

**STATE OF MISSOURI
PUBLIC SERVICE COMMISSION**

At a session of the Public Service
Commission held at its office
in Jefferson City on the 29th
day of November, 1995.

In the matter of Southwestern Bell Telephone Company's)
tariff revision introducing a new service called)
"IntelliNumber".)
)
)

Case No. TT-96-163

ORDER APPROVING TARIFF SHEETS

On October 27, 1995, the Missouri Public Service Commission (Commission) received proposed tariff sheets submitted by Southwestern Bell Telephone Company (SWB) designed to provide business customers a single telephone number that routes incoming calls to multiple locations depending on the zip code of the calling party. This service is called "IntelliNumber". On November 21, 1995, the Office of the Public Counsel (OPC) filed a motion to suspend the tariff sheets and on November 27, 1995, SWB filed a response to OPC's motion. By tariff routing slip, Commission Staff (Staff) recommended the Commission approve the proposed tariff.

OPC in its motion asserts that IntelliNumber provides business customers information beyond what is now available with Caller ID service. This, OPC asserts, is a change in the privacy expectations of customers. In addition, OPC contends that the Commission should address whether call blocking will block the zip code information and whether a caller with an unlisted number will have that zip code transmitted. Finally, OPC contends that IntelliNumber is one of a series of services SWB proposes to offer which conveys customer information to businesses. This service reduces customers' ability to control the use of information about their telephones.

SWB states that IntelliNumber will route customers calls to the closest business location and that no customer-specific information is dissemi-

nated and no information about the caller would be received by the IntelliNumber subscriber. SWB states that the zip code is only used to route the caller, not disseminate information.

The Commission has considered SWB's proposed service, OPC's objections, SWB's response and Staff's recommendation. Based upon that consideration, the Commission finds that the tariff sheets which allow SWB to provide IntelliNumber should be approved. The information transmitted by SWB is used to route calls and allows a business customer to use a single number for advertising and then route callers to the business's closest location. Based upon the information before the Commission, the zip code information is not provided to the subscriber and even though blocking does not occur, there is no customer information kept by the subscriber.

IT IS THEREFORE ORDERED:

1. That the motion to suspend filed by the Office of the Public Counsel is hereby denied.

2. That the proposed tariff sheets which establish IntelliNumber service are approved for service on and after December 1, 1995. The tariff sheets approved are:

P.S.C. Mo.-No. 35, Section 51

Original Sheet 1
Original Sheet 2
Original Sheet 3
Original Sheet 4
Original Sheet 5
Original Sheet 6
Original Sheet 7
Original Sheet 8

3. That a copy of Commission Staff's routing slip shall be filed in the case file.

4. That this order shall become effective on the 1st day of
December, 1995.

BY THE COMMISSION



David L. Rauch
Executive Secretary

(S E A L)

Kincheloe, Crumpton and
Drainer, CC., concur.
McClure, C., dissents.
Mueller, Chm., absent.