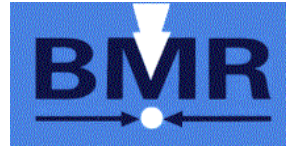


arivia.com

**Market Analysis Survey: 2003**

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**For attention: Eskom divisions/business units**

**Dear respondent,**

The marketing strategy of arivia.com is focused on, amongst others, customer satisfaction. In pursuit of this endeavour, arivia.com needs frequent feedback from its valued customers. To meet this objective, a short questionnaire was designed to be completed by all Eskom divisions/business units. The questionnaire will take approximately 7 minutes to complete.

Your division/business unit is kindly requested to complete the questionnaire and return it within one week of receipt. By participating, the survey affords Eskom divisions/business units an opportunity to be part of the strategic business planning of arivia.com. It should be noted that the initiative for the customer satisfaction study originated from a current employee of arivia.com who is currently enrolled for his M-Com degree at the University of South Africa (Unisa). Your division/business unit is also encouraged to participate in the spirit of human resource development.

Please be assured that all responses will remain strictly confidential. To assist herewith, the Bureau of Market Research (BMR) at the University of South Africa has been appointed to oversee the data planning and analysis process. Your participation in this study will be rewarded by a comprehensive summary of the research findings. The extent to which future marketing strategies will be accompanied by improved service delivery will depend entirely on the feedback we receive from your division/business or unit.

We thank you in anticipation for your cooperation. If you have any enquiries regarding the survey, please contact **Professor MC (Michael) Cant** at the following numbers:

- Office : (012) 429-4456
- Cell : 082-442-5703

VM Moodley  
Student Number: 3049-282-3  
Manager: arivia.com  
082-808-9812  
November 2003

**Section 1: Demographic details**

**1.1 Please supply the following information:**

Name of respondent	
Current position	
Contact phone number for follow-up	

**1.2 Please indicate at which Eskom division are you currently employed (circle one only).**

1	2	3	4	5
Eskom Corporate (Holdings)	Generation	Transmission	Distribution	Eskom Enterprises

**PLEASE NOTE: FOR THE SECTIONS TO FOLLOW REFERENCES TO SERVICE PROVIDERS INCLUDE ALL STAFF (MANAGERS AND EMPLOYEES) WHO PROVIDE YOUR DIVISION/BUSINESS UNIT WITH INFORMATION TECHNOLOGY AND CONSULTING SERVICES.** When referring to your "business unit" (or BU) the word "organisation" is used.

**Section 2. Service Providers**

**2.1 Which one of the following information technology (IT) and consulting service providers has your division/unit used during the past 3 years? Circle those applicable and/or list any other service providers used during the past three years.**

1	Accenture
2	arivia.kom
3	AST
4	Bentley West
5	Comparex
6	DataCentrix
7	Deloitte Consulting
8	IBM
9	IST
10	PriceWaterhouseCoopers (PWC)
11	Other (please specify): _____

**Annexure B. Questionnaire**

2.2 Using the information in 2.1 - Please rate **ONLY THREE** of the information technology and consulting service providers listed below according to the **quality** of services provided to your division/unit. (1 = highest quality provider, 2 = second highest quality provider and 3 = third highest quality provider).

		Rating
1	Accenture	
2	arivia.kom	
3	AST	
4	Bentley West	
5	Comparex	
6	DataCentrix	
7	Deloitte Consulting	
8	IBM	
9	IST	
10	PriceWaterhouseCoopers (PWC)	
11	Other (please specify): _____	

**Section 3. Enabling Agreement**

3.1	Does the current Enabling Agreement (EA) compel you to work exclusively with arivia.kom?	Yes	No
		1	2
3.2	If the EA were not in place, would you consider using any other service provider instead of arivia.kom?	Yes	No
		1	2
3.3	If yes to question 3.2, please specify the <u>main</u> reason. _____		
3.4	<b>From the list in 2.2 (above)</b> , please select <b>one</b> service provider that you would use <u>other than</u> arivia.kom: _____		

## Annexure B. Questionnaire

### Section 4. Service Delivery Criteria

4.1 In the tables below please rate arivia.kom against any 'other' preferred service provider. For each criterion circle one choice only for arivia.kom AND for the 'other' service provider.

