

**ALABAMA PUBLIC SERVICE COMMISSION  
REGISTRATION FOR THIRD PARTY BILLING APPROVAL  
INSTRUCTIONS**



1. Third-Party Providers and Billing Aggregators should submit the information requirements as indicated on the succeeding pages.
  - (a) Billing Aggregators should complete parts A and B for their own registration.
  - (b) Third-Party Providers should complete parts A, B, and C. Third-Party Providers whose associated Billing Aggregator submits the registration on their behalf need not submit the information again.
  - (c) Billing Aggregators that submit registration information for their associated Third-Party Providers shall submit separate registration requests for each third-Party Provider.
2. The Commission Docket under which all Third-Party Providers and Billing Aggregators will request approval is:

Docket 30934

Registration of Third-Party Providers for Telecommunications Billing

All Commission action for approval or withdrawal of approval for Third-Party Providers and Billing Aggregators to include their charges on Alabama Telecommunications Utility consumer bills will be via Order under this Docket Number.

3. The completed registration forms may be submitted electronically (preferred method) or mailed to the Commission. Only 1 hard copy is required for mailing. If submitted electronically, no hard copy is required.
  - (a) The mailing address and FAX number for the Telecommunications Division is:

Mr. Walter Thomas, Secretary  
Alabama Public Service Commission  
P.O. Box 304260  
Montgomery, Alabama 36130-4260
  - (b) Those desiring to submit their registration forms electronically must first acquire a username and password from the Commission Secretary's Office. The points of contact for acquiring these are Sandy Haynes or Felisa Webster at (334) 242-5218.
4. The primary point of contact for questions about Third-Party Billing registration or the Commission Order is the Telecommunications Division Director, Darrell Baker:

darrell.baker@psc.alabama.gov  
(334) 242-2947

**ALABAMA PUBLIC SERVICE COMMISSION**  
**DOCKET 30934**  
**Registration of Third-Party Providers for Telecommunications Billing**

A. Registration request is for a (Select one):

Billing Aggregator \_\_\_\_\_ Third-Party Provider **X**

For Third-Party Providers, name of associated Billing Aggregator (if applicable)  
**ILD Teleservices**

B. GENERAL INFORMATION

1. Name of Third-Party Provider or Billing Aggregator requesting Commission approval to include charges for products/services on Alabama Telephone Utility consumer bills:

**Intelligent Social Solutions, LLC.**

2. Mailing address:

**2657 G Annapolis Rd., Suite 137**  
**Hanover, MD 21076**

3. Third-Party Provider or Billing Aggregator name (whichever is applicable) that will appear on consumer bill and the associated toll free number that consumers will be instructed to call for questions regarding the transaction.

**Intelligent Social Solutions     1-866-442-4625**

4. Point of Contact for Commission Inquiries

a. Contact Name:                      **James Alford**

b. Contact Phone Number            <sup>1</sup> **1-866-442-4625**

c. Contact Email Address            <sup>2</sup> **info@intelss.com**

5. Alternate Point of Contact for Commission Inquiries

a. Alternate Contact Name:            **Eric Lane**

b. Alternate Contact Phone Number **1-866-442-4625**

c. Alternate Contact Email Address **support@intelss.com**

<sup>1</sup> Must be a direct line not a call center phone number.

<sup>2</sup> Must be an individual email address not a general customer service or webmaster address.

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**C. THIRD PARTY PROVIDER PRODUCTS/SERVICES INFO**

Provide the following data for each product and/or service that may be included on Alabama telephone utility consumer bills. Attach additional pages as necessary. Contact Commission Telecommunications Division if list exceeds 20 entries.

