Order CRTC 2000-408

Ottawa, 16 May 2000

Bell Canada
Tariff Notice 6469

Calling features bundles

The Commission approves Bell's request to create, under Item 2170, two new calling features bundles which would include residence and business single-line exchange service as an element of both the SmartPac and visual call waiting packages.

Bell filed this application on 7 April 2000 to revise Items 2165 and 2170 of its General Tariff.

These revisions will take effect on 1 June 2000.

Secretary General

This document is available in alternative format upon request and may also be examined at the following Internet site: http://www.crtc.gc.ca

MISCELLANEOUS SERVICES

Item
2170. Calling Features Bundles

1. General

Calling Features Bundles provides customers with a bundle comprised of a residential or business line and a choice of SmartPac or Visual Call Waiting.

(a) SmartPac includes:

- Call Forwarding,
- Speed Calling (8 code),
- Three-way Calling,
- Call Waiting,
- Call Display (Name and Number),
- Call Return,
- Call Screen.

(b) Visual Call Waiting includes:

- Call Waiting,
- Call Display (Name and Number).

2. Terms and Conditions

(a) The components which comprise the offers are as described in Items 70 and 2165.

(b) All components within the offers are provided subject to the availability of suitable facilities and equipment.

(c) SmartPac may not be combined with any other of the Company's line feature promotional offers involving the same features. N

SERVICES DIVERS

N Article
2170. Groupements Services Téléphoniques N

1. Généralités

Les groupements services téléphoniques fournissent aux abonnés un forfait qui comprend un ligne résidentielle ou affaires et le choix de la formule MultiÉtoiles ou Appel en attente visible.

(a) La formule MultiÉtoiles contient:

- Renvoi automatique d'appels,
- Composition abrégée (8 numéros),
- Conférence à trois,
- Appel en attente,
- Afficheur (nom et numéro)
- Mémorisateur,
- Sélecteur.

(b) Appel en attente visible contient:

- Appel en attente,
- Afficheur (nom et numéro).

2. Modalités

(a) Les composantes des forfaits sont décrites aux articles 70 et 2165.

(b) Les composantes des forfaits sont fournies sous réserve de la disponibilité des installations adéquates et de l'équipement.

(c) La formule MultiÉtoiles ne peut être combinée à aucune autre offre promotionnelle de la compagnie visant les mêmes fonctions de ligne. N

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MISCELLANEOUS SERVICES

Item
2170. Calling Features Bundles - continued

2. Terms and Conditions - continued

(d) Visual Call Waiting is an integrated package, comprised of a residential or business line with Call Waiting and Call Display (Name and Number) functions, enhanced to also provide a visual display of the name and the number associated with incoming calls to an off-hook customer. As an exception, calls made with Call Blocking invoked will result in "Private Name/Private Number" being displayed. Visual Call Waiting is only available to single-line customers who are Call Display – Name capable and who use a Spontaneous Call Waiting with Identification compatible display terminal.

(e) Customers who subscribe to SmartPac can replace the Call Waiting and Call Display (Name and Number) calling features with Visual Call Waiting without incurring any changes to their SmartPac rate.

3. Rates and Charges

(a) The following rates and charges apply:

SERVICES DIVERS

Article
2170. Groupements Services Téléphoniques - suite

2. Modalités - suite

(d) L'Appel en attente visible est une option intégrée qui comprend une ligne résidentielle ou affaires avec les fonctions Appel en attente et Afficheur (nom et numéro) mises à niveau pour permettre également l'affichage visible du nom et du numéro du demandeur des appels d'arrivée destinés à un abonné dont le combiné est décroché. Par exception, la mention "Nom confid/No confidentiel" sera affichée dans la cas des appels établis lorsque la fonction Blocage de l'affichage du nom et du numéro du demandeur est activée. L'appel en attente visible n'est offerte qu'aux abonnés monolignes qui peuvent accéder à la fonction Afficheur-nom et qui utilisent un terminal à écran compatible avec la fonction Identification du demandeur sur mise en attente.

(e) Les abonnés de la formule MultiÉtoiles peuvent remplacer les services téléphoniques l'Appel en attente et l'Afficheur (nom et numéro) avec l'Appel en attente visible sans encourir aucun changement aux tarifs de la formule MultiÉtoiles.

