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: ________________________________

Company: Telkom

Address of interview: ____________________________

Code: __________

Interview Date: __________ / __________ / 20__

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)

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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 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 focus on:


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?

- USA
- Other Eastern country
- Canada
- Asia
- Europe
- Africa
- Japan
- Southern Africa
- New Zealand
- Australia
- Other: Specify:

29 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
- Africa
- Japan
- Southern Africa
- New Zealand
- Australia
- 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:

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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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

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________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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?

☐ Telkom Marketing segment
☐ Telkom'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:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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?

________________________________________________________________________

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

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

________________________________________________________________________

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________________________________________________________________________
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)?

- less than R100 000
- R100 000 to R500 000
- R1 million to R2 million
- R2m to R5m
- R5m to R10m
- 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 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):


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:  Work

Cellphone no

E-mail address:

________________________________________________________________________

Thank you for participating in this research project