

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Commission Advisory & Compliance Division RESOLUTION T-13094  
Telecommunications Branch Date September 7, 1989

R E S O L U T I O N

LOS ANGELES SMSA LIMITED PARTNERSHIP ("U-3003-C) ADVICE LETTER FILING OFFERING A RETAIL CUSTOMER SERVICE, BILLING, AND COLLECTIONS NUMBER APPLICABLE TO ITS CELLULAR RADIO TELECOMMUNICATIONS SERVICE IN THE LOS ANGELES METROPOLITAN AREA.

BY ADVICE LETTER No. 50, FILED ON JULY 10, 1989.

SUMMARY

This resolution authorizes a new service by PacTel Cellular on behalf of Los Angeles SMSA Limited Partnership ("LASLP"), (U-3003-C), filed pursuant to General Order No. 96-A. The purpose of this filing is to establish a retail customer, billing, and collections number, at no charge to the customer, filed with the Commission's Advisory and Compliance Division on July 10, 1989, and served on competing and adjacent utilities. One protest was received, from Cellular Resellers Association, Inc. (CRA), filed July 31, 1989. The Utility has replied to the protest. The CRA's protest is dismissed.

BACKGROUND

An Advice Letter was filed by PacTel Cellular on behalf of LASLP to make changes to its tariff for the purpose of establishing a Retail Customer, Billing, and Collections number which may be used at no charge to the retail customer of LASLP. The Retail Usage Charges set forth in Schedule C.P.U.C. No. 2-T are not hereby applicable.

DISCUSSION

LASLP's filing is aimed at its retail customers who may incur no charges for calls to LASLP's 611 Customer Service, Billing, and Collections number. The Utility feels that this is nondiscriminatory toward resellers because LASLP will charge its retail sales division airtime at wholesale tariff rates. These rates would also be paid by the resellers who wish to offer their customers similar service if they chose to do so. We note that another carrier, LA Cellular Telephone Company, provides free retail customer service calls via a local seven digit number and a 611 code. Although the 611 code is specifically

reserved for the company's own customer service department, the company is offering similar three digit access codes to the reseller's customer service department for reseller customers.

The Staff, having reviewed the Utility's filing, has determined that providing free 611 service to the Utility's customers is in the best interest of the customer and does not limit resellers from providing the same service, which according to the company, has been accepted by several resellers so far.

PROTESTS

Cellular Resellers Association, Inc. (CRA) protested Advice Letter No. 50, arguing that the filing is noncompensatory and discriminatory to resellers by offering free 611 service to LASMSA customers while maintaining wholesale rate, for such service to resellers.

The Company indicated that the offer is nondiscriminatory because all the company's customers are treated uniformly. A similar offer of a three digit access code is extended to wholesale customers of the company.

As for the protest that the offer is noncompensatory, the company indicated that it will incur a wholesale cost (for airtime) for the service to be borne by its own customer service division; this wholesale cost is the same that the wholesale customers (resellers) would incur if they decided to extend the same offer to their own retail customers.

FINDINGS

We find the conditions of this filing to be reasonable; we find the offer to be nondiscriminatory, compensatory, and not anti-competitive. The protest of CRA is dismissed.

THEREFORE, IT IS ORDERED that:

The request by PacTel Cellular on behalf of Los Angeles SMSA Limited Partnership to establish a retail Customer Service, Billing, and Collections number is hereby made effective today.

I hereby certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on September 7, 1989. The following Commissioners approved it:

G. MITCHELL WILK  
President  
FREDERICK R. DUDA  
STANLEY W. HULETT  
JOHN B. OHANIAN  
PATRICIA M. ECKERT  
Commissioners

*Wesley Franklin*  
WESLEY FRANKLIN  
Acting Executive Director