3. Tarifs et frais

(a) Les tarifs et frais suivants s'appliquent:

		Monthly Rate / Tarif Mensuels		Service Charge / Frais de service
		Residence/ Résidence	Business / Affaires	
SmartPac	La formule MultiÉtoiles	$18.95	$23.95	(x)
Visual Call Waiting	Appel en attente visible	14.00	18.00	(x)
Individual Line Service with each offer	Service ligne individuelle avec chaque forfait	Item 70 / Article 70	Item 70 / Article 70	Item 100 / Article 100

(x) No Service Charge applies.

(x) Aucuns frais de service s'appliquent.

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MISCELLANEOUS SERVICES

Item
2170. Calling Features Bundles - continued

4. Winter Calling Features Promotion

Visual Call Waiting is included in the Winter Calling Features Promotion which is described in Item 2165.6(e).

5. Spring Calling Features Promotion

Visual Call Waiting is included in the Spring Calling Features Promotion which is described in Item 2165.6(d).

6. Internet Spring Calling Features Promotion

Customers of Visual Call Waiting are eligible for the Internet Spring Calling Features Promotion described in Item 2165.6(f).

7. Call Display Promotion

Customers to Visual Call Waiting are eligible for the Call Display Promotion which is described in Item 2165.6(g).

8. Bell World SmartTouch Services Mail-in Rebate Offer N

Customers to Visual Call Waiting are eligible for the Bell World SmartTouch Services Mail-in Rebate Offer described in Item 2165.6(h). N

SERVICES DIVERS

Article
2170. Groupements Services Téléphoniques - suite

4. Promotion d'hiver Services téléphoniques spécifiques

Appel en attente visible fait parti de la promotion d'hiver Services téléphoniques spécifiques qui est décrite à l'article 2165.6(e).

5. Offre du Printemps Services téléphoniques spécifiques

Appel en attente visible fait parti de l'offre du Printemps Services téléphoniques spécifiques qui est décrit à l'article 2165.6(d).

6. Offre du Printemps Internet Services téléphoniques spécifiques

Les abonnés au service Appel en attente visible sont admissibles à l'offre du printemps Internet Services téléphoniques spécifiques decrit à l'article 2165.6(f).

7. Promotion d'Afficheur

Les abonnés au service Appel en attente visible sont admissibles à la promotion d'Afficheur qui est décrite à l'article 2165.6(g).

8. Offre Espace Bell Service Étoiles Rabais Postal N

Les abonnés au service Appel en attente visible sont admissibles à l'offre Espace Bell Service Etoiles Rabais Postal décrit à l'article 2165.6(h). N

MISCELLANEOUS SERVICES

Item
2215. **Bell Consumer Package Promotion**

1. The Bell Consumer Package Promotion, conducted between 1999 07 10 and 1999 09 10 inclusively, allows eligible residence customers to subscribe to either of two packages as shown below, at the package rates in effect up to and including 1999 12 10 for all customers, after enrolling in the promotion.

At the end of the subscription period, all lines and features acquired under these packages will revert to their regular rates as specified in Items 70, 2025, 2150, 2165 and 4699.

(a) Bell Consumer Package:

- one individual residence line,
- Bell Relay Service,
- Touch-Tone dialing,
- three SmartTouch features namely: Call Display, Call Display Name, Call Waiting, or Visual Call Waiting,
- Call Answer (Integrated Voice Messaging Service).

(b) Bell Consumer Package - On Line:

- one individual residence line,
- Bell Relay Service,
- Touch-Tone dialing,
  three SmartTouch features namely: Call Display, Call Display Name, Call Waiting, or Visual Call Waiting,
- Call Answer (Integrated Voice Messaging Service),
- Internet Call Display.

2. Eligible customers

Residence customers who:

(a) are individual line customers with 1 line at the time of enrollment in this promotion,

(b) have chosen Bell Canada as their Primary Inter-exchange Carrier (PIC) for the provision of message toll service or are existing Bell PIC customers,

(c) subscribe to at least three SmartTouch services at the time of enrollment in this promotion, and

(d) register with the Company during the promotional period.

