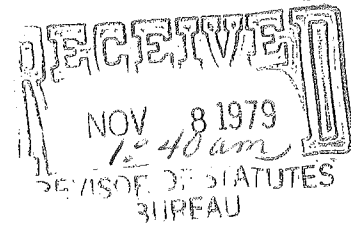


PSC 165

1-AC-23

CERTIFICATE



STATE OF WISCONSIN )  
 ) ss.  
PUBLIC SERVICE COMMISSION )

TO ALL WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, Lewis T. Mittness, Executive Secretary of the Public Service Commission of Wisconsin, and custodian of the official records of said commission, do hereby certify that the annexed order creating Wis. Adm. Code section PSC 165.05 was duly approved and adopted by this commission on August 31, 1979.

I further certify that said copy has been compared by me with the original on file in this commission and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the commission at the Hill Farms State Office Building, in the City of Madison this 7<sup>th</sup> day of November 1979.

*Lewis T. Mittness*

Lewis T. Mittness  
Executive Secretary

PUBLIC SERVICE COMMISSION OF WISCONSIN

AUG 30 1979

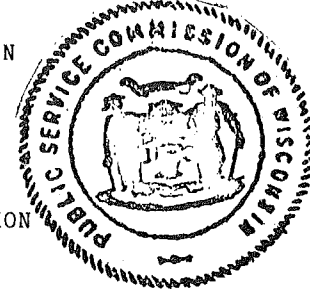
*Louis T. Mitchell*  
Executive Secretary  
Public Service Commission of Wisconsin

DATE MAILED  
AUG 31 1979

BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN

Rules Regarding Information Provided on ) 1-AC-23  
Customers' Bills For Long Distance Calls)

ORDER OF THE PUBLIC SERVICE COMMISSION  
OF WISCONSIN ADOPTING RULES



On October 24, 1978 the Public Service Commission of Wisconsin, on its own motion, initiated a rulemaking proceeding, with hearing, to consider the addition of a rule to Chapter PSC 165, Wis. Adm. Code specifying the information to be furnished on customers' bills for long distance telephone calls. Following notice issued on January 12, 1979, hearing was held in Madison on February 22, 1979 before Examiner Ann Pfeifer.

Appearances are shown in appendix A.

Discussion

The following rule was proposed as an addition to Chapter PSC 165, Wis. Adm. Code. (New material underlined).

PSC 165.05 Customer billing. (1) Bills to customers shall be rendered regularly and shall contain a clear listing of charges.  
\* Utilities shall comply with reasonable customer requests for an itemized statement of charges. For purposes of long distance billings, the following, at a minimum, shall be considered a clear listing of charges:

(a) The type of long distance telephone call. This information will specify whether the call is operator-assisted, direct-dialed, third-number billed, credit card, collect, or any other type.

(b) The class of long distance telephone call. This information will specify whether the call is person-to-person or station-to-station.

(c) All long distance telephone call bills will include the following information.

\*No late payment charge shall be made.

- (i) The location to which the call was placed.
- (ii) The location from which the call was placed. (credit card, enterprise, third number, and collect calls only).
- (iii) The telephone number that was called.
- (iv) The duration of the call in billable minutes.
- (v) The dollar amount of the call.
- (vi) The month and day in which the telephone call was placed.
- (vii) The time of day at which the call was placed.

In addition to the above rule, the topic of a separate listing of and separate total (billed amount) for credit card calls, including taxes, was noticed for consideration.

General Telephone Company of Wisconsin (GTC), Wisconsin Telephone Company (WTC), Wood County Telephone Company (WCTC), Universal Telephone Group (UTG), and United Telephone Company (United) presented testimony relative to the proposed rule and the separate listing of and separate billing total, including taxes, of credit card calls.

GTC was not opposed to the proposed rules but proposed three changes for clarification. The rules with the changes proposed by GTC were as follows (changes in parenthesis):

PSC 165.05 Customer billing. (1) Bills to customer shall be rendered regularly and shall contain a clear listing of charges. Utilities shall comply with reasonable customer requests for an itemized statement of charges. For purposes of long distance billings, the following, at a minimum, shall be considered a clear listing of charges:

- (a) The type of long distance telephone call. This information will specify whether the call is operator-assisted, direct-dialed, third-number billed, credit card, collect, or any other type.
- (b) The class of long distance telephone call. This information will specify whether the call is person-to-person or station-to-station.
- (c) All long distance telephone call bills will (normally) include the following information.

