

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF BUSINESS DISCOUNT PLAN, INC.)
FOR A CERTIFICATE OF PUBLIC CONVENIENCE AND) CASE NO.
NECESSITY TO RESELL TELECOMMUNICATIONS SERVICE) 96-296

O R D E R

On June 26, 1996, Business Discount Plan, Inc. ("Business Discount Plan") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

Business Discount Plan is a California corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. Business Discount Plan does not seek authority to provide operator-assisted telecommunications services.

Business Discount Plan employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. Business Discount Plan will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by Business Discount Plan demonstrates its financial, managerial, and technical capability to provide intrastate, long-distance telecommunications

service. The proposed rates filed June 26, 1996, 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, Business Discount Plan should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by Business Discount Plan, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. Business Discount Plan is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.
2. Business Discount Plan shall comply with the provisions of the Orders in Administrative Case No. 323.²
3. Business Discount Plan shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.

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

² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Inter-exchange Carriers, and WATS Jurisdictionality.

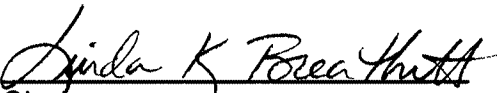
4. Business Discount Plan's authority to provide service in this Commonwealth is strictly limited to those services described in this Order and in Business Discount Plan's application.

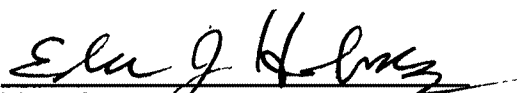
5. The rates and charges proposed by Business Discount Plan are hereby approved as filed on June 26, 1996.

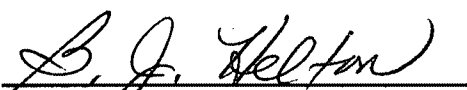
6. Within 30 days from the date of this Order, Business Discount Plan shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 30th day of October, 1996.


PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director