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SERVICES DIVERS

Article
2215. **Promotion Paquet grand public Bell**

1. La promotion Paquet grand public Bell, en vigueur du 10 juillet 1999 au 10 septembre 1999 inclusivement, permet aux abonnés du service de résidence admissibles de souscrire à un des deux paquets décrits ci-dessous, à compter de l'inscription à la présente promotion, aux tarifs de l'ensemble en effet jusqu' au et incluant le 10 décembre, 1999.

À la fin de la période souscription, les lignes et fonctions fournis en vertu de la présente promotion seront facturés aux tarifs ordinaires, tel que défini aux articles 70, 2025, 2150, 2165 et 4699.

(a) Paquet grand public Bell

-une ligne individuelle de résidence,
- Service de relais Bell,
- composition au clavier Touch-Tone,
- trois fonctions Étoiles : Afficheur, Afficheur - Nom, Appel en attente ou Affichage d'appel en attente,
- TéléRéponse (service de messagerie vocale intégrée).

(b) Paquet grand public Bell - En ligne

- une ligne individuelle de résidence,
- Service de relais Bell,
- composition au clavier Touch-Tone,
- trois fonctions Étoiles : Afficheur, Afficheur - Nom, Appel en attente ou Affichage d'appel en attente,
- TéléRéponse (service de messagerie vocale intégrée),
- Afficheur Internet.

2. Abonnés admissibles

Les abonnés du service de résidence qui :

(a) sont des abonnés au service de ligne individuelle et disposent de une ligne au moment de l'inscription à cette promotion,

(b) ont choisi Bell Canada comme fournisseur désigné de services intercirconscriptions (FDSI) pour leur service interurbain ou qui sont actuellement des abonnés de Bell pour leur service interurbain,

(c) souscrivent à au moins trois services Étoiles au moment de l'inscription à cette promotion, et

(d) s'inscrivent auprès de la compagnie pendant la période de promotion.

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MISCELLANEOUS SERVICES

Item
2215. Bell Consumer Package Promotion

3. Terms and Conditions of the Promotion

(a) The individual residence line, Bell Relay Service, Touch-Tone dialing, SmartTouch features, the Integrated Voice Messaging Service and Internet Call Display are provisioned according to the terms and conditions specified in Items 70, 2150, 2165, 2025 and 4699 respectively.

(b) All services and features within these packages are provided subject to the availability of suitable facilities and equipment.

(c) Customers may cancel their subscription to the promotion at any time without penalty by contacting the Company.

(d) Customers who move subsequent to enrolling in the promotion may continue in the promotion, subject to the availability of the SmartTouch features, Call Answer and, if applicable, Internet Call Display from their new serving office and at the applicable rate for that location. Applicable service charges associated with the move would apply.

4. Rates and Charges

The rates are based on the Rate Band of the exchange in which the customer is located. Service charges as specified in Item 100 apply to install new lines.

SERVICES DIVERS

Article
2115. Promotion Paquet grand public Bell

3. Modalités de la promotion

(a) Les lignes individuelle du service de résidence, le service de relais Bell, la composition au clavier Touch-Tone, les fonctions Étoiles, le service de messagerie vocale intégrée et le service Afficheur Internet sont fournis conformément aux modalités des articles 70, 2150, 2165, 2025 et 4699 respectivement.

(b) Tous les composants des ensembles sont fournis sous réserve de la disponibilité des installations et de l'équipement appropriés.

(c) L'abonné peut annuler son abonnement à la promotion en tout temps sans pénalité en communiquant avec la compagnie.

(d) L'abonné qui déménage après s'être abonné à la promotion peut continuer à profiter de la promotion, à condition que les fonctions Étoiles, la TéléRéponse et, s'il y a lieu, le service Afficheur Internet soient offerts dans le nouveau central de desserte, aux tarifs en vigueur dans le nouvel emplacement. Les frais de déménagement s'appliquent.

4. Tarifs et frais

Les tarifs exigés sont basés sur la Bande tarifaire de la circonscription de desserte de l'abonné. Les frais de service indiqués à l'article 100 s'appliquent à l'installation des lignes.

