

Appendix G: Telkom 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 Telkom

University of Pretoria

Name: _____

Contact number:

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Company: **Telkom**

Address of interview: _____

Code:

--	--	--	--

Interview Date:

--	--

^D /

--	--

^M /

2	0		
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^Y

Job title: _____

Questions:

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

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____

2 In which languages does Telkom offer services in South Africa? (Please also indicate the services)

Language(s)	Service

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

- WorldCall** (Staying in touch when traveling in SA or overseas)
- ForwardCall** (Divert calls to a number of your choice)
- Direct-a-Call** (Rent a number in another location and have calls diverted to your home or office telephone)
- SpeedCall** (Make a call by dialing only a few digits, instead of complete numbers)
- UrgentCall** (After picking up the handset not dialing for 5 seconds, the system automatically dials a pre-programmed number)
- IdentiCall** (lets you see who's calling you)
- Call Answer** (takes messages)
- WaitingCall** (lets you answer an incoming call while you're on the phone)
- BlockCall** (prevents outgoing calls without affecting incoming calls)
- Homefree** (A 0800 number for family members away from home to call you without paying. Charges are billed to the Homefree account)
- PhoneCard** (a pre-paid, fixed value microchip card)
- Other. Please specify:

4 Please indicate if there are other services that are planned for the future which focusses
##

5 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:

6 Do you think that these services/products as indicated above is affordable to the rural community?

Yes No

Comment:

7 How much is MTN paying for a minute when using the Telkom network for a call?

R , per minute

How was this determined?

8 How much is Vodacom paying for a minute when using the Telkom network for a call?

R , per minute

How was this determined?

9 Is Telkom planning on providing a service for local calls from one fixed line to another less than 50km away for free (as is done in some developed countries) in the future?

Yes No

Comment:

10 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 telephones)
 too little on telecommunication
 about the right percentage of their salary on telecommunication

11 How much would you personally say, should people spend (of their salary) on telecommunication (Telkom telephones and telephones)?

% to a maximum of R ,

12 How much should a household earn before they can afford a prepaid telephone?

R per month

13 How much should a household earn before they can afford a contact telephone?

R per month

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

15 What is the main reason for people to cancel telephones?

16 Does the type of house that a person lives in play a role in the need for a Telkom telephone at home?

Yes No

Comment:

17 Does Telkom have restrictions on the type of house a person has to live in before he/she can qualify for a Telkom telephone at home?

Yes No

Comment:

18 Does a client need electricity at home before he/she can get a telephone in rural areas?

Yes No

19 How does Telkom educate the illiterate (uneducated) rural citizen about new services and products?

20 Do you think people in rural areas are aware of the needed information for telephone use?
 Yes No

Comment:

21 How does Telkom inform the illiterate (uneducated) rural citizen about Telkom's Prepaid telephones?

22 Does Telkom 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?

23 How far ideally should a person with a telephone stay from the nearest outlet selling Telkom prepaid vouchers?

km

Comment:

24 What do you think is the main reason for a rural citizen not having a telephone?

25 If so, what do you think is the main reason a rural citizen's telephone is not working?

26 Concerning Telkom policy, how long is it allowable for a Telkom telephone not to work in a rural area?

27 Concerning Telkom policy, how long should a person in a rural area be waiting from the moment an application for a private phone installation is made until the phone is actually installed and operational?

28 From where are the most technologies for Telkom transferred?

<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:	

29 If there were other suppliers for Telkom's core technologies previously, please indicate who and explain briefly why you changed suppliers

<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:	

Briefly explain your answer on question nr. 29 :

30 What are the criteria that Telkom uses on deciding which country or company to transfer technology from?

31 Up until which stage of the technology utilization is Telkom involving the technology supplier, or do you have sufficient skills available within the company to implement and modify the technology to suit local conditions?

32 Is 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:

33 Does Telkom 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

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

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

36 In which format does Telkom 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

37 Are the DECT and TDMA systems profitable for Telkom in connecting rural areas?

Yes No

Why do you say so?

38 Are there other technologies available that might be a better solution?

Yes No

If yes, name them:

39 If so, why is Telkom not making use of them?

40 Are DECT and TDMA systems used in Sekhukhuneland?

Yes No

41 With whom does Telkom have inter-firm R&D agreements?

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

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

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

Yes No

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

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

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

46 Is Telkom involving the traditional (rural community) in new designs, technology choices, and implementation?

Yes No

(If Yes) How do you do this?

47 Does Telkom have a database to store inputs from the rural community during the use of an existing technology proving useful information and feedback when designing new systems/processes?

Yes No

If Yes, how do you do this & how do you get info on problems in rural areas?

48 How and how frequently does Telkom evaluate a transferred technology it uses?

49 How does Telkom identify the stakeholders to determine participants in the technology transfer decision-making process?

50 How 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

51 How is Telkom helping to make SA a safer place (reduce crime)?

- 1 To ease the problem of copper cable theft, Telkom is connecting large parts of South Africa using advanced radio-based telecommunications technology called DECT (Digital Enhanced Cordless Telecommunications).
- 2 Telkom offers free emergency number dialling to their customers
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

52 How much money does Telkom 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:

53 Penalties become payable should Telkom fail to achieve any of the 16 license targets spelt out in the license to Telkom in May 1997. In its first year of the exclusivity period Telkom achieved five of its 10 demanding service targets and had to pay R3, 3 million to SATRA (South African Telecommunications Regulatory Authority). What is Telkom's reaction on such penalties? Is it a good way to regulate the telecommunications industry in South Africa?

- Yes No

Please motivate:

54 Do you think the demands of the governments on Telkom 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):

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

56 Is Telkom of the opinion that the educational system in South Africa is effective and able to follow the needs of the industry sufficiently?

Yes No

Please explain your answer briefly:

57 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: _____

58 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

