

BEFORE
THE PUBLIC SERVICE COMMISSION
OF SOUTH CAROLINA
Docket No. 2011-432-C

In the Matter of the Application of)
Roman LD, Inc. for a)
Certificate of Public Convenience and Necessity)
to Provide Resold Interexchange)
Telecommunications Services Throughout)
The State of South Carolina and for)
Alternative Regulation)
_____)

TESTIMONY OF MARIA ELENA ZEPEDA
ON BEHALF OF
ROMAN LD, INC.

Roman LD, Inc.
2300 Valley View Lane, Suite 340
Irving, Texas 75062
Telephone: 972.793.8636
Facsimile: 972.408.4150

1 Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

2 A. My name is Maria Elena Zepeda and my business address is 2300 Valley View Lane,
3 Suite 340, Irving, Texas 75062

4 Q. BY WHOM ARE YOU EMPLOYED?

5 A. I am employed by Roman LD, Inc. (“Roman”), an applicant for interexchange Certificate
6 of Public Convenience and Necessity in South Carolina.

7 Q. WHAT IS YOUR POSITION WITH ROMAN?

8 A. I serve as President of the Company.

9 Q. WHAT ARE YOUR JOB RESPONSIBILITIES?

10 As Roman President, I am responsible for the entirety of the Company’s operations,
11 profitability, strategic planning and implementation of strategic initiatives.

12 Q. COULD YOU PLEASE TELL US ABOUT YOUR BACKGROUND?

13 A. My resume is attached as Exhibit A to this Testimony.

14 Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?

15 A. The purpose of my testimony is to present evidence in support of Roman’s *Application*
16 *for Certificate of Public Convenience and Necessity to Provide Resold Interexchange*
17 *Telecommunications Services Throughout The State of South Carolina* by demonstrating
18 that Roman has the ability to provide reliable competitive interexchange
19 telecommunications services throughout the State of South Carolina, and by
20 demonstrating why the granting of a Certificate of Public Convenience and Necessity to
21 Roman is in the public interest.

22 Q. IS ROMAN AFFILIATED WITH ANY OTHER COMPANY?

23 A. Roman is a privately-held company, not affiliated with any other company. Roman does

1 not maintain subsidiaries, nor is it a subsidiary of a parent company.

2 Q. HAS ROMAN REGISTERED TO DO BUSINESS IN THE STATE OF SOUTH
3 CAROLINA?

4 A. Roman was issued a Certificate of Authority to transact business in the State of South
5 Carolina on March 30, 2011. A copy of Roman's Certificate of Authorization to transact
6 business in the State of South Carolina has been included in Roman's Application for
7 Certificate of Public Convenience and Necessity under Exhibit B.

8 Q. WHAT IS THE NATURE OF ROMAN'S OPERATIONS?

9 A. Roman was organized under the laws of the State of Texas on January 26, 2011. The
10 Company proposes to offer competitive non-facilities-based interexchange
11 telecommunications services, including intrastate, inter and intraLATA toll services. The
12 Company's South Carolina intrastate operating expenses will be incremental in nature.
13 Applicant does not plan to construct facilities nor will it incur additional debt to operate
14 in South Carolina. The Company is profitable, has no accumulated debt, and is internally
15 and fully funded.

16 Q. PLEASE DESCRIBE THE SERVICES ROMAN PROPOSES TO OFFER?

17 A. Roman proposes to offer a simplified competitive intrastate, interLATA and intraLATA
18 toll service, at rates and terms which are competitive with other local exchange carriers.
19 Specifically, Roman proposes to provide non-facilities-based switched access outbound
20 "1 Plus," interexchange telecommunications services under a single, flat monthly rate
21 unlimited calling plan, for the direct transmission and reception of voice and data
22 between locations throughout the State of South Carolina. Roman does not propose to
23 offer alternative operator services to the transient public. Roman's goal is to provide

1 customers with interexchange telecommunications services at desirable rates, to meet
2 customers' calling needs. When approved, Roman will provide telephone exchange
3 services to residential and commercial customers in South Carolina. The specific
4 competitive interexchange service Roman proposes to offer is more fully described in its
5 proposed interexchange tariff, which appears at Exhibit E of the Company's Application
6 for Certificate of Public Convenience and Necessity.

