

PUBLIC UTILITY COMMISSION OF OREGON  
STAFF REPORT  
PUBLIC MEETING DATE: October 25, 2005

REGULAR \_\_\_\_\_ CONSENT  X  EFFECTIVE DATE  October 29, 2005

DATE: October 12, 2005

TO: Public Utility Commission

FROM: David Sloan

THROUGH: Lance Ball, Phil Nyegaard and Lee Sparling

SUBJECT: SPRINT/UNITED TELEPHONE CO OF THE NORTHWEST:  
(Advice No. OR05-24) Introduces a customer referral program.

**STAFF RECOMMENDATION:**

Staff recommends that the filing be allowed to go into effect.

**DISCUSSION:**

On September 20, 2005, Sprint/United Telephone Company of the Northwest (United) filed Advice No. OR05-24, introducing into its tariff, P.U.C. Or. No. 3, a Customer Referral Program (Program). United has evaluated the success and customer acceptance of its Customer Referral Program as a promotion,<sup>1</sup> and is now introducing it as a permanent service. The promotion is currently scheduled to run through October 28, 2005, and the effective date of this filing is October 29, 2005, allowing the Program to be continuous. The projected net annual revenue effect of the filing is \$2,329.

Pursuant to the Program, existing residential customers subscribing to specific service combinations who submit a referral via the company's Internet website will receive a \$25.00 bill credit if the referral results in the activation of any of the specific service combinations by the referred customer. The referring customer receives the credit within 60 days after the referred customer subscribes to a qualifying service combination. Multiple credits may be received by a referring customer, with one credit rendered per bill cycle and unused credits rolling over to future billing periods.

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<sup>1</sup> United first introduced its Customer Referral Program in Advice No. OR05-07 as a promotion, offered during the period May 2 through July 30, 2005. In Advice No. OR05-19, the company extended the sunset date for promotion of the Program to October 28, 2005.

The specific service combinations are:

- Sprint Core Solution Package with Sprint Communications Company L.P. Sprint Solutions Unlimited Long Distance.
- Sprint Core Solution Plus Package with Sprint Communications Company L.P. Sprint Solutions Unlimited Long Distance.
- Sprint Personal II Solution Package with Sprint Communications Company L.P. Sprint Solutions Unlimited Long Distance.
- Sprint Home II Solution Package with one required Premium Enhanced Service (Line Guard/Data LineGuard, CPE Warranty Plus or VoiceMail) and Sprint Communications Company L.P. Sprint Solutions Unlimited Long Distance.

The filing is in compliance with Oregon Revised Statute 759.190, which requires a utility to file proposed tariff changes 30 days prior to the time they are to take effect. The filing is consistent with Oregon Administrative Rule 860-032-0025, which permits a utility to make tariff changes and establishes the type of information a utility must submit with a tariff filing. The filing is not contrary to the public interest.

**PROPOSED COMMISSION MOTION:**

The tariff sheets filed with Sprint/United Telephone Company of the Northwest's Advice No. OR05-24 be allowed to go into effect for service rendered on or after October 29, 2005.