

CONSUMER PROTECTION ISSUES

Telephone Network Transition Collaborative
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CONSUMER PROTECTION

Protecting Ohio consumers is a fundamental objective for each subject area to be addressed in the collaborative:

- Universal connectivity:
 - Consumers must be able to connect with all providers and all other consumers

CONSUMER PROTECTION

Protecting Ohio consumers is a fundamental objective for each subject area to be addressed in the collaborative:

- Public safety:
 - Consumer access to 911
 - Contact medical personnel, relatives, etc.
 - Non-emergency calls to police and fire departments
 - Must be reliable

CONSUMER PROTECTION

Protecting Ohio consumers is a fundamental objective for each subject area to be addressed in the collaborative:

- Expanded availability of advanced services:
 - Consumers should have broadband available at adequate speeds to use Internet-based alternative phone services
 - Connect Ohio database needed for consumer protection

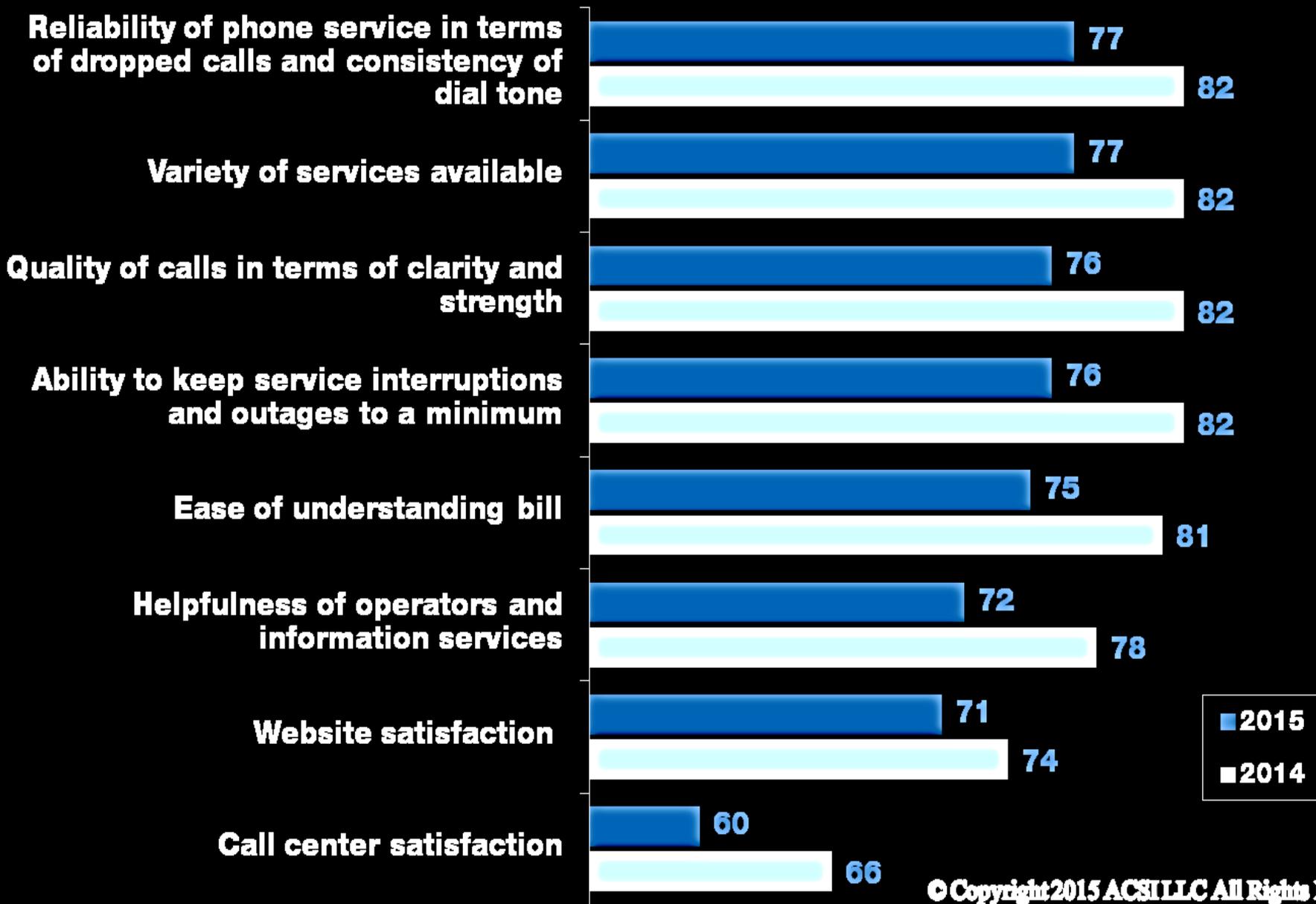
CONSUMER PROTECTION

Protecting Ohio consumers is a fundamental objective for each subject area to be addressed in the collaborative:

- Competition:
 - Protects consumers but only if it actually keeps prices low and service quality high

