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.

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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:
Company: Vodacom
Address of interview:
Code: Y
Interview Date: / / 2 0
Job title:
Questions
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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Languge(s) Servi Tom which of the following products/services offered in the rural citizen benefit most? Vodago (Vodacom's prepaid service) Weekend + Talk Business Call Talk Frequent Call Talk 100+ Messenger Other. Please specify:	l by Vodacom
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ease indicate if there are other services planned for t	the future which will focus on the

	Why can people living in the rural areas benefit from especially these products/services
	(indicated in previous 2 questions)? These products were designed because of a market survey that indicated a specific
	need among rural citizens
	These products are aimed at people with a low level of literacy
	These products are aimed at people with a low income
	The services are useful because rural people use:
	Computers
	Fax machines Answering machines
	Electronic mail
	Public payphones
	Other: Specify:
	Other. Specify.
6	Do you think that these services/products as indicated above is affordable to the rural
	community?
	Yes No
	YesNo Comment:
7	Comment:
7	I think that people living in the rural areas in South Africa are
7	Comment:
7	I think that people living in the rural areas in South Africa are spending (considering % of their salary):
	I think that people living in the rural areas in South Africa are spending (considering % of their salary): too much on telecommunication (Telkom telephones and cellphones) too little on telecommunication about the right percentage of their salary on telecommunication
	I think that people living in the rural areas in South Africa are spending (considering % of their salary): too much on telecommunication (Telkom telephones and cellphones) too little on telecommunication about the right percentage of their salary on telecommunication How much would you personally say, should people spend (of their salary) on
	I think that people living in the rural areas in South Africa are spending (considering % of their salary): too much on telecommunication (Telkom telephones and cellphones) too little on telecommunication about the right percentage of their salary on telecommunication

9	Ho	w much should a household earn before they can afford a prepaid cellphone?
10	Нο	R per month w much should a household earn before they can afford a contact cellphone?
10	110	R per month
11	Но	w does Vodacom inform the illiterate (uneducated) rural citizen about the cost of a
		ephone call?
12		ase provide information on Vodacom's activities/(current network and
		olvement) in Sekhukhuneland (the magisterial districts) and future
		dacom's involvement in the near future.
		Number of base stations within this area = 9,
		Number of planned base stations within this area = 4,
	3	Total land area with coverage in Sekhukhuneland = 3753km^2 (signal >
		-102dBm)
	4	
	5	
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13	Wh	y does it cost 70c to make a call at a public phone from Vodacom in
		shukhuneland but still R2.85 for a Vodago client in peak time?

4 V	What is the main reason for people to cancel cellphones or not renewing contracts?
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	How far should a person with a cellphone stay from the nearest outlet selling recharge ouchers?
	How does Vodacom educate the illiterate (uneducated) rural citizen about new services and products?
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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? USA Other Eastern country Canada Asia Europe Africa Japan Southern Africa New Zeeland Australia
	Other: Specify:

27	If there were other suppliers for Telkom's core technologies previously, please indicate
	who and explain briefly why you changed suppliers USA Other Eastern country Canada Asia Europe Japan Southern Africa New Zeeland Other: Specify:
	Briefly explanation your answer on question nr. 27
28	What are the criteria Vodacom uses when deciding which country or company to transfer technology from?

29	Up until which stage of the technology utilization is Vodacom involving the technology supplier, or do you have sufficient skills available within the company to implement and modify the technology to suit local conditions?	
	modify the technology to suit focul conditions:	
30	Are work done to adapt foreign technology to local conditions? Yes No (If Yes) How and by whom?	

	Give examples if possible for your answer in the previous question:
. 1	
1	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
2	In which format does Vodacom prefer information about transferred technology supplied
	by the technology source?
	Paper
	Electronic mail
	Fax
	Pre-recorded audio
	Audio via telephone
	Personal informing sessions
	Other: Please specify

Hee	w does Vodacom ensure that the current technology is meeting the ever-changing
	ds of the rural segment in South Africa?
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Hov	w do you go about doing forecasts on technologies and their lifespan
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	w does Vodacom go about determining the Needs, Capabilities, Problems,
ASL	pirations, and Expectations of the rural community?
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36		ce the needs for a new technology is determined/defined, how does Vodacom go about herating a list of possible technologies that might fulfill these needs
	•	
37	Wi	th whom does Vodacom have inter-firm R&D agreements?
38	Ha	ve technology ever been transferred into rural areas of South Africa with limited
		Yantages (or even disadvantages) to Vodacom and(or) the rural citizen? Yes No Yes, can you give some examples (and explain why if possible) please:
39		nich people are involved in the decision-making process of technology transfer/diffusion o SA's rural areas ?
	into	Vodacom Marketing segment Vodacom's Public Relations Officer (PRO) Government International suppliers Local suppliers Police department in rural areas Rural areas social workers People living in rural communities Rural businesses Rural schools
		Other Please specify:

40		odacom involving the traditional (rural) community in new designs, technology ces, and implementation?
		Yes No
		(If Yes) How do you do this?
41	an e	s Vodacom have a database to store inputs from the rural community during the use of xisting technology providing useful information and feedback when designing
	new	systems/processes? Yes No
	_	If Yes, how do you do this and how do you get info on problems in rural areas?
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42	How	and how frequently does Vodacom evaluate a transferred technology it uses?
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	www does Vodacom identify the stakeholders to determine participants in the technology
tra	nsfer decision-making process?
44 Hc	w does crime affect the way your company operates?
	1 No impact at all
	2 Noticeable but very little still
	3 Crime does occur but it is endurable
	4 High but a strategy is not currently followed to counteract crime
	5 High and a strategy is currently followed to counteract crime
	6 Extremely high and a strategy is followed to counteract crime
45 Hc	www.is Vodacom helping to make SA a safer place (reduce crime)?
1	Blacklisting stolen cellphones
2	A project upgrading and maintaining the Alexandra Police Station and the
	adjoining Magistrates Courts
	Vodacom rolled out its network on 3 000 km's of national highway
	Vodacom 702 Cellwatch
	Netcare 082 911
6	Emergency 121
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46	How 1	much money does Vodacom le	ose each year due to crime (including its devotion
		ds crime prevention)?	, , , , ,
		less than R100 000	R10m to R50m
		R100 000 to R500 000	R50m to R100m
		R1million to R2million	R100m to R 500m
		R2m to R5m	R500m to R1billion
		R5m to R10m	more than a billion rands
	Becau	<u></u>	
		Theft	
		Vandalism	
		Internal Corruption	
		Other. Please specify:	
17	Da	y think the demands of the co	vyaman ant an Wadaaan ana magamahla and vyiga?
4/	ро уо		overnment on Vodacom are reasonable and wise?
		Yes	
		No they are to strict	
		No they are to easy to satisfy	
			ct on the company's objectives
		Comment (Please explain yo	ur answer briefly):
48	Which	a aspects of the governmental	policy needs revising and why?
			. ,

19 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: Work						
Cellphone no						
E-mail address:						

Thank you for participating in this research project