

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

|                                       |   |                 |
|---------------------------------------|---|-----------------|
| THE APPLICATION OF CINCINNATI BELL    | ) |                 |
| TELEPHONE COMPANY TO INTRODUCE PUBLIC | ) | Case No. 89-231 |
| TELEPHONE MESSAGING ACCESS SERVICE    | ) |                 |

O R D E R

On August 30, 1989, Cincinnati Bell Telephone Company ("Cincinnati Bell") filed a proposed tariff with the Commission which would allow it to provide Public Telephone Messaging Access Service ("PTMAS") for a one-year trial period. Cincinnati Bell describes PTMAS as a central office-based service which, when used in connection with the services of a voice message provider, allows coin telephone users to send recorded voice messages to their called party when a ring no-answer or busy signal is encountered. In order to offer PTMAS, a coin telephone line must be connected to a special interface unit located at Cincinnati Bell's central office. When coin telephone users encounter a ring no-answer or busy signal, the interface unit delivers a message informing callers that they may, for a fee, leave a recorded message to be forwarded to the called number. If the customer accepts the service, a connection is established between the coin telephone and a voice messaging system provided by the voice messaging firm, which for the purposes of the trial, is limited to Cincinnati Bell's unregulated operations. Cincinnati Bell's voice messaging services would ask the coin customer to

leave a message. Thereafter, Cincinnati Bell's voice messaging services would attempt to deliver the recorded message to the called number every 15 minutes for the next two hours on a busy signal or every 30 minutes for the next four hours on a ring no-answer. The recorded message would be erased if not delivered within the specified period.

In the application, it was indicated that PTMAS is entirely new to Cincinnati Bell and will require the use of equipment and support procedures not yet fully developed or tested. At the end of the one-year trial period, Cincinnati Bell will evaluate the economic, technical, and administrative feasibility and cost implications of PTMAS. If Cincinnati Bell decides to continue the service, Cincinnati Bell will file a permanent tariff with the Commission, including a cost-of-service study.

Based on Cincinnati Bell's application, it appears that the service offering is a composite of regulated, telecommunications services and unregulated, enhanced services. The proposed tariff reflects only the regulated portions of the service, principally the central office interface unit and collection services. As an experimental service, these services will only be available to Cincinnati Bell's unregulated operations, which will enhance the service offering and will be the entity directly providing service to end-users. A portion of the actual charges to end-users are unregulated charges and therefore are not a part of the proposed tariff.

On October 3, 1989, an informal conference was held between Commission Staff and Cincinnati Bell. At the conference, it was

clarified that charges to the customer will be the usual, tariffed 25 cent charge for coin telephone calls in addition to charges for the unregulated portion of the service. Cincinnati Bell indicated that for the purposes of the experiment, the unregulated charges would vary from zero to 25 cents. Cincinnati Bell also clarified that the service will be available for local calls only, that no customer billing will occur other than coins collected at the pay telephone, and that Cincinnati Bell would provide interim and final results of the trial to the Commission.

The Commission, having considered the matter and being sufficiently advised, HEREBY ORDERS that:

1. PTMAS is a new service offering and will not result in an increase in any existing tariffed rate of Cincinnati Bell.

2. Cincinnati Bell shall be allowed to offer PTMAS on a one-year trial period under the proposed tariff filed, and the rates shall become effective November 3, 1989.

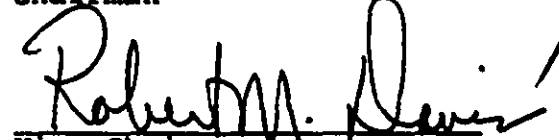
3. Cincinnati Bell shall file any interim results of the trial as they become available and shall file final results within 3 months of the trial's conclusion or with its permanent tariff filing, whichever is sooner.

4. All costs of development of this service shall be considered applicable to the unregulated portion of Cincinnati Bell's business.

Done at Frankfort, Kentucky, this 3rd day of November, 1989.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

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Commissioner

ATTEST:

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Executive Director