

Appendix E: MTN 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 MTN

University of Pretoria

Name: _____

Contact number:

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Company: **MTN**

Address of interview: _____

Code:

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D M Y

Interview Date:

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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 MTN offer services in South Africa? (Please indicate services as well)

Language(s)	Service

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

- Pay as you go (MTN's prepaid service)
- Anytime Companion contract
- Anytime Off-peak contract
- Share Time contract
- Other. Please specify:

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

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 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

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

% to a maximum of R

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 MTN inform the illiterate (uneducated) rural citizen about the cost of a telephone call?

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

1 Number of base stations within this area

2 Number of planned base stations within this area

3 Total land area with coverage in Sekhukhuneland (signal >-102dBm) km²

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13 What is the main reason for people to cancel cellphones or not renewing contracts?

14 How far should a person with a cellphone stay from the nearest outlet selling recharge vouchers?

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Comment:

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

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

Yes No

Comment:

17 Does MTN 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?

18 Is MTN informing people in rural areas about the use of SMS (Short message service)?

Yes No

Comment:

19 Is MTN 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 MTN informing people on the advantages of their free access to emergency services?

22 Is MTN informing people about the use of plastic bank cards for the purchase of 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 MTN 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: | |

27 If there were other suppliers for MTN'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 for question nr. 27 :

28 What are the criteria MTN uses when deciding which country or company to transfer technology from?

29 Up until which stage of the technology utilization is MTN involving the technology supplier, or do you have sufficient skills available within the company to implement and modify the technology to suit local 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:

31 Does MTN have sufficient internal skills to modify and 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 MTN 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 MTN 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 MTN 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 MTN go about generating a list of possible technologies that might fulfill these needs

37 With whom does MTN 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 MTN and(or) the rural citizen?

Yes No

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

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

- MTN Marketing segment
 - MTN's Public Relations Officer (PRO)
 - Government
 - International suppliers
 - Local suppliers
 - Police department in rural areas
 - Social Workers working in rural areas
 - People living in rural communities
 - Rural businesses
 - Rural schools
 - Other Please specify: _____
- _____
- _____
- _____
- _____

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

Yes No

(If Yes) How do you do this?

41 Does MTN have a database to store inputs from the rural community during the use of an existing technology which can provide 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?

42 How and how frequently does MTN evaluate a transferred technology it is using?

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

44 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

45 How is MTN helping to make SA a safer place (reduce crime)?

1 CareCall (a peace-of-mind line that complements the

112 Emergency number)

2 Rolled out the network on national highway

3 Directions 22522 service for people who lost their way

4 Legal assistance 0839099099

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

- less than R100 000
- R100 000 to R500 000
- R1million to R2million
- R2m to R5m
- R5m to R10m

- R10m to R50m
- R50m to R100m
- R100m to R 500m
- R500m to R1billion
- more than a billion rands

Because of:

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

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

- Yes
- No they are too strict
- No they are too 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 need revising and why?

49 Is MTN 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:

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