7 Q. WILL THE COMPANY TARGET A PARTICULAR MARKET?

8 A. No. Roman proposes to offer intrastate interexchange services to residential and
9 commercial customers throughout the state of South Carolina. The Company intends to
10 initially target its marketing efforts to commercial customers only.

11 Q. FROM WHOM DOES ROMAN OBTAIN ITS INTRASTATE LONG DISTANCE
12 SERVICES?

13 A. Roman will obtain combined or "finished" switching, transport and access services from
14 certificated interexchange carriers to provide interexchange services, based on
15 competitive service pricing considerations. Roman will use Frontier Communications as
16 its underlying carrier.

17 Q. DOES ROMAN OWN ANY SWITCHING OR TRANSPORT FACILITIES IN SOUTH
18 CAROLINA?

19 A. No. Roman owns no switching equipment or transport facilities in South Carolina, nor
20 does it plan to purchase switching equipment or transport facilities in South Carolina.
21 Roman will be relying on the technical network capabilities of its underlying carrier(s)
22 for all network and transport facilities in the provision of access and egress for its local
23 and interexchange services.

1 Q. PLEASE DESCRIBE THE COMPANY'S TROUBLE REPORTING PROCEDURES.

2 A. All service-related problems, including trouble reporting, may be directed to Roman's
3 customer service department via either of the Company's toll-free number, 888.227.2759,
4 in writing to the Company's headquarters address or via e-mail addressed to customer
5 service at romanldinc@yahoo.com. Immediately upon report of local service trouble,
6 Roman will contact the designated service representative of the underlying carrier
7 providing the network service at issue to report the trouble and ascertain the estimated
8 time of repair. The underlying carrier will take corrective procedures and will report the
9 resolution of the trouble to Roman. The Company will then contact the customer to
10 verify that the service has been restored. Customer service representatives are available
11 from 8:00 a.m. to 7:00 p.m. Central Time to respond to billing, service, and repair
12 complaints. Messages may be left for Customer services from 7:01 p.m. to 7:59 a.m.
13 Central Time, which will be responded to on the next business day.

14 Q. HOW WILL THE COMPANY BILL ITS CUSTOMERS?

15 A. Roman utilizes incumbent local exchange carrier billing through its billing service
16 provider, B.S.G. Clearing Solutions, Inc. Roman's name and toll free telephone number
17 appear on the monthly bill.

18 Q. HOW FREQUENTLY WILL BILLS BE RENDERED TO CUSTOMERS?

19 A. Bills will be rendered on a monthly basis.

20 Q. HOW ARE BILLING DISPUTES RESOLVED?

21 A. Roman's customer service department is available to resolve any disputes. Customers
22 may reach the Company's customer service staff via its toll-free telephone number,
23 888.227.2759, in writing to the Company's headquarters address or via e-mail addressed

1 to romanldinc@yahoo.com. Customers may escalate the dispute to the responsible
2 Company manager, if necessary, and may, of course, seek intervention by the Office of
3 Regulatory Staff if necessary. Roman's employees embrace a strong customer service
4 orientation that makes meeting customer needs an absolute priority.

5 Q. HOW ARE RATE AND SERVICE INFORMATION REQUESTS PROCESSED?

6 A. Roman's customer service representatives are prepared to respond to rate and service
7 information requests through whatever medium customers elect to communicate with the
8 Company.

9 Q. HOW ARE OPERATOR-ASSISTED AND DIRECTORY ASSISTANCE CALLS
10 PROCESSED?

11 A. Roman provides directory assistance through its underlying carrier as an ancillary service
12 exclusively to its customers of record. Directory Assistance is accessible by dialing "1",
13 the area code of the desired number and "555-1212." Roman does not provide alternative
14 operator services to the transient public.

