

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF DIAL & SAVE OF	)	
KENTUCKY, INC. D/B/A DIAL & SAVE FOR A	)	
CERTIFICATE OF PUBLIC CONVENIENCE AND	)	CASE NO. 95-246
NECESSITY TO RESELL TELECOMMUNICATIONS	)	
SERVICE	)	

O R D E R

On June 5, 1995, Dial & Save of Kentucky, Inc. d/b/a Dial & Save ("Dial & Save") filed an application with the Commission seeking a Certificate of Public Convenience and Necessity to resell intrastate interexchange long-distance telecommunications services within the Commonwealth of Kentucky. On August 2, 1995, Dial & Save filed its response to the Commission's July 26, 1995 Order requesting additional information.

Dial & Save is a Delaware corporation with its principal offices in the state of Virginia and intends to resell tariffed services of facilities-based carriers certified by this Commission. Dial & Save does not request authority to provide operator-assisted telecommunications services.

Dial & Save does not own or operate, nor does it intend to construct, any telecommunications transmission facilities within the Commonwealth of Kentucky. All intrastate telecommunications transmission services will be provided by an underlying carrier certified by this Commission.

The application provided by Dial & Save demonstrates its financial, managerial, and technical capability to provide utility service. The Commission finds that Dial & Save should be authorized to resell intrastate interexchange long-distance telecommunications services within the Commonwealth of Kentucky.

Dial & Save filed its proposed tariff on June 5, 1995. The Commission further finds that the rates proposed by Dial & Save should be approved as the fair, just, and reasonable rates to be charged.

In Administrative Case No. 306<sup>1</sup> the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, Dial & Save should ensure that its name appears prominently on all bills issued to customers for services rendered.

The Commission, having considered the evidence of record and being otherwise sufficiently advised, HEREBY ORDERS that:

1. Dial & Save be and it hereby is granted authority to resell intrastate interexchange long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.

2. Dial & Save shall ensure that its name appears prominently on all bills issued to customers for services rendered.

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<sup>1</sup> Administrative Case No. 306, Detariffing Billing and Collection Services, Order Dated April 30, 1990.

3. Dial & Save's authority to provide service is strictly limited to those services described in this Order and Dial & Save's application.

4. IntraLATA services shall be provided in accordance with the restrictions and conditions of service contained in Administrative Case No. 323.<sup>2</sup>

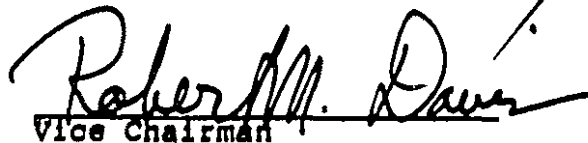
5. The rates proposed by Dial & Save on June 5, 1995 are hereby approved.

6. Within 30 days from the date of this Order, Dial & Save shall file, pursuant to 807 KAR 5:011, its June 5, 1995 tariff sheets without modifications.

Done at Frankfort, Kentucky, this 30th day of August, 1995.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director

<sup>2</sup> Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.