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March 18, 2011

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

Re: Notice of *Ex Parte* Presentation
CG Docket No. 10-207, Empowering Consumers to Avoid Bill Shock
CG Docket No. 09-158, Consumer Information and Disclosure

Dear Ms. Dortch:

On March 16, 2011, at the request of Commission staff, Cincinnati Bell Wireless (“CBW”) representatives Karen Bruce and Patricia Rupich spoke via teleconference with John Adams of the Consumer and Government Affairs Bureau and David Tannenbaum of the Office of General Counsel regarding the types of alerts and management tools that CBW provides users of its voice, text and data services.

During the conversation we described the following alerts and management tools offered by CBW:

General Overage Alerts

- Five days prior to the end of the billing cycle, CBW sends a text message alert to any subscriber who has incurred more than \$25 in overage charges for voice, text and/or data during that billing cycle. The message recommends that the customer contact CBW to explore alternative rate plans that may be more appropriate for their usage. Approximately 40% of the subscribers who receive this alert contact CBW. If a customer contacts CBW prior to the end of the billing cycle and switches to an alternative plan, their usage for that month will be re-rated under the limits of the new plan, rather than their existing plan. As a result, the customer will not be billed for the full amount of the overage charges, but instead will pay only the additional charges associated with the new plan.

Voice Service Management Tools

- CBW provides all subscribers free access to its My Account on-line management tool. Using My Account, subscribers can set up customized notifications to alert them (free of charge) when specified thresholds have been reached (e.g., receive

an e-mail or text message when 75% and 100% of their plan's allotted voice minutes have been used).

- Subscribers can check on their usage at any time using several options: (1) accessing My Account on-line, (2) via their handset, which displays minutes used during the current billing cycle, or (3) by calling CBW customer care.
- Using Mobile Manager, available for \$5 per month per mobile phone, subscribers can limit voice minutes allowed during the billing month. They can also place caps on the number of overage minutes they can use during a billing cycle. These thresholds and limits can be set for the account or for specific mobile numbers on the account. They can also restrict the hours when calls can be sent or received and designate phone numbers the may never be contacted or always be contacted, regardless of any limits. The subscriber can also elect to receive notification e-mails or text messages when limits are reached or calls blocked.

Data and SMS Management Tools

- Subscribers can check on their usage at any time using several options: (1) accessing My Account on-line, (2) via their handset, which displays text and data usage during the current billing cycle, or (3) by calling CBW customer care.
- By subscribing to Mobile Manager, as described above, customers can also manage their data and text messaging by setting limits on the amount of data usage and text messages allowed during the billing month. They can restrict hours when data usage and texting are allowed, as well as block access to premium SMS (text) services. (Premium SMS blocking is available for free without Mobile Manager, however, for simplicity this functionality has also been made available through Mobile Manager.)
- Beginning April 7, subscribers can use My Account to set up customized notifications to alert them when they have reached specified thresholds during their billing cycle (e.g., receive a text message when they have consumed 80% and 100% of their plan's data allotment; or receive a text message when they have sent or received 500 text messages). Thresholds can be set separately for data and text.
- Beginning May 1, CBW will automatically alert subscribers via text message when they have consumed 100% of their data and 100% of their text message allotment for the billing period.

We also addressed the mechanisms CBW uses to help customers avoid inadvertent or unexpected international voice, text or data charges. Customers will never inadvertently incur international charges because in order to access international services subscribers must first call CBW to activate the international service capability on their phone. As a result, only those customers who have activated the feature can place international calls, send international text messages or use data applications internationally.

When activating the international capability, customers are apprised that they will be billed at the international pay-per-use rates that are listed on CBW's website unless they sign up for a discounted international plan. The international plans include select voice options, and text and data packages. The international text plan includes 100 messages and subscribers receive

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a text message alert when they reach the limit and will begin incurring per message charges. The international data plan provides unlimited data usage, so subscribers would never incur unanticipated international data charges. Customers can block international calling at any time by calling CBW customer care. We also explained that CBW does not send a “welcome” notice when a customer first registers on an international roaming partner’s network because feedback from customer surveys indicates that these welcome notices are not helpful and cause confusion.

In addition, we explained that subscribers with hearing or vision impairments can avail themselves of the text-to-voice or voice-to-text functionality offered by CBW to ensure that they receive any system alerts and individually set alerts regarding usage thresholds or limits. Moreover, CBW customer care agents are always available to assist customers with setting up their individual My Account and/or Mobile Manager options and to provide usage updates.

We also answered questions relative to the delay between the time the customer reaches any usage thresholds and when alerts are sent. CBW herein clarifies the information regarding such delays. Although total on-network voice, text and data usage is available from the network in near real time, there is a 24-hour delay before overage alerts are sent while the billing system matches the network usage information to each customer’s rate plan since not all MOU, text and data usage incurs overage charges. CBW is currently exploring the availability of upgrades to reduce this delay so that alerts could be provided as close to real time as possible. When a customer is roaming, either domestically or internationally, the delay between actual usage and alert is primarily controlled by the roaming network provider. Most roaming agreements allow the network provider up to four days to provide the usage data.

Finally, we discussed the cost of some of the recent and upcoming enhancements CBW has undertaken to assist customers in managing their wireless bills.

Pursuant to Section 1.1206 of the Commission’s Rules, a copy of this letter is being filed electronically in the above-referenced dockets. If you have any questions, please contact me at (513) 397-6671.

Sincerely,

/s/ Patricia L. Rupich

Patricia L. Rupich
Senior Manager – Regulatory

cc: John Adams
David Tannenbaum

