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

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: D M Y

Interview Date: D M Y

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

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<tr>
<th>Language(s)</th>
<th>Service</th>
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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:

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

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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

197
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 = 3753km^2 (signal > -102dBm)

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

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

\[\text{km}\]

Comment:

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

Comment: _______________________________________________________________

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?

Comment: _______________________________________________________________

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

Comment: _______________________________________________________________
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?

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24 Why only these banks?

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

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26 Where are the most technologies for Telkom transferred from?

☐ USA  ☐ Other Eastern country

☐ Canada  ☐ Asia

☐ Europe  ☐ Africa

☐ Japan  ☐ Southern Africa

☐ New Zealand  ☐ 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

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<thead>
<tr>
<th></th>
<th>Other Eastern country</th>
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<td>USA</td>
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<td>Canada</td>
<td>Asia</td>
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<td>Europe</td>
<td>Africa</td>
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<td>Japan</td>
<td>Southern Africa</td>
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<tr>
<td>New Zeeland</td>
<td>Australia</td>
</tr>
<tr>
<td>Other: Specify:</td>
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Briefly explanation your answer on question nr. 27:

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

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202
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?

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30 Are work done to adapt foreign technology to local conditions?
   □ Yes   □ No

(If Yes) How and by whom?

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203
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


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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?
   - Vodacom Marketing segment
   - Vodacom's Public Relations Officer (PRO)
   - Government
   - International suppliers
   - Local suppliers
   - Police department in rural areas
   - Rural areas social workers
   - Rural areas businesses
   - People living in rural communities
   - Rural schools
   - Other Please specify:
40 Is Vodacom involving the traditional (rural) community in new designs, technology choices, and implementation?

☐ Yes  ☐ No

(If Yes) How do you do this?

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41 Does Vodacom have a database to store inputs from the rural community during the use of an existing 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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43 How does Vodacom 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 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
3. Vodacom rolled out its network on 3 000 km's of national highway
4. Vodacom 702 Cellwatch
5. Netcare 082 911
6. Emergency 121

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

- [ ] less than R100 000
- [ ] R100 000 to R500 000
- [ ] R1 million to R2 million
- [ ] R2 m to R5 m
- [ ] R5 m to R10 m
- [ ] R10m to R50m
- [ ] R50m to R100m
- [ ] R100m to R500m
- [ ] R500m to R1 billion
- [ ] 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 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):

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

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209
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:

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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