A 10-point scale is provided (1=Very Poor, 5=Average/Acceptable & 10=Excellent).

An example is provided below.

#### Example:

Criteria		Totally Disagree → Totally Agree										Don't know
		1	2	3	4	5	6	7	8	9	10	
Current service offerings from the service provider are in line with the unique needs of your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

#### 4.1.1 Customer Segmentation

Criteria		Totally Disagree → Totally Agree										Don't know
		1	2	3	4	5	6	7	8	9	10	
Current service offerings from the service provider are in line with the unique needs of your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider makes a notable effort to tailor its service offerings to meet the changing needs of your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The price charged by the service provider is considered fair for the services performed when compared to the IT industry norm (ie. the service provider delivers value for money.)	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
IT services provided to your business are properly defined in a service level agreement (SLA).	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The SLA assists in effectively controlling the quality of service delivery from the service provider.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
Quality of service delivery is perceived to match IT industry standards.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
You associate the service provider's brand with quality products and services.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

## Annexure B. Questionnaire

### 4.1.2 Customer Motivations to Purchase

Criteria		Totally Disagree  Totally Agree										Don't know
		1	2	3	4	5	6	7	8	9	10	
The service provider has an in-depth understanding of your current business model. (ie knows how your business currently operates.)	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider makes an effort to learn how your business will change in future. (ie makes an effort to learn about your future challenges.)	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider demonstrates a strategic understanding of the challenges facing your industry.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider demonstrates a strategic understanding of how challenges in the energy industry will affect your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider is perceived as possessing the necessary expertise required by your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider is perceived as having the necessary skills and capabilities to support your business as it transforms to meet future challenges.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
You prefer to make regular purchases of goods and services from the current service provider.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
You would prefer this service provider as a supplier of choice in the future.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

### 4.1.3 Unmet Customer Needs

Criteria		Totally Disagree  Totally Agree										Don't know
		1	2	3	4	5	6	7	8	9	10	
The service provider regularly approaches you with creative business solutions that you had not previously considered.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider proactively provides you with research and development information to illustrate relevance to your business.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider is perceived as demonstrating proficient thought leadership in the IT field.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
You consider the service provider to be the appropriate thought leadership advisor of choice for your organisation.	<u>arivia.kom</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

## Annexure B. Questionnaire

### 4.1.4 Customer Dissatisfaction

Criteria		Totally Disagree  Totally Agree										Don't know
		1	2	3	4	5	6	7	8	9	10	
The service provider resolves most IT service problems within agreed times (as specified in service level agreements - SLAs).	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider follows up efficiently on all complaints.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider gives regular feedback on the status of serious problems being attended to.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service providers' staff is perceived as reliable and well-skilled in providing the required service.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
The service provider regularly delivers high quality proposals for new work (ie. error free and timeous delivery).	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
You are satisfied with the level of service provided by the service provider.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

## Section 5. Service Provision Criteria

On a 10-point scale, please can you rate arivia.com against a preferred service provider on the brief criteria stated below .

Criteria		Poor  Excellent										Don't know
		1	2	3	4	5	6	7	8	9	10	
<b>Information Technology/Systems (IT &amp; IS) Consulting Ability.</b> The service provider's ability provide professional, high quality consulting services (eg. IT/IS Strategy development, operations assessment, IT design, maintenance planning, etc.).	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
<b>System integration Ability.</b> The service provider's ability to plan, design & integrate systems into your existing environment to meet your business needs.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
<b>IT systems maintenance and support.</b> The ability of the service provider to support your IT systems & networks efficiently.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
<b>Application (software) development.</b> The quality of software developed by the service provider for your specific business needs.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11
<b>Outsourcing.</b> The ability of the service provider to take over and manage your IT requirements under Service Level Agreement (SLA) effectively.	<u>arivia.com</u>	1	2	3	4	5	6	7	8	9	10	
	Other	1	2	3	4	5	6	7	8	9	10	11

**Section 6. Additional Comments**

What is your overall impression of the service delivered by arivia.kom over the past 3 years?


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Thanking you for participating in this study.

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