

 Ameritech

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June 30, 1999

Ms. Daisy Crockron  
Docketing Division  
The Public Utilities Commission of Ohio  
180 E. Broad St.  
Columbus, OH 43215

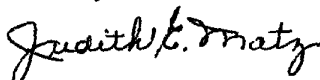
Re: Case No. 93-487-TP-ALT

Dear Ms. Crockron:

As required by the Commission's Opinion and Order issued December 30, 1998, attached for filing is the final report of Ameritech's activities toward compliance with the decision. This report modifies the report filed June 17, 1999, based upon input from the Commission Staff.

A copy of the report was provided to the USA Advisory Committee and the parties in the complaint proceeding.

Sincerely,



Regulatory Affairs

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.  
Technician *Dana M. Hix* Date Processed *July 1, 1999*

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Case No. 93-487-TP-ALT  
Ameritech USA Status Report  
June 30, 1999

Please be advised that Ameritech has fulfilled all aspects of the Commission's December 30, 1998 order in Case Number 93-487-TP-ALT, as modified by the Commission's February 17, 1999 Entry on Rehearing, regarding USA compliance. The action plan set forth nine requirements, as identified below.

During the six-month course of the action plan, Ameritech has experienced a gain of nearly 11,000 additional USA participants. This represents a 20% gain in participation and exceeds the gain experienced for the entire 1998 calendar year.

Requirement 1: Ameritech shall designate one person to have responsibility for the USA program. That person should have ample decision-making authority for the various issues related to this program, be capable of overseeing the program (including changes), and be committed to carrying out the responsibilities of the program....

Completed Status: In order to comply with this requirement, Ameritech has designated Susan Murtha. Susan is a Senior Manager with Ameritech Consumer Services.

Requirement 2: Improvements should be made with regard to publicity... Personnel capable of developing appropriate materials must be available for this program and an "action plan" under which future publicity efforts will be undertaken should be developed. The action plan should be provided to the Advisory Committee so that it may consider Ameritech's intentions for its publicity efforts.

Completed Status: A Communications and Marketing Plan was developed and reviewed with Commission staff and the USA Advisory Committee during the first quarter.

Mass mailings in cooperation with the Ohio Department of Development (HEAP) have occurred in January, February, March, April and May.

The Spanish version of the USA flier has been produced and distributed. Additionally, in cooperation with Parkview Areawide Seniors, Hungarian and Romanian versions were reproduced.

First and second quarter Bill Page Messages were included with customers' bills.

Outreach is currently being performed by seven groups during the months of May and June.

Requirement 3 (Entry on Rehearing dated February 17, 1999): It was concluded that modifying the composition of the dedicated work group will not be required... Ameritech shall devise a comprehensive action plan within 30 days of the Entry on Rehearing pursuant to which it will make appropriate changes to ensure proper handling by the various personnel involved with USA calls... This action plan shall be filed with the Commission and provided to the Advisory Committee (so that Ameritech and the Advisory Committee can consider the plan and work together to fine tune it). Once finalized, Ameritech shall implement the plan forthwith.

Completed Status: The Call Handling Report was filed with the Commission on March 19, 1999 and a copy provided to the Commission staff and the USA Advisory Committee on March 19, 1999. The Call Handling Report was reviewed and accepted by Commission staff and the USA Advisory Committee without changes or modifications and is therefore considered to be the final version of the Call Handling Report.

Requirement 4: Ameritech shall negotiate the necessary terms and obligations to implement with various service agencies an on-line verification process. Additionally, Ameritech should negotiate the necessary terms and obligations to implement an automatic enrollment pilot with various service agencies (for a discrete area in Ohio). Commission staff should be involved in those discussions as well.

Completed Status Auto Enrollment: Eligible customers in the 614 area code were auto-enrolled in USA Plan during the first week of June 1999. A total of 2,411 customers were auto-enrolled.

Completed Status On-line Verification: Effective 5/28/99 the on-line verification process was implemented by the vendor. Approximately 500,000 eligible social security numbers were loaded into the vendor database. These social security numbers are used to match verify USA eligibility on incoming calls and to enroll in USA. The on-line verification process eliminates the need for the customer to mail in the proof of perjury letter.

Commission staff was involved in weekly team meetings and discussions and conducted a field visit with Ameritech personnel, on May 28 1999, to the USA vendor site to observe, first hand, training and implementation of the on-line verification process.

Requirement 5: Written applications (particularly with an automatic enrollment pilot) should be accepted by Ameritech... Ameritech shall work with the Advisory Committee to develop an appropriate written application form

Completed Status: Ameritech worked with the USA Advisory Committee and Commission staff in the development of the written application. Shipment of the completed form to the various agencies occurred in May 1999.

Requirement 6: Ameritech is instructed to recognize the need to adjust staffing and fulfill that staffing need with scheduled USA publicity efforts.

Completed Status: Ameritech continues to monitor and evaluate staffing levels. No staffing issues have been encountered.

Requirement 7: Ameritech should conduct a formal study to evaluate the reasons for USA "drop offs". The Advisory Committee and Commission staff should review this study prior to it being conducted.

Completed Status: Ameritech contracted with an outside consultant, Dr. Charles Jamison, to conduct qualitative Focus Groups with past and present USA participants. The USA Advisory Committee and Commission staff reviewed and endorsed the proposed research design. Focus groups were held in Cleveland and Columbus in May 1999. Dr. Jamison has prepared a program analysis and is presenting findings to Commission staff and the Advisory Committee on June 21, 1999.

With regard to the quantitative portion of the study, statistics have been gathered and customer profiles developed. Ameritech presented the report to Commission staff and the Advisory Committee.

Requirement 8: Ameritech should fulfill its commitment to install direct telephones in all ODHS offices in its service territory for which a technical feasibility issue is not present.

Completed Status: Directors of thirty-two ODHS offices in the thirty Ameritech Ohio counties have been sent letters asking for their permission to install a telephone in their county locations. To date, fifteen county offices have responded positively. Seventeen lobby phones have been installed and three lobby phones are pending installation. Six county offices have declined the offer citing reasons of small offices and already heavy traffic. Nine county offices did not respond to the letter. Ameritech followed up with a phone message to non-respondents.

Requirement 9 (Entry on Rehearing issued February 17, 1999): Ameritech is instructed to appropriately modify the Voice Response Unit (VRU) information and make the information available under another sub-menu, besides "new services".

Completed Status: The list of eligibility programs was re-recorded and was in production with the March VRU release. The revised script regarding the seasonal aspect of HEAP and OECP was approved by the Commission staff, recorded, and was put in place with the April VRU release.

The Commission staff approved a secondary placement of USA on the VRU. The USA announcement continues to be heard by customers requesting new service and additionally by existing Ameritech customers whose call will be handled by a Customer Care Center associate. The new placement and script was put in place with the April, 1999 VRU release.

SERVICE LIST

CASE NO. 93-487-TP-ALT

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