15 Q. PLEASE DESCRIBE ROMAN'S PROPOSED SOUTH CAROLINA TARIFF.

16 A. Roman's interexchange tariff establishes the rates, terms and conditions of the
17 Company's service offerings, including specific service requirements established by the
18 Public Service Commission of South Carolina. The Company believes that its services
19 are competitive with similarly-situated service providers.

20 Q. DESCRIBE ROMAN'S ORGANIZATION?

21 A. I oversee the company's day-to-day operations. I am assisted by a professional,
22 technical, and operations staffs, and a sales staff, which is outsourced under established
23 contractual agreements. The professional staff is eminently qualified to support the

1 Company's telecommunications service offerings in each of their respective disciplines,
2 through years of experience with the Company.

3 Q. HOW DOES ROMAN MARKET AND SELL ITS SERVICES?

4 A. Roman plans to market its services through outsourced telemarketing. The Company's
5 telemarketing firm specializes in telecommunications sales, complies with Federal Trade
6 Commission and Federal Communications Commission regulations and restrictions
7 governing telemarketing, including use of current do-not-call registries. All
8 telemarketing sales are independently verified, as set forth in Section 64.1120(b)(3) of the
9 Federal Communications Commission's rules, 47 C.F.R. § 64.1120(b)(3). Applicant will
10 not engage in multi-level marketing. Roman oversees all telemarketing operations and
11 assumes full responsibility for the actions of its telemarketing company. Attached as
12 **Exhibit 1** is a copy of a sample telemarketing sales script for commercial customers. The
13 Company initially plans to sell its services using telemarketing to commercial customers
14 only.

15 Q. DESCRIBE ROMAN'S INDUSTRY EXPERIENCE.

16 A. Although Roman was organized in late 2011, I possess decades long telecommunications
17 and management experience, coupled with that of my professional partners, will enable
18 the Company to operate effectively and responsibly, on its subscribers' behalf. Roman's
19 professional team maintains the necessary experience to effectively manage the
20 Company's operations.

21 Q. HAVE THERE BEEN ANY CHANGES TO THE COMPANY'S MANAGEMENT
22 TEAM SINCE THE APPLICATION WAS FILED?

23 A. Yes, Christina Gonzales is no longer employed with Roman LD.

1 Q. DESCRIBE ROMAN'S FINANCIAL ABILITY TO SERVE AS A RESALE
2 PROVIDER OF TELECOMMUNICATIONS SERVICES IN SOUTH CAROLINA?

3 A. Roman's financial statements have been submitted to the Commission with its
4 application as Exhibit D. The Company's financial position demonstrates the Company's
5 ability support its operations and serve the public in the State of South Carolina. The
6 Company is profitable, fully funded, and requires no external funding. As a reseller of
7 telecommunications services, Roman's liabilities to its underlying carriers are incurred
8 upon the rendering of service. Roman does not plan to construct facilities, hire additional
9 employees or open offices in South Carolina or elsewhere. The Company will, therefore,
10 require no additional capitalization nor resource expenditure to expand its operations in
11 South Carolina.

12 Q. WHERE IS ROMAN CURRENTLY AUTHORIZED TO PROVIDE SERVICE?

13 A. Roman has been granted, authority to provide resold interexchange service in the states of
14 Colorado, Florida, Georgia, Kansas, Kentucky, Massachusetts, Minnesota, Nevada, New
15 Hampshire, North Carolina, Pennsylvania, Texas, Washington and Utah. Roman LD has
16 applications pending in the states of Louisiana, New York, Oklahoma, Arizona,
17 Arkansas, Maryland, New Jersey, Ohio, West Virginia and Wisconsin. In no instance has
18 Applicant's application or authority been rejected.

19 Q. HAS ROMAN BEEN THE SUBJECT OF UNAUTHORIZED ACCOUNT TRANSFER
20 ("SLAMMING") COMPLAINTS?

21 A. No. Roman has not commenced the provision of long distance services in any
22 jurisdiction. As indicated above, the Company and its telemarketing firm understand the

1 Federal Trade Commission and Federal Communications Commission regulations and
2 restrictions governing telemarketing, including use of current do-not-call registries.

