

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF IDEALDIAL)	
CORPORATION FOR A CERTIFICATE TO)	CASE NO. 95-337
RESELL TELECOMMUNICATIONS SERVICES)	

O R D E R

On August 4, 1995, IdealDial Corporation, Inc. ("IdealDial") 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 October 11, 1995, IdealDial filed its response to the Commission's September 14, 1995 Order requesting additional information.

IdealDial is a Colorado corporation with its principal office in the state of Colorado and intends to resell tariffed services of facilities-based carriers certified by this Commission. IdealDial does not request authority to provide operator-assisted telecommunications services.

IdealDial 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 IdealDial demonstrates its financial, managerial, and technical capability to provide utility

service. The Commission finds that IdealDial should be authorized to resell intrastate interexchange long-distance telecommunications services within the Commonwealth of Kentucky.

IdealDial filed its proposed tariff on August 4, 1995. The Commission finds that the rates proposed by IdealDial should be approved as the fair, just, and reasonable rates to be charged.

In Administrative Case No. 306,¹ 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, IdealDial 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. IdealDial 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. IdealDial shall ensure that its name appears prominently on all bills issued to customers for services rendered.

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

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

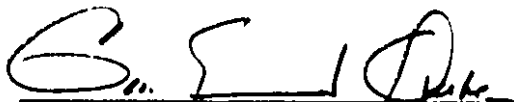
4. IntraLATA services shall be provided in accordance with the restrictions and conditions of service contained in Administrative Case No. 323.²

5. The rates proposed by IdealDial on August 4, 1995 are hereby approved.

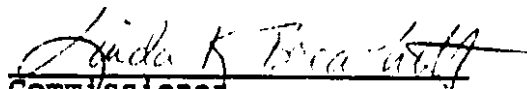
6. Within 30 days from the date of this Order, IdealDial shall file, pursuant to 807 KAR 5:011, its August 4, 1995 tariff sheets without modifications.

Done at Frankfort, Kentucky, this 6th day of November, 1995.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director

² 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.