Item No. (Numbered list beginning with 1)  
Description of product or service

**Intelss.com is a social marketing optimization firm. We create marketing plans, social networking sites, and optimize. Intel SS manages your FaceBook, Twitter and Youtube accounts so your business may flourish.**

**Consumers are not billed for Intelligent Social Solutions services. We are a business to business solution and charge our fees to businesses who utilize our software. Business customers are charged a monthly fee of \$29.95. Fees may be paid via Credit Card, ACH debit, or direct billed to a telephone bill. There is no contract and no capital outlay for equipment or installation. Intelligent Social Solutions is a service which only requires an internet connection to access.**

How is product/service marketed to consumer? <sup>3</sup>

**Intelligent Social Solutions markets its products to businesses only. Customers are reached via:**

- 1. Internet – [www.intelss.com](http://www.intelss.com)**
- 2. Direct Mail Campaigns- See attached sample advertisement**
- 3. In person direct to trade at tradeshow**
- 4. Telemarketing- see attached sales script**

How does consumer subscribe to the product or service? <sup>4</sup>

- 1. Visit the online sign up page (at <http://www.intelss.com/signup>) by clicking the link on our website.**
- 2. Respond to our direct mail piece by dialing our toll free number 1-866-442-4625**
- 3. Respond to a telemarketing sales call and sign up online or opt to have a bill charged to the Company's utility bill. Business must meet sign up criteria including: Consumer representing business must be over the age of 18 and duly authorized to incur charges and make changes to a company's utility bill. Consumer must be the business owner, manager, or supervisor or other approved job title. Sales script will clearly define benefits and cost of the product as well as means of canceling a sale. Further, all approvals for billing via utility bill will be recorded and maintained by an independent third party validation firm. See attached.**

<sup>3</sup> e.g., Telemarketing, Internet, Direct Mail, other (identify). Provide a transcript of the telemarketing message to the potential customer; a URL to the website where the product/service is marketed; a copy of the direct mailing marketing the product/service; or, copies of any other means used to market to the potential customer.

<sup>4</sup> e.g., electronic form, printed form, verbal consent, other (identify). Provide a transcript of the telemarketing message used to confirm the potential customer's confirmation that they wish to subscribe to the offering; a URL to the website where the customer completes a subscription form; a copy of the direct mailing subscription form; or any other means used to acquire the potential customer's subscription for the product/service.

## AUTOMATED VERIFICATION SCRIPT INTELLIGENT SOCIAL SOLUTIONS

Hello, this is an automated verification system provided by Trusted TPV, and we are going to verify your acceptance of Intelligent Social Solutions business service.

Customer, Please remember: answer each question after the tone.

Customer, after each question you must press the # key to continue to the next question, or press \* to repeat the same question. Here is the first question.

Today's date is (system inserts current date)

Your main telephone number is (system insert 10 digit billing Telephone) is this correct?

At the tone Please state your full name, followed by the # key.

At the tone Please state your title with the company, followed by the # key.

After the tone Please say the official name of the business, followed by the # key.

After the tone confirm the Company's mailing address where the post office delivers company mail, followed by the # key.

Are you at least 18 years of age and duly authorized by the telephone account owner to make changes and/or incur changes on this telephone account, after the tone state Yes or No, followed by the # key.

As an account security code, after the tone, Please state your birthday, without the year, followed by the # key.

Thank You. You will receive your welcome package, by fax, email or regular mail with instructions on the use and function of your Intelligent Social Solutions Service in approximately 10 business days. Your account is active immediately and a fax or email has been sent to you with your username and password. Your registration with Intelligent Social Solutions provides you with online access to our service, instructions to setup, as well as unlimited toll free technical support for this service. You now have full access to our social networking service that will allow Intelligent Social Solutions to create and maintain your company's online profile. Once logged in, you will be able to submit detailed information regarding the business and customers that will be used to begin structuring your company's social networking plan. The total cost of subscription to this service is only \$29.95 a month. This charge will appear on your local phone bill on the ILD Teleservices bill page, on behalf of Intelligent Social Solutions, which is not affiliated with your local telephone company. There are no contracts and you may cancel this service without penalty at any time. For questions about this service or to cancel you

may call our toll free number at 866-442-4625 or by writing to Customer Care Department, Intelligent Social Solutions 2657 G Annapolis Rd. Suite 137 Hanover MD 21076 or by visiting [www.intelss.com/cancel](http://www.intelss.com/cancel). Additionally, you may fax a cancellation request to 866-442-9018.

You have the right to dispute the Intelligent Social Solutions charges billed on your local telephone bill. You are not legally responsible for Intelligent Social Solutions charges incurred by minors or vulnerable adults without your consent. Your local telephone service will not be disconnected because you fail to pay a charge by Intelligent Social Solutions, except that non-payment of certain regulated telecommunications charges may result in disconnection of service in Alabama, Florida, Georgia, Kentucky, Louisiana, South Carolina and Tennessee.