Rate Band / tranche tarifaire	Each package / Chaque Monthly Rate / Tarif mensuel	
	Bell Consumer Package/Paquet grand public Bell	Bell Consumer Package - On Line/Paquet grand public Bell - En ligne
A, B and / et C	$30.00	$33.00
D	34.00	37.00

07 April 2000

Ms. Shirley Soehn
Executive Director
Telecommunications
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Teresa Muir
Director -
Regulatory Matters

Dear Ms. Soehn:

Associated with Tariff Notice No. 6469

Attached for the Commission's approval is a proposed addition to Bell Canada's (the "Company") General Tariff, of Item 2170, Calling Features Bundles. Existing SmartPac and Visual Call Waiting services, previously filed in the Company's General Tariff Item 2165, will be migrated to this item.

The Company is proposing General Tariff, Item 2170, to create two new Calling Features Bundles which would include the Company's residence and business single line exchange service as an element of both the SmartPac and Visual Call Waiting packages. The monthly rate associated with each package will vary according to the basic service rate the customer is paying as per General Tariff Item 70.1 or General Tariff Item 70.2.

The Company notes that the proposed packages constitute new bundled service offerings. Furthermore, for the purpose of the Price Cap regime, the proposed bundles are properly classified as uncapped services for the following reasons:

1. The packages contain one capped service, Residence Exchange Service. The remaining service elements, in each package are uncapped; and

2. Customers have the option of subscribing to the capped service component on a separate basis.

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The attached Economic Study Report for Calling Features Bundles provides a full description of the service offerings and includes an imputation test in accordance with the requirements of Telecom Decision CRTC 97-8 and the Commission's letter of 27 November 1998 re: The Imputation Test Methodology for Local Services. In accordance with Section 39 of the *Telecommunications Act*, the Company requests that the Attachment be treated as confidential. It contains service specific cost and marketing information that, if made public, could assist others in developing more effective business strategies to the detriment of the Company. An abridged version of the Attachment is provided for the public record.

The Company notes that this proposed filing meets the Commission's criteria concerning matters such as the imputation test, consumer safeguards and privacy.

The Company requests approval of the Company's proposal by 01 May 2000 for an effective date of 1 June 2000.

Yours truly,

Teresa Muir
Director - Regulatory Matters

Attachment

c.c.: CRTC Regional Offices (Montréal, Ottawa, Toronto)

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BELL CANADA REPORT

ON THE

ECONOMIC EVALUATION

OF

CALLING FEATURES BUNDLES

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APPENDIX

2.0 GENERAL

2.1 Purpose of the Study

1. The purpose of the study is to support Bell Canada's ("the Company") proposal for two new calling feature bundles comprised of residence and business single-line primary exchange services and either SmartPac or Visual Call Waiting.

2.2 Service Description

2.2.1 Purpose of Service

2. The Company proposes to bundle residence and business single-line primary exchange services with either SmartPac or Visual Call Waiting creating Calling Features Bundles under new General Tariff Item 2170.

2.2.2 Service Description/Characteristics

3. The Company's Residence and Business single-line primary exchange service customers will have the benefit of subscribing to either of SmartPac or Visual Call Waiting packages.

4. SmartPac is a discounted package of calling features, which has been introduced for single-line residence and business customers. It includes Call Waiting, Cal Forwarding, Call Display (Name and Number), Call Return, Call Screen, Three-way Calling and Speed Calling.

5. The Visual Call Waiting feature package is a software enhancement which enables off-hook customers to see the name and number associated with an incoming local or long distance call, as well as receiving Call Waiting tones. It is comprised of visual enhancement and the existing Call Waiting and Call Display (Name and Number) functions offered as an integrated package.

6. Customers must have a Spontaneous Call Waiting with identification (SCWID) compatible set such as the Vista 350, to subscribe to Visual Call Waiting.

7. Existing SmartPac and Visual Call Waiting services, previously filed in the Company's General Tariff Item 2165, will be migrated to Calling Features Bundles.

2.3 Service Benefits

8. The proposed offers combine a residential or business access with different optional local calling features in a single package designed to meet the needs of residential and business customers. Customers benefit by being able to choose the right optional local calling features solution that fits their particular situation and needs.

2.4 Marketing Considerations

2.4.1 Target Market

9. The target market for the proposed offer consists of residential and business single-line customers.

2.4.2 Price Positioning

10. The price for SmartPac is designed to provide a discount over the sum of the prices of the individual services thereby providing both value and convenience for the customer. Though Visual Call Waiting does not offer a price discount, a single price for the group of features is more convenient for the customer.