- (i) The (exchange) to which the call was placed.
- (ii) The exchange from which the call (originated for) credit card, enterprise, third number, and collect calls only.
- (iii) The telephone number that was called.
- (iv) The duration of the call in billable minutes.
- (v) The dollar amount of the call.
- (vi) The month and date on which the telephone call was placed.
- (vii) The time of day at which the call was placed.

GTC expressed opposition to the proposed requirement of a separate listing of and billing subtotal of credit card calls, including tax. GTC alleged that the cost would outweigh any real benefit derived from the separate listing of credit card calls. GTC estimated the cost of providing a separate listing of credit card calls to be \$7,781. GTC testified that there was no customer demand or interest in a separate listing of credit card calls.

WTC, WCTC, and UTG all opposed the proposed separate listing of credit card calls for the same reasons as GTC.

United opposed both the proposed rule and the proposal to require a separate list of and a separate billing amount total of credit card calls, including taxes. United opposed the proposed rule because, in its opinion, the cost of providing the requested information would far outweigh any benefit that would accrue to customers in United's service area. United testified that its cost to provide the information requested in the proposed rule and the separate listing and billing subtotal of credit card calls would be a onetime cost of \$10,000 to \$15,000. United alleged that there had been virtually no demand for these services by its customers, and that any demands could be answered by inquiry to the United business office.

The purpose of these rules is to provide detailed information on the customer portion of long distance toll bills and to provide customers using credit cards issued by telephone utilities with a separate listing of and billing subtotal of

credit card calls, including tax. The commission deems this information necessary for better customer understanding of the charges for service. All telephone utilities operating in Wisconsin, with the exception of United Telephone Company, have or will have the information provided for in the proposed rule available on the customer bill.

A separate listing and a separate subtotal of credit card calls, including taxes, is also necessary to provide customers with adequate detail on their bills for long distance telephone calls. Accordingly, the proposed rule will be amended to require a separate listing of and a separate billing subtotal of credit card calls, including taxes. This information is not now available on customer bills. This requirement will be added to the rule as section (d), and will read as follows:

Credit card calls will be listed separately and a separate subtotal of the billed amount, including taxes, will be included on the customer portion of the long distance telephone bill.

Two of the changes proposed by GTC will also be included in order to clarify the language of the proposed rule. In s. (c)(i) the word "exchange" will replace "location." In paragraph (c)(ii) the words "originated for" will replace "was placed" GTC also proposed that the word "normally" be added to s. (c). This addition is not necessary to clarify the rule.

#### Findings of Fact

##### THE COMMISSION FINDS:

1. Present statutory requirements and Wisconsin Administrative Code provisions are not adequate to guarantee that telephone utility customers are provided with adequate toll information on the customer portion of the long distance telephone bill.

2. Detailed information on the customer portion of the long distance telephone bill should be provided to customers.

3. Customers using credit cards issued by telephone utilities should be provided with a separate listing of and separate subtotal (billing amount), including taxes of all credit card calls.

4. The rules adopted by this order are reasonable and just and are in the public interest.

5. Compliance with the requirements for credit card calls may require changes of computer program or bill formats. It is reasonable therefore that utilities be given until January 1, 1980 to comply although early compliance is encouraged. This time period will avoid need for special waiver considerations.

6. The revision of Chapter PSC 165, Wis. Adm. Code is classified as a Category 3 Action under s. PSC 2.90(3), Wis. Adm. Code. It consequently does not require an environmental screening under s. 1.11, Wis. Stats., and the Revised Guidelines for the Implementation of the Wisconsin Environmental Policy Act issued by Executive Order No. 26, February 1976.

#### Conclusion of Law

#### THE COMMISSION CONCLUDES:

That it has authority pursuant to provisions of Chapters 196 and 227, Wis. Stats., to adopt the following rule as an addition to s. PSC 165.05, Wis. Adm. Code.