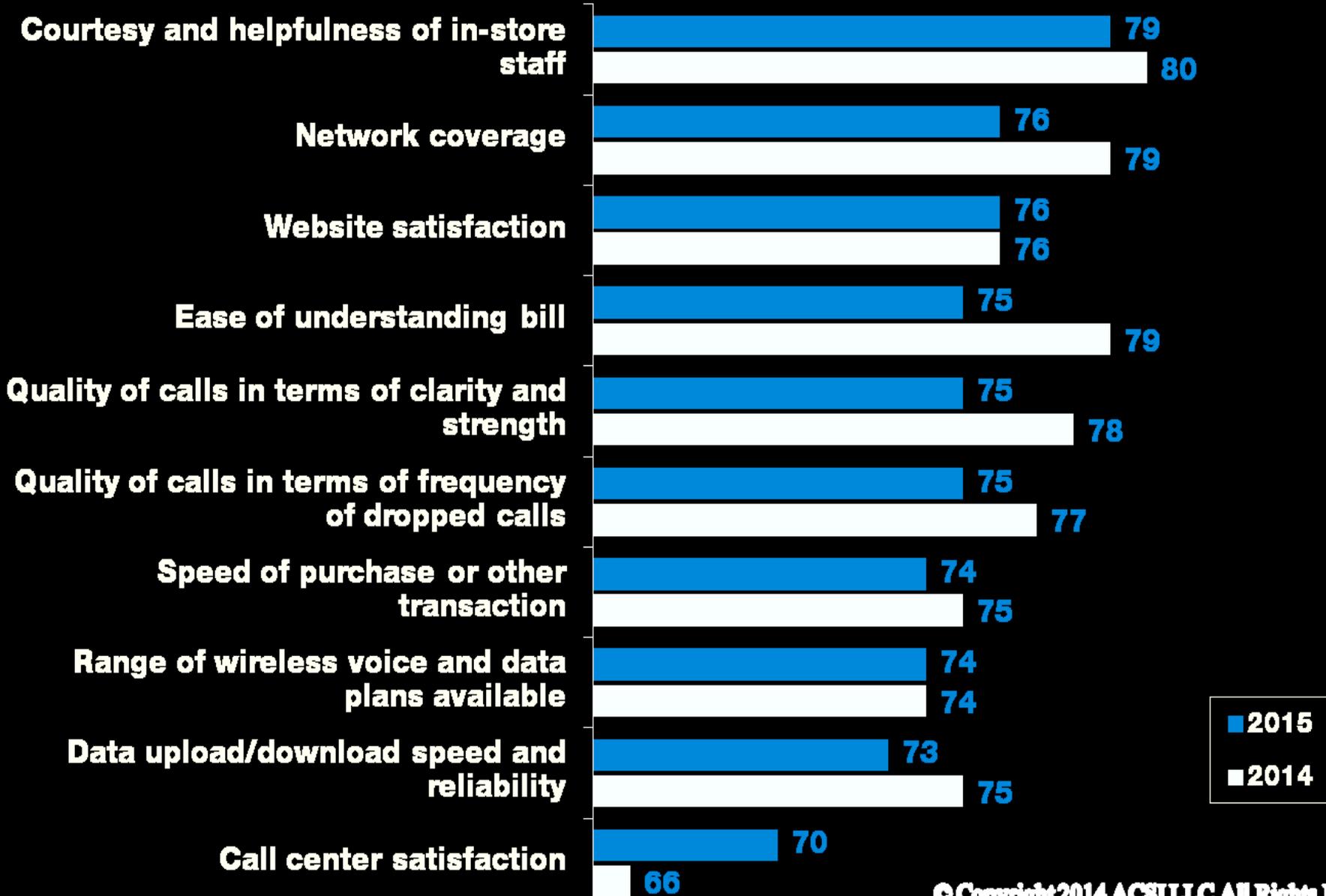
Fixed-Line Telephone Service

2015 vs. 2014 Industry Customer Experience Benchmarks



Wireless Telephone Service

2015 vs. 2014 Industry Customer Experience Benchmarks



CONSUMER PROTECTION

Key objectives for protecting Ohio consumers:

- Viable processes for identifying customers who might be without alternative service
- Education that can be confirmed as effective in reaching and enabling consumers to take action for their own transition from traditional landline service to Internet-based technology

IDENTIFYING CUSTOMERS

HB 64, §749.10(C):

“If the collaborative process identifies residential basic-local-exchange-service customers who will be unable to obtain voice service upon the withdrawal or abandonment of basic local exchange service, the Public Utilities Commission may find those customers to be eligible for the process under division (B) of section 4927.10 of the Revised Code, regardless of whether they have filed petitions under that division.”

IDENTIFYING CUSTOMERS

In order to protect consumers, the collaborative will need to gather very detailed, very specific and very accurate information regarding the availability of alternative providers at the residences of basic service customers.

- Will need exact locations of basic service customers
- To get reliable information, the collaborative may need to visit homes and neighborhoods for observation and measurement

IDENTIFYING CUSTOMERS

R.C. 4927.10(B):

“If a residential customer is identified by the collaborative process established under Section 749.10 of H.B. 64 of the 131st general assembly as a customer who will be unable to obtain reasonable and comparatively priced voice service upon the withdrawal or abandonment of basic local exchange service, that customer shall be treated as though the customer filed a timely petition under this division.” (Emphasis added.)

IDENTIFYING CUSTOMERS

R.C. 4927.10 protects consumers by requiring alternative service to be reasonable and comparatively priced.

IDENTIFYING CUSTOMERS

REASONABLE:

- Service Quality
- Affordability
- Customer Accessibility
- Compatibility with Home Health and Safety Equipment
- Comparable Consumer Protections

IDENTIFYING CUSTOMERS

COMPARATIVELY PRICED:

- The cost of the customer's current service must be a significant focus of the price comparison
- Features that customers do not want or need should not be considered in the comparison
- Any additional charges to consumers for alternative service (e.g., surcharges, broadband charges) must be included in the comparison

CONSUMER EDUCATION

HB 64, §749.10(B):

“The collaborative process shall ensure that public education concerning the transition is thorough.”

CONSUMER EDUCATION

- Should reach consumers through multiple means: mailings, websites, broadcast spots, emails, etc.
- Should inform consumers without alarming them
- Should give consumers trustworthy information that can be confirmed as effective for them in making their decisions about affordable and reliable services



Office of the Ohio Consumers' Counsel

THANK YOU!
QUESTIONS?