

Appendix F: Vodacom Questionnaire

Model for Telecommunication Technology

Transfer to the Rural Sector of South Africa

Research project for fulfillment of requirements for a Masters degree in Technology Management.

Heinie Pieterse

Department of Engineering en Technology Management

Faculty of Engineering

University of Pretoria



Notice:

Please note that the information furnished will be handled confidentially, and that the results of the investigation may be used for the purposes of publication.

Questionnaire for corporate personnel in Vodacom

University of Pretoria

Name: _____

Contact number:

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Company: **Vodacom**

Address of interview: _____

Code:

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M

Y

Interview Date:

		/			/	2	0		
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Job title: _____

Questions

1 Why would you encourage a rural citizen to get a cellphone?
What advantages does a cellphone have to offer him/her?

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2 In which languages does Vodacom offer services in South Africa? (Please indicate services as well)

Language(s)	Service

3 From which of the following products/services offered by Vodacom can the rural citizen benefit most?

- Vodago (Vodacom's prepaid service)
- Weekend +
- Talk Business Call
- Talk Frequent Call
- Talk 100+
- Messenger
- Other. Please specify:

4 Please indicate if there are other services planned for the future which will focus on the rural community user

9 How much should a household earn before they can afford a prepaid cellphone?

R per month

10 How much should a household earn before they can afford a contact cellphone?

R per month

11 How does Vodacom inform the illiterate (uneducated) rural citizen about the cost of a telephone call?

12 Please provide information on Vodacom's activities/(current network and involvement) in Sekhukhuneland (the magisterial districts) and future Vodacom's involvement in the near future.

- 1 Number of base stations within this area = 9,
- 2 Number of planned base stations within this area = 4,
- 3 Total land area with coverage in Sekhukhuneland = 3753km² (signal > -102dBm)

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13 Why does it cost 70c to make a call at a public phone from Vodacom in Sekhukhuneland but still R2.85 for a Vodago client in peak time?

17 Do you think people in rural areas are aware of the needed information for cellphone use?

Yes No

Comment:

18 Does Vodacom conduct research periodically to determine the knowledge that a rural citizen has on available services and products

Yes No

If yes, how do you do this?

19 Is Vodacom informing people in rural areas about use of SMS (Short message service)?

Yes No

Comment:

20 What do you think is the main reason for a rural citizen not having a cellphone?

21 How is Vodacom informing people on the advantages of their free access to emergency services?

22 Is Vodacom informing people about the use of plastic bank cards for purchasing airtime?

Yes No

23 At which banks' ATMs are the option available to buy airtime with a plastic card?

24 Why only these banks?

25 Which banks are included in the future provision of this service?

26 Where are the most technologies for Telkom transferred from?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> USA | <input type="checkbox"/> Other Eastern country |
| <input type="checkbox"/> Canada | <input type="checkbox"/> Asia |
| <input type="checkbox"/> Europe | <input type="checkbox"/> Africa |
| <input type="checkbox"/> Japan | <input type="checkbox"/> Southern Africa |
| <input type="checkbox"/> New Zealand | <input type="checkbox"/> Australia |
| <input type="checkbox"/> Other: | Specify: |

Give examples if possible for your answer in the previous question:

31 Does Vodacom have sufficient internal skills to modify/adapt foreign technologies to local conditions?

Yes No

If no, how do you go about adapting transferred technologies to local existing ones and install new technologies operational to interface with them

32 In which format does Vodacom prefer information about transferred technology supplied by the technology source?

- CD
- Paper
- Electronic mail
- Fax
- Pre-recorded audio
- Audio via telephone
- Personal informing sessions
- Other: Please specify

33 How does Vodacom ensure that the current technology is meeting the ever-changing needs of the rural segment in South Africa?

34 How do you go about doing forecasts on technologies and their lifespan

35 How does Vodacom go about determining the Needs, Capabilities, Problems, Aspirations, and Expectations of the rural community?

36 Once the needs for a new technology is determined/defined, how does Vodacom go about generating a list of possible technologies that might fulfill these needs

37 With whom does Vodacom have inter-firm R&D agreements?

38 Have technology ever been transferred into rural areas of South Africa with limited advantages (or even disadvantages) to Vodacom and(or) the rural citizen?

Yes No

If yes, can you give some examples (and explain why if possible) please:

39 Which people are involved in the decision-making process of technology transfer/diffusion into SA's rural areas ?

- | | |
|---|---|
| <input type="checkbox"/> Vodacom Marketing segment | <input type="checkbox"/> Police department in rural areas |
| <input type="checkbox"/> Vodacom's Public Relations Officer (PRO) | <input type="checkbox"/> Rural areas social workers |
| <input type="checkbox"/> Government | <input type="checkbox"/> People living in rural communities |
| <input type="checkbox"/> International suppliers | <input type="checkbox"/> Rural businesses |
| <input type="checkbox"/> Local suppliers | <input type="checkbox"/> Rural schools |
| <input type="checkbox"/> Other Please specify: _____ | |

46 How much money does Vodacom lose each year due to crime (including its devotion towards crime prevention)?

- | | |
|---|--|
| <input type="checkbox"/> less than R100 000 | <input type="checkbox"/> R10m to R50m |
| <input type="checkbox"/> R100 000 to R500 000 | <input type="checkbox"/> R50m to R100m |
| <input type="checkbox"/> R1million to R2million | <input type="checkbox"/> R100m to R 500m |
| <input type="checkbox"/> R2m to R5m | <input type="checkbox"/> R500m to R1billion |
| <input type="checkbox"/> R5m to R10m | <input type="checkbox"/> more than a billion rands |

Because of:

- Theft
- Vandalism
- Internal Corruption
- Other. Please specify:

47 Do you think the demands of the government on Vodacom are reasonable and wise?

- Yes
- No they are to strict
- No they are to easy to satisfy
- No they have a negative effect on the company's objectives

Comment (Please explain your answer briefly):

48 Which aspects of the governmental policy needs revising and why?

49 Is Vodacom of the opinion that education in South Africa is effective and able to follow the needs of the industry sufficiently?

Yes No

Please explain your answer briefly:

50 Would you like to receive feedback on the outcome of this research project?

Yes No

Give me feedback via E-mail at the following address:

E-mail address: _____

51 Would you like to be invited to the final presentation of this project?

Yes No

Let me know of the presentation date and time through:

Contact telephone no:

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 Work

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 Cellphone no

E-mail address: _____

Thank you for participating in this research project

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