#### Order Adopting Rules

#### THE COMMISSION THEREFORE ORDERS:

1. That pursuant to authority vested in the Public Service Commission of Wisconsin by ss. 196.02 and 196.37, and according to the procedure set forth in s. 227.014, Wis. Stats., the commission hereby adopts a rule as follows: S. PSC 165.05 of the Wisconsin Administrative is amended to read: (new material underlined)

PSC 165.05 Customer billing. (1) Bills to customer shall be rendered regularly and shall contain a clear listing of charges. Utilities shall comply with reasonable customer requests for an itemized statement of charges. For purposes of long distance billings, the following, at a minimum, shall be considered a clear listing of charges:

- (a) The type of long distance telephone call. This information will specify whether the call is operator-assisted, direct-dialed, third-number billed, credit card, collect, or any other type.
- (b) The class of long distance telephone call. This information will specify whether the call is person-to-person or station-to-station.
- (c) All long distance telephone call bills will include the following information.
  - (i) The exchange to which the call was placed.
  - (ii) The exchange from which the call originated for credit card, enterprise, third number, and collect calls only.
  - (iii) The telephone number that was called.
  - (iv) The duration of the call in billable minutes.
  - (v) The dollar amount of the call.
  - (vi) The month and date on which the telephone call was placed.
  - (vii) The time of day at which the call was placed.
- (d) Credit card calls will be listed separately and a separate subtotal of the billed amount, including taxes, will be included on the customer portion of the long distance telephone bill.

2. That a certified copy of this order be filed with the Secretary of State and Revisor of Statutes as provided in s. 227.023, Wis. Stats.

3. That the rules adopted by this order shall become effective on the first day of the month following their publication in this Wisconsin Administrative Code Register as provided by s. 227.026(1), Wis. Stats.

4. That the telephone utilities in Wisconsin shall comply with these revised rules as soon as possible but in no instance later than January 1, 1980.

Dated at Madison, Wisconsin,

AUG 30 1979

By the Commission.



Executive Secretary

Appendix A

APPEARANCES

OF THE COMMISSION STAFF:

Victor W. Mayer  
Gary A. Evenson  
Wayne Barndt  
Utility Rates Division

AS INTEREST MAY APPEAR:

GENERAL TELEPHONE COMPANY OF WISCONSIN

by  
Donald W. Busse, Revenues and Tariff Director  
Jacqueline Bockin, Revenues & Earnings Admin.  
100 Communications Drive  
Sun Prairie 53590

WOOD COUNTY TELEPHONE COMPANY

by  
Wayne C. Baldwin, Sales & Com. Mgr.  
440 East Grand Avenue  
Wisconsin Rapids 54494

UNIVERSAL TELEPHONE COMPANY

by  
Scott Van Derhei, Billing Manager  
231 West Wisconsin Avenue  
Milwaukee 53203

WISCONSIN TELEPHONE COMPANY

by  
Michael A. Tanner, Attorney  
722 North Broadway  
Milwaukee 53202

LA CROSSE TELEPHONE CORP.

by  
Beverly E. Jiardina, Div. Comm. Mgr.  
P. O. Box 820  
LaCrosse 54601

and by  
M. C. Cunningham, Jr., Accounting Manager  
P. O. Box 111  
LaCrosse 54601

NORTH-WEST TELEPHONE COMPANY

by  
Lawrence R. Powell, Commercial Director  
Jean Liefke, Commercial Supervisor  
901 Kilbourn  
Tomah 54660



APPEARANCES: (Continued)

AS INTEREST MAY APPEAR: (Cont.):

LA CROSSE TELEPHONE CORP.  
by MIDWEST COMPUTER SERVICES, INC.  
by  
Kenneth R. Cole  
Route 2, Box 77A1  
Onalaska 54650

IN OPPOSITION:

UNITED TELEPHONE COMPANY  
by  
Robert D. Heidel, Attorney  
121 South Pinckney Street  
Madison 53703  
and by  
James O. Driver, President and Chief Executive Officer  
827 -16th Avenue, P. O. Box 967  
Monroe 53566