

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Commission Advisory and Compliance Division RESOLUTION T-15868  
Telecommunications Branch April 10, 1996

R E S O L U T I O N

RESOLUTION T-15868. PACIFIC BELL, (U-1001-C). REQUEST TO EXTEND THE 18 MONTH PROVISIONAL TARIFF FOR QUICKSERVICE AUTOMATIC SERVICE ORDERING SYSTEM FOR 12 MONTHS.

BY ADVICE LETTER NO. 18026, FILED JANUARY 22, 1996.

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SUMMARY

Pacific Bell's (Pacific's) request to extend its provisional tariff for Quickservice Automatic Service Ordering System is approved. The provisional authority granted by Resolution T-15629 is extended for 12 months, and will expire on April 12, 1997, unless Pacific obtains authority to withdraw, extend, or make it permanent.

BACKGROUND

Resolution T-15629, October 12, 1994, granted Pacific provisional authority for 18 months to "no charge" the installation charge associated with custom calling services when established residence customers order certain features through the Quickservice Automatic Ordering System. Quickservice is an interactive system that provides customers with product descriptions, pricing information and ordering capabilities. Customers are guided through the process by an electronic voice which allows them to transfer to the business office at any time.

The provisional authority granted by Resolution T-15629 is due to expire on April 12, 1996. Pacific filed Advice Letter No. 18026 on January 22, 1996, to extend that provisional authority for 12 months.

NOTICE/PROTESTS

Notice of Advice Letter No. 18026 was published in the Commission Daily Calendar of January 24, 1996. No protests have been received.

DISCUSSION

Pacific has estimated that the estimated revenue impact from this filing is a loss of \$6055 a month. However, it reports that while revenues are reduced, expenses are reduced further making this a financially viable process. Pacific estimates that expense reduction outweighs revenue reduction by at least a factor of 1.65. We expect Pacific to request approval to withdraw the offer, or not to request to extend it, if it is not cost-effective.

FINDINGS

1. Pacific estimates that expense reduction from this offer outweighs revenue loss by at least a factor of 1.65.
2. It is reasonable to extend the provisional authority granted by Resolution T-15629 for 12 months.
3. Pacific should request approval to withdraw the offer, or not to request to extend it, if it is not cost-effective.

**THEREFORE, IT IS ORDERED that:**

1. Pacific Bell's Advice Letter No. 18026 is made effective immediately.
2. The authority granted by Resolution T-15868 is on a provisional basis, and will expire on April 12, 1997, unless Pacific Bell obtains authority to withdraw, extend, or make it permanent.
3. Pacific Bell should request approval to withdraw the offer, or not to request to extend it, if it is not cost-effective.

This Resolution is effective today.

April 10, 1996

I hereby certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on April 10, 1996. The following Commissioners approved it:

*Wesley Franklin*

WESLEY M. FRANKLIN  
Executive Director

DANIEL Wm. FESSLER  
President  
P. GREGORY CONLON  
JESSIE J. KNIGHT, Jr.  
HENRY M. DUQUE  
JOSIAH L. NEEPER  
Commissioners