3 Q. PLEASE DESCRIBE THE COMPANY'S PROCEDURES TO PREVENT
4 SLAMMING.

5 A. Roman will oversee the telemarketing operations and use the services of a reputable third
6 party verification firm to assure that all customers requesting to switch their long distance
7 service to Roman do in fact wish to have Roman as their long distance provider. Roman
8 plans to use a telemarketing firm, Unitec Info Solutions Pvt. Ltd. Unitec complies with
9 the Federal Trade Commission and Federal Communications Commission's regulations
10 and restrictions governing telemarketing. The customer's express consent is obtained
11 prior to submitting any order to change long distance service. Attached as **Exhibit 2** is a
12 copy of a sample verification script. All telemarketing sales will be independently
13 verified pursuant to 47 C.F.R. § 64.1120(b)(3).

14 Q. PLEASE GIVE US MORE DETAILS ON THE PROCEDURES THE COMPANY
15 WILL USE.

16 A. Roman LD, Inc. also adopted three key procedures to guard against the unauthorized
17 transfer of accounts: (1) all third party verifications are reviewed by Roman LD, Inc's.
18 quality control department to insure and confirm the validity and accuracy of the
19 independent third party verifications; (2) provide marketing agents with a script to ensure
20 that marketing agents do not deviate from established company procedures; and (3)
21 perform spot checks of marketing agent activities to include on-site visits and perform
22 separate company contact with new subscribers to confirm the validity and accuracy of
23 the independent third party verifications. Roman believes that these steps will ensure

1 Roman provides its services exclusively to those subscribers who affirmatively wish to
2 have Roman serve as their presubscribed carrier.

3 Q. HOW WILL GRANTING ROMAN'S CERTIFICATE AFFECT THE AVAILABILITY
4 OF AFFORDABLE LOCAL AND INTEREXCHANGE SERVICE?

5 A. By granting Roman's certificate, the Commission will be fostering greater competition in
6 the interexchange telecommunications services market. With additional competition,
7 existing providers will strive to offer services at the lowest rates and most innovative
8 features possible to attract new customers and retain existing customer bases.

9 Q. HOW WILL SOUTH CAROLINA CONSUMERS BENEFIT FROM ROMAN'S
10 SERVICES?

11 A. Roman's proposed services will provide consumers with another option for competitive
12 interexchange services. Competition in the telecommunications marketplace inspires
13 innovation and development of services that meet customer needs cost effectively.
14 Customers will benefit from Roman's innovative service offerings and billing options.
15 Additionally, an increase in the traffic generated through the provision of the Company's
16 proposed intrastate services over existing facilities will help improve the efficiency of
17 those facilities and reduce the underlying carriers' costs in provisioning such services.
18 And the State of South Carolina will realize an increase in tax revenue. I believe that
19 Roman will operate as the very type of responsible, solid interexchange carrier that the
20 Commission wishes to enter the State of South Carolina.

21 Q. WHY IS THE COMPANY SEEKING EXEMPTIONS FROM REQUIREMENTS TO
22 MAINTAIN RECORDS IN SOUTH CAROLINA AND FROM USOA ACCOUNTING
23 REQUIREMENTS?

1 A. Roman's requests a waiver of the requirements of 26 S.C. Reg. 103-610 that require a
2 carrier to keep all records required by the Commission's rules and regulations with the
3 State of South Carolina. Since the company's corporate records are maintained in Texas,
4 and Roman does not anticipate maintaining offices or personnel in South Carolina, it
5 would create an additional expense and be unduly burdensome to maintain records in
6 South Carolina. Roman maintains a registered agent in South Carolina and will bear any
7 costs associated with the Commission's inspection of our records and books at our
8 headquarters. Further, records will be made available to the Commission and the Office
9 of Regulatory Staff upon request, at no charge. The Commission and the Office of
10 Regulatory Staff will not be inconvenienced, and the public will not be exposed to any
11 risk through the grant of this waiver request. I understand that similar requests for waiver
12 of R.103-610 are routinely granted by the Commission.