Do you understand and agree that you are giving your authorization for Intelligent Social Solutions to bill you local phone bill in the amount of \$29.95 each month for this service, which will appear on your local telephone bill on the ILD bill page billed on behalf of Intelligent Social Solutions, Please say yes after the tone.

Your verification is complete. Thank you.

The verification number for this transaction is: \_\_\_\_\_. To repeat, press 1. To exit, press 2.



## TELEMARKETING SCRIPT

### Introduction -10-

Hello Mr/Ms [CONTACT NAME]. My name is [YOUR NAME] and I'm calling from Intelligent Social Solutions. How are you this morning/afternoon?

\*\*\* (If contact not in: "May I speak to the person responsible for making decisions for your business?", "May I have your name, please? May I have your title?")

Mr/Ms [CONTACT NAME] I'm calling you about a very exciting opportunity. Here at Intelligent Social Solutions we have developed a service specifically designed to enhance your company's marketability and brand name recognition through social networking. We are a leading provider of social networking services for large and small businesses. Our services are the perfect compliment for small to large businesses who want to take advantage of the incredible popularity of social networking. This service can be a key component in maximizing the potential of your business by attracting young talent through the latest trends in communications. Intelligent Social Solutions is offering a complete solution where each account is custom tailored to ensure your business gets the visibility it needs. We take care of the tough set up that social networking sites require businesses to go through when trying to get started. We also take care of all maintenance and updates, ensuring that your business is reflecting the most up to date information. You can be sure that your business will be well represented and that we will meet our commitment of providing you the highest quality service at an affordable price.

Your account is accessible anywhere you have an Internet connection – even wirelessly. There is no hardware or software to buy, nor will you have to struggle through complicated setups. Our solution is complete and you will appreciate the ease and convenience of 24x7 support. Your office has been selected to receive Intelligent Social Solutions social networking services for only \$49.99/month. That's up to \$100 off the normal monthly subscription fee. This opportunity is only for customers who sign up through our limited time phone offer. The best part is you will not receive any charges until we send your welcome kit confirming your user ID and password, which gives you plenty of time to review our product. Upon sign up, the monthly charge of \$49.99 will be conveniently billed through your telephone bill or can be placed on a credit card.

Okay, would you like to get started on the sign up process?

YES     Go to 30  
NO       Go to 20

### Description -20-

I understand, let me just briefly explain to you how our service will help you:

- Benefit 1

Intelligent Social Solutions takes all the guess work out of navigating the ever changing social networks. We create your page and keep it up to date with the latest trends and site requirements.

- Benefit 2

Know that your company will now be visible to the over 15 million social networking site users. That is a tremendous amount of visibility that your company will now be exposed to.

- Benefit 3

All of the latest achievements and exciting new services or products your company offers will now visible to an incredible amount of people. Imagine how powerful this product can be for your company's advertising and possible recruitment.

After hearing these great benefits may I continue with signing you up?

YES	Go to 30
NO	Go to 25

### **Description -25-**

May I know why you are not interested?

- **High Price**

Go to 40

- **Satisfied with the services in place / Do not want to change the way we do business currently**

Do you know how your company currently handles its social networking?

NO, Dead End	Go to 65
NO, Comments	Go to 65
NO, Just not interested	Go to 65
NO, not the right person	Go to 65

### **Description -40-**

Our extensive expertise in navigating the social networking landscape provides us with the knowledge to develop a product uniquely designed for your business. No other company on the market can offer you so many benefits at such an affordable price. We also have a 100% satisfaction guarantee on our products, so if for any reason you are unsatisfied you may cancel your service without penalty at any time.

May I continue with signing you up?

YES	Go to 30
NO	Go to 25

### **Description -65-**

Well Mr./Ms [CONTACT NAME] thank you for your time. If you happen to change your mind feel free to contact us anytime toll free at 866-442-4625 or by writing to Customer Care Department, Intelligent Social Solutions 2657 G Annapolis Rd. Suite 137 Hanover MD 21076 or by visiting [www.intelss.com](http://www.intelss.com)  
Good bye. [HANG UP].