2.4.3 Future Plans

11. #

3.0 TARIFF CONSIDERATIONS

3.1 Tariff Components

12. The offers are available on a monthly basis, as illustrated in the table below.

	Residence	Business
Exchange Service	General Tariff Item 70.1	General Tariff Item 70.2
SmartPac	$16.95	$21.95
Visual Call Waiting	$13.00	$17.00

Filed in confidence with the CRTC.

3.2 Service Commencement Date

13. The introduction date of the proposed offers is 1 June 2000.

3.3 Rate Determination Principles

14. The rating considerations reflect the Company's desire to provide attractive offers priced in a fashion that offers value and convenience to the customers. In the case of the SmartPac, Calling Features Bundles customers enjoy significant savings over purchasing the features separately. In the case of the Visual Call Waiting, Calling Features Bundles customers get the convenience of pricing simplicity with the single price for the feature package.

15. The Company notes that the rates were designed to recover the Company's Phase II costs and to provide contribution.

4.0 IMPUTATION TEST

4.1 Imputation Test Results

16. The Company notes that the imputation test is met in accordance with Telecom Decision CRTC 97-8 (Decision 97-8). Local Competition, and the Commission letter dated 27 November 1998, The Imputation Test Methodology for Local Services (Letter Decision, 27 November 1998).

17. The Imputation Test Results are provided on page 1 of the Appendix.

4.2 General Considerations

4.2.1 Study Assumptions

18. All results are in 2000 dollars.

19. Variable Common Costs are included in the study.

20. Phase II costs have been adjusted as appropriate to reflect costs and expense increases due to inflation and productivity changes.

21. No cross impacts were considered in the study.

4.2.2 Study Period

22. The study period is from 1 June 2000 to 31 December 2003 inclusive.

4.2.3 Economic Parameters and Tax Rates

23. The economic parameters and tax rates used in the study are as follows:

Economic Parameters

Cost of Capital	#
Cost of Debt	#
Debt Ratio	#
Variable Common Cost	#
ROE-Common	#

Tax Rates

Income Tax Rate	41.16%
Miscellaneous Capital Tax Rate	0.411%
Miscellaneous Revenue Tax Rate	5.00%
Large Corporate Tax Rate	0.225%

4.3 Demand and Revenue Information

4.3.1 Description of Forecast Assumptions and Methodology

24. The demand forecasts were estimated by taking into consideration:

- the Company's forecast of residential and business lines included in the bundle,
- the Company's customer profiles and forecasts for optional local calling features, and
- the prices, terms, and conditions of Calling Features Bundles, as compared with the individual components.

25. The revenue forecast was estimated by applying monthly rates to the yearly average in service demand estimates.

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4.3.2 Estimates of Demand Quantities

Estimates of Demand Quantities

26. The forecast of year end demand for Calling Features Bundles, used to derive the revenues and costs, were estimated as follows.

	Number of Subscribers (000)		
Year	SmartPac	Visual Call Waiting	SmartPac (VCW)
2000	#	#	#
2001	#	#	#
2002	#	#	#
2003	#	#	#

4.4 Phase II Costs

27. A Phase II study was conducted in accordance with Telecom Decision CRTC 79-16, excluding cross-effects as per Telecom Decision CRTC 94-19 (Decision 94-19).

28. Pre-introductory costs are those costs associated with new service planning, and the economic evaluation. These costs which are not included in the study are estimated at #.

29. The study includes all prospective incremental costs related to Calling Features Bundles.

4.5 Summary of Revenue and Cost Impacts

30. Table 4.5.1 and 4.5.2 show the revenue and costs impacts for Calling Features Bundles.

31. The expense causal to the service includes advertising, training, and systems development. The capital causal to demand includes incremental switch software and hardware requirements. The expense causal to demand includes maintenance of equipment, provisioning requirements in the central office, and billing.

32. The costs to provide Primary Exchange Services (PES) include both capital and functional operating expenses. Capital costs causal to demand include expenditures for switching, trunking, remotes and local loops (where appropriate). The expense causal to demand but not to service includes maintenance costs, service provisioning, billing and collection and other expenses.

Filed in confidence with the CRTC.

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