

I would like to express support for the proposal to require notification to users of cell phone (and other similar technologies, iPads for example) when the customer's usage limits are likely to be exceeded.

This should be done electronically via automated voice/text/e-mail as limits for various services are approached, perhaps at 80% or 90% of usage.

A similar communication should be generated at a 100% of usage, or slightly above the limit with an indication of the cost of continued usage of that service would be once the 100% level is achieved.

These types of notifications should be in addition to the existing options for customers to query their usage with their carrier free of charge and should extend to roaming as well as non roaming charges.

This would help consumers avoid unexpected charges when usage patterns change suddenly-and often temporarily-due to a myriad of reasons. It would also help improve the public perception of cell phone/data providers by removing the belief that the companies want to encourage stealth over usage on plans to increase revenue.

Cell phone and data plans are complex and opportunities for inadvertently exceeding limits. This requirement could be both a marketing win for providers and a real help for customers. I hope it is adopted.