resolution was duly introduced, passed and adopted at a regular meeting of the Public Utilities Commission of the State of California, held on July 16, 1986, the following Commissioners voting favorably thereon:



Executive Director

DONALD VIAL
President
VICTOR CALVO
PRISCILLA C. GREW
FREDERICK R. DUDA
Commissioners