

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Commission Advisory and Compliance Division RESOLUTION T-15949\*  
Telecommunications Branch September 4, 1996

R E S O L U T I O N

RESOLUTION T-15949. PACIFIC BELL. (U-1001-C). REQUEST  
TO MAKE CHANGES TO TARIFFED PRODUCT NAMES EARLIER THAN  
THE CURRENT 40 DAY EFFECTIVE REQUIREMENT.

BY ADVICE LETTER NO. 18282, FILED ON JUNE 7, 1996.

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SUMMARY

This Resolution approves Pacific Bell's (Pacific's) Advice Letter No. 18282 which requests authority to make changes to tariffed product names earlier than the current 40 day effective requirement. Authority is granted on a provisional basis for two years to make such changes effective on 5 day notice. If customer complaints arise due to confusion resulting from such abrupt changes, Pacific will be required to justify the continuation of this provisional authority. Pacific will track customer complaints due to this provisional authority, and will report such complaints in any request for an extension of this authority. This authority does not change any rates, charges, terms or conditions of such products and services.

BACKGROUND

General Order No. 96-A, Section V.A., states that tariff sheets for new products or services or changed tariff sheets not increasing, or which result in a decrease in any rate, toll, rental or charge, become effective after not less than regular notice of 40 days. Pacific filed Advice Letter No. 18282 on June 7, 1996, to request authority to deviate from General Order No. 96-A, Section V.A., to make changes to tariff product names effective on 5 day notice. This authority does not change any rates, charges, terms or conditions of such products and services. There is no revenue effect associated with this advice letter. This authority, in essence, specifically waives the advice letter procedure in G.O. 96-A, V.B., for Pacific's tariffed product names.

NOTICE/PROTESTS

Notice of Advice Letter No. 18282 was published in the Commission Daily Calendar of June 12, 1996. No protests have been received.

DISCUSSION

Pacific offers no explanation why it seeks this expedited advice letter authority to change product names in 5 days instead of 40 days. However, seeing that there is no protest to Pacific's request, we believe that it is reasonable. Moreover, it may be that the premises underlying General Order 96-A may rely upon earlier forms of regulation that no longer apply, especially in a competitive telecommunications market. If this rule is an anachronistic one, no longer prudent in a competitive market, telecommunication utilities should bring this to the Commission's attention.

While we deem Pacific's request to be reasonable, there may be concern resulting from customer confusion over abrupt changes in service or product names. We would expect Pacific to inform customers in a timely manner about such changes.

Due to this concern, we will make this authority provisional for a period of only two years. Pacific should track customer complaints resulting from this provisional authority, and in any request to extend or make permanent this provisional authority, Pacific will report such complaints and justify why this authority should not expire. Furthermore, we will require Pacific to cite this resolution in any future advice letter filing it makes to effect a change in a product or service name on 5 day notice.

FINDINGS

1. Pacific's request to change product or service names by advice letter filing on 5 day notice is reasonable.
2. Customer confusion may result from such abrupt changes in product or service names.
3. Authority to change product or service names by advice letter filing on 5 day notice should be granted on a provisional basis for two years.
4. Pacific should track customer complaints resulting from this provisional authority, and report such complaints in any request to extend or make permanent this authority.
5. Pacific should cite this resolution in any advice letter filing it makes to effect a change in a product or service name on 5 day notice.


September 4, 1996

THEREFORE, IT IS ORDERED that:

1. Pacific Bell's request in Advice Letter No. 18282 for authority to make changes to tariffed product names by advice letter filing on 5 day notice is granted on a provisional basis for 2 years.
2. This provisional authority will expire on September 4, 1998.
3. Pacific Bell shall track customer complaints resulting from this provisional authority, and report such complaints, if any, in any request to extend or make permanent this provisional authority.
4. Pacific Bell shall file a supplement to Advice Letter No. 18282, effective on 1 day notice, making this authority provisional for a period of two years.
5. Pacific Bell Advice Letter No. 18282 and supplement and all accompanying tariff sheets shall be marked to show that they were authorized by Resolution No. T-15949 of the California Public Utilities Commission and its effective date.

This Resolution is effective today.

I hereby certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on September 4, 1996. The following Commissioners approved it:

  
WESLEY M. FRANKLIN  
Executive Director

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

President P. Gregory Conlon,  
being necessarily absent, did not  
participate.