

JUL 28 10 22 AM '01

ARKANSAS PUBLIC SERVICE COMMISSION

FILED

IN THE MATTER OF A GENERIC PROCEEDING)
TO ESTABLISH RULES GOVERNING) DOCKET NO. 01-156-R
UTILITY CUSTOMER CALL CENTERS) ORDER NO. 1

ORDER

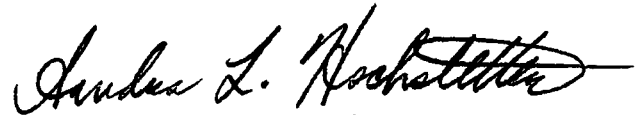
With the continuing consolidation of Arkansas jurisdictional utilities into larger multi-state corporations and with the evolving organizational structure of such utility companies, the Commission has noted over the past several years an increasing number of consumer complaints regarding the operations of utility Customer Call Centers ("CCCs"). Consumer complaints regarding CCC operations have included experiencing repeated telephone busy signals throughout the day when attempting to call the CCC, unanswered calls by the CCC, and long "on hold" periods after automated answering by the CCC. Therefore, the Commission has concluded that uniform rules applicable to the operation of utility CCCs should be promulgated. Accordingly, this rulemaking proceeding is hereby established. Proposed CCC rules are attached to this order as Attachment A. For the purpose of considering the attached CCC rules, the following procedural schedule is hereby established:


1. Initial Comments are to be filed no later than 2:00 p.m. July 27, 2001.
2. Reply Comments are to be filed by 2:00 p.m. August 10, 2001.
3. A public hearing on the Proposed Rules is hereby scheduled to begin at 9:30 a.m., Thursday, August 23, 2001 in Commission Hearing Room 1, First Floor, Public Service Commission Building, 1000 Center Street, Little Rock, Arkansas.

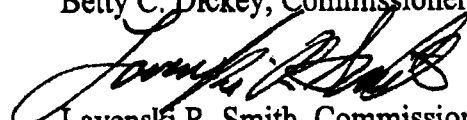
4. All jurisdictional public utilities, the General Staff of the Arkansas Public Service Commission, and the Attorney General of the State of Arkansas are hereby made official parties to this proceeding. Any other entity desiring party status in this proceeding should file an appropriate and timely intervention petition in accordance with Rule 3.04 of the Commission's Rules of Practice and Procedure.

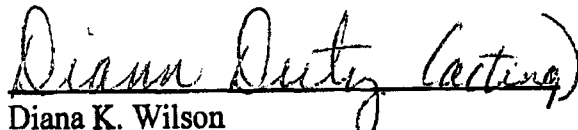
BY ORDER OF THE COMMISSION.

This 28 day of June, 2001.

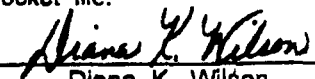

Sandra L. Hochstetter, Chairman


Betty C. Dickey, Commissioner


Lavenski R. Smith, Commissioner


Diana K. Wilson
Secretary of the Commission

I hereby certify that the following order issued by the Arkansas Public Service Commission has been served on all parties of record this date by U.S. mail with postage prepaid, using the address of each party as indicated in the official docket file.


Diana K. Wilson

Secretary of the Commission
Date 6-28-01

Proposed Amendments to General Service Rules

1 **Rule 2.05. Customer Service**

2 A. Service Requirements

3 Utility personnel who serve the public shall be familiar with the content of all
4 Commission Rules which apply to their respective job responsibilities. Utility personnel
5 shall serve the public promptly and courteously.

6 B. Customer Access to Business Office Personnel

7 (1) Each utility shall have personnel available at all times during business hours with the
8 authority to make delayed payment agreements and handle customer questions and
9 complaints.

10 (2) All customers shall have toll-free telephone access to the appropriate business office.
11 A collect call from a customer accepted by the utility is considered to be a toll-free call.

12 C. Payment Arrangements - Customer Information and Referral

13 When a customer informs a utility that he will have difficulty paying a bill, the utility
14 shall offer to:

15 (1) Inform the customer of his rights and obligations under Rule 6.13. covering delayed
16 payment agreements; and,

17 (2) Refer the customer to personnel with the authority to make payment arrangements for
18 the utility as required under Rule 6.13.

19 ***D. Call Center Operations - Customer Response Requirements***

20 ***(1) With regard to Repair Service/Business Office Answer Time, 90% of all***
21 ***calls shall be answered within 20 seconds by a utility representative or***
22 ***automated service. "Answered" shall mean more than an***
23 ***acknowledgment of the customer. "Answered" means that the service***

1 ***representative or automated system is ready to render assistance and***
2 ***accept the information necessary to process the call.***

3 ***(2) At any time during an automated rollover response, a customer shall***
4 ***have the option to speak to a live assistant. 95% of all such rollover calls***
5 ***shall be transferred to a live assistant within 55 seconds of the customer***
6 ***election.***

7 ***(3) The abandonment rate for calls placed to a call center shall not exceed***
8 ***10%.***

9 ***(4) Calls to the customer call center that involve a potential threat to public***
10 ***safety shall be answered by a representative of the utility within 10 seconds***
11 ***of the customer stating or the utility determining that the call is clearly***
12 ***related to maintaining public safety.***

13 **Rule 7.06. Operating Records**

14 **A. Each utility shall keep a detailed record of its production, transmission, and/or distribution**
15 **operations.**

16 **(1) The record shall include any units of service produced, purchased, and sent out. The**
17 **record shall also include any fuels or other raw materials used in the production of the**
18 **utility's product and the length of time each unit which produced the utility's product was**
19 **operating, if applicable.**

20 **(2) The record shall be detailed enough to substantially replicate the operations of each**
21 **production, transmission, and/or distribution unit for use in statistical and analytical**
22 **studies for regulatory purposes.**

23 **B. All utilities shall keep records so that costs for separate kinds of services or non-utility**
24 **enterprises can be easily identified.**

25 ***C. Each utility's call center shall maintain records of the call center's telephone***
26 ***answer time performance and abandonment call rate for its Arkansas customers.***
27 ***Those records shall be kept for a minimum of four (4) years.***