



Telecom Order CRTC 2007-474

Ottawa, 7 December 2007

Bell Aliant Regional Communications, Limited Partnership and Bell Canada

Reference: Bell Aliant Tariff Notice 124
Bell Canada Tariff Notice 7070

Withdrawal of Aeroplan Consumer Offer

1. The Commission received an application by Bell Aliant Regional Communications, Limited Partnership (Bell Aliant) and an application by Bell Canada (collectively, Bell Canada et al.), both dated 11 October 2007, proposing revisions to their respective General Tariff in order to withdraw item 2224 – Aeroplan Consumer Offer.¹ Bell Canada et al. requested approval to withdraw this service effective 20 December 2007.²
2. In support of these applications,³ Bell Canada et al. provided the information required by the Commission in Telecom Circular 2005-7, which established new procedures for the destandardization and/or withdrawal of tariffed services, including a copy of the notice sent to affected customers.
3. Bell Canada et al. noted that the Aeroplan Consumer Offer (ACO) was an optional program designed to encourage customers to subscribe to and retain Bell Canada et al.'s telecommunications services. Bell Canada et al. submitted that, because the program itself did not involve the provision of telecommunications services, there would be no disruption caused to consumers' telecommunications activities by the proposed withdrawal of the ACO.
4. Bell Canada et al. indicated that their commercial arrangement with Aeroplan Limited Partnership would terminate effective 18 January 2008 and would not be renewed. Bell Canada et al. submitted that, without this arrangement, they would be unable to provide Aeroplan miles to their subscribers.
5. In addition, Bell Canada et al. indicated that
 - subscribers would continue to accumulate Aeroplan miles until 18 December 2007, and
 - there would be no loss in accumulated Aeroplan miles and no impact to the subscriber's Aeroplan membership status.

¹ Aeroplan Consumer Offer provides Bell Canada et al.'s eligible subscribed customers with one Aeroplan point per \$1.00 of billing for eligible services, excluding taxes. Accumulated Aeroplan points are redeemable from Aeroplan for rewards in the form of goods and/or services.

² Bell Aliant's and Bell Canada's applications were approved on an interim basis in Telecom Order 2007-398.

³ The applications also included some minor housekeeping changes.

6. The Commission received no comments regarding these applications.

Commission's analysis and determinations

7. The Commission notes that withdrawal of the ACO will have the effect of discontinuing a rebate or discount provided to Bell Canada et al.'s customers and is satisfied that its removal will not disrupt other telecommunications services provided to these customers. However, subscribers will retain their accumulated Aeroplan miles, and their Aeroplan subscription will not be affected.
8. The Commission considers that Bell Canada et al. have fulfilled the customer notification and evidentiary requirements set out in Telecom Circular 2005-7. As such, the Commission considers that Bell Canada et al.'s applications to withdraw the ACO are reasonable.
9. In light of the above, the Commission **approves on a final basis** Bell Aliant's and Bell Canada's applications, effective 20 December 2007.

Secretary General

Related documents

- Telecom Order CRTC 2007-398, 29 October 2007
- *New procedures for disposition of applications dealing with the destandardization and/or withdrawal of tariffed services*, Telecom Circular CRTC 2005-7, 30 May 2005

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