13 Roman has also respectfully requested exemption from Commission requirements that
14 might require Roman to maintain its financial records in conformance with USOA. As a
15 competitive carrier, Roman maintains its books in accordance with Generally Accepted
16 Accounting Practices ("GAAP"), and therefore, do not possess, nor is it required to
17 maintain the detailed cost data required by USOA. Otherwise, maintaining books under
18 GAAP and USOA would create a hardship to maintain a separate accounting system.

19 Q. HAS ROMAN REQUESTED MODIFIED ALTERNATIVE REGULATION OF ITS
20 LONG DISTANCE BUSINESS SERVICES, AND OPERATOR SERVICE
21 OFFERINGS?

22 A. Yes. Since Roman will operate as a non-dominant, competitive provider of interexchange
23 services, the Company has requested that its long distance business and any future

1 operator service offerings to subscribers of record be regulated pursuant to the procedures
2 described in Order Nos. 95-1734 and 96-55 in Docket No. 95-661-C, as modified by
3 Order No. 2001-997 in Docket No. 2000-407-C. Because of both the level of
4 competition found by the Commission in Docket No. 95-661-C and the Commission's
5 decision to permit AT&T greater rate flexibility, Roman submits that it is critical to the
6 continued development of a competitive market for telecommunications services that the
7 Commission apply the alternative regulation described in Order Nos. 95-1734 and 96-55
8 to Applicant's service offerings. Further, Roman has requested that the Commission: a)
9 remove the maximum rate tariff requirements for these service offerings; b) presume that
10 Roman's tariff filings for these services will be valid upon filing unless an investigation
11 of a particular filing is instituted within seven (7) days, in which case the tariff filing will
12 be suspended until further order of the Commission; and c) grant Roman the same
13 treatment as similarly situated carriers in connection with any future relaxation of the
14 Commission's reporting requirements.

15 Q. WILL THE COMPANY SUPPORT UNIVERSAL SERVICE AS REQUIRED?

16 A. Yes, the Company avers to support South Carolina's Universal Service Fund as required.

17 Q. DOES THAT CONCLUDE YOUR TESTIMONY?

18 A. Yes, it does.

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Docket No. 2011 – 432 - C

ZEPEDA TESTIMONY

EXHIBIT 1

SAMPLE TELEMARKEETING SCRIPT

Unlimited Calling Plan
Sales Script

Hello, This is -----, with Roman LD, Inc., a long distance service provider. May I please speak with the person in charge of the telephone account? What is your title with the company? (must be a person w/a title of authority)

Roman LD is currently offering several plans for long distance calls and services. This call is regarding the featured savings and value of our unlimited calling plan. We have a very competitive rate of \$24.99 per line which includes unlimited calling, anywhere in the USA, Canada and European Land Lines. For accounts with multiple lines there is also business multi-line charge of \$6.50 for each additional line. There's no monthly minimum usage or contract required. You can cancel at anytime by calling **888-227-2759**. For additional information you can visit our Web Site at www.romanldinc.com.

Would you like to try Roman LD's unlimited calling plan for a monthly recurring fee of \$24.99? .

(If customer agrees to take the service, proceed for data gathering.)

Let's get you started!

May I please have your name and title? (must be a title of authority)

Business Name and Address

Billing Phone Number (BTN)

All other phone numbers listed (WTN)

Are you 18 years or older and duly authorized by the telephone account owner to make changes to and incur charges on this telephone account provided? (Must receive a YES)

Single Line accounts please read:

Do you agree to Roman LD's unlimited calling plan for a monthly recurring fee of \$24.99 per line? (Must receive a YES)

Multiple line account please read:

Do you agree to Roman LD's unlimited calling plan for a monthly recurring fee of \$24.99 per line and a business multiline charge of \$6.50 per line? (Must receive a YES)

Now, I will transfer you to a verification agent. In the verification process they will ask you a few simple questions. When prompted please state a firm YES or NO.

Thank you and, before I transfer you, I just have to read you a short disclosure:

Although, there is a billing agreement with the local phone company, in order to have this charge placed on the local telephone bill, I do need to verify that you understand that Roman LD, Inc. and your local telephone company are not affiliated in any way, and are separate and independent companies. All calls and charges will be posted on your local telephone bill in the section "Billing on behalf of Roman LD, Inc." which will appear on the USBI billing page. To switch the long distance service there may be a one-time switching fee of \$5.00 per line, imposed by the local telephone company. You can cancel

at anytime by calling 888-227-2759 or you can write to us at 2300 Valley View Lane, Suite. 340; Irving, Texas 75062.

Now, to confirm a carrier request change and your activation, I need to transfer you to a third-party verification company. Please be advised that the verification center cannot answer any questions in regard to your order. Thank you for choosing Roman LD, and please hold while I transfer your call.

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ZEPEDA TESTIMONY

EXHIBIT 2

SAMPLE VERIFICATION SCRIPT



Unlimited Calling Plan

Verification Script

Hello, Mr. or Mrs. (Contact Name) this is with (Verifier's name) with (name of verification company). This conversation will be recorded to **confirm a carrier request change of your long distance service to Roman LD, Inc.**

Mr. or Mrs. _____ are you at least eighteen (18) years of age and authorized by the telephone account owner to make changes to and incur charges on this telephone account? **Yes/No.**

Please provide your official title _____

You do authorize this carrier SWITCH for telephone numbers _____, _____, _____, _____, _____, _____ to Roman LD, Inc. (yes/no). ?

Billing name as it appears on the local telephone bill is _____.

Billing address as it appears on the local telephone bill is _____.

Name of the local telephone company is _____.

Mr. or Mrs. _____ is all this information correct? **YES/NO.** To confirm our conversation on (today's date). _____ please state your first and last name _____, your date of birth or your mother's maiden name _____.

Do you agree to Roman LD's unlimited calling plan for a monthly recurring fee of \$24.99 per line? (Must receive a YES)

You do authorize **Roman LD, Inc.** to be your intraLATA/intrastate toll long distance service provider for all the company lines? **Yes/No.**

You do authorize **Roman LD, Inc.** to be your interLATA/interstate toll long distance service provider for all the company lines? **Yes/No.**

You do authorize **Roman LD, Inc.** to be your international toll long distance service provider for all the company lines? **Yes/No.** You do understand **Roman LD, Inc.** is a separate company and not affiliated w/your local telephone company and that the long distance billing will appear on your local telephone bill on the USBI bill page as being billed on behalf of **Roman LD, Inc.** ? **Yes/No.**

Single Line Accounts please read:

Mr. or Mrs. _____ you do understand that **Roman LD, Inc.** will be providing you with unlimited calls anywhere in the United States, Canada and Europe land lines for one low monthly fee of \$24.99 for each line? **Yes/No**

Multiple Line Accounts please read

Mr. or Mrs. _____ you do understand that **Roman LD, Inc.** will be providing you with unlimited calls anywhere in the United States, Canada and Europe land lines for one low monthly fee of \$24.99 for each line and a business multiline charge of 6.50 per line? YES/NO

Please remember there may be a one-time switching fee of \$5.00 per line imposed by the local telephone company to change the long distance service.

For questions or to cancel your service please, call customer service at 1(888) 227-2759 or you can write to 2300 Valley View Lane, Suite. 340; Irving, Texas 75062.

This completes the verification process of your selected carrier switch to **Roman LD, Inc.** as your selected long distance service provider.

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CERTIFICATE OF SERVICE

This is to certify that I, Toni C. Hawkins, a Paralegal with the law firm of Robinson, McFadden & Moore, P.C., have this day caused to be served upon the person(s) named below the **Testimony of Maria Elena Zepeda on behalf of Roman LD, Inc.** in the foregoing matter by placing a copy of same in the United States Mail, postage prepaid, in an envelope addressed as follows:

C. Lessie Hammonds, Staff Attorney
SC Office of Regulatory Staff
1401 Main Street, Suite 900
Columbia, South Carolina 29201

Dated at Columbia, South Carolina this 28th day of November, 2011.



Toni C. Hawkins