

KPI assurance definitions report



Customer

Net promoter score

The net promoter score (NPS) is utilised as the key measure to evaluate customer experience differentiation, and is based on customer recommendation in the form of the question: "Would you recommend your operator to family/friends/colleagues?". The likelihood to recommend is measured on a 0 to 10 scale. The NPS score is calculated by subtracting the percentage of detractors (those who provided a rating of 0 – 6) from the percentage of promoters (those who provided a rating of 9 – 10).

Market share

Market share for South Africa and International Opco's are measured by service revenue market share. Service revenue market share is calculated using operator financial results where available and media releases (particularly in the case of Cell C as they do not officially release any data).

Brand leadership

The brand and campaign tracking study provides an understanding into category behaviours and attitudes towards telecom brands. One of the key objectives is to ascertain where our brand is positioned against our personality and differentiation pillars as per the brand framework. Brand consideration is the key indicator which drives brand adoption and usage. While brand preference is a key indicator of brand loyalty.



Growth

Data to service revenue

Group data revenue/Group service revenue.

New services to service revenue

New services revenue/Group service revenue. New services include M-Pesa, Internet of Things (IoT), insurance and accessories.

Enterprise to service revenue

Group enterprise business unit service revenue/Group service revenue.

International to service revenue

Total International service revenue (Tanzania, DRC, Mozambique, Lesotho, and Vodacom Business Africa)/Group service revenue.

Number of fixed-line connections

These are the number of billing end points that are connected from Vodacom's network to the business/home and can carry traffic in South Africa. This connection will trigger billing to commence.



Operations

<p>Service revenue growth vs Total expense growth</p>	<p>Group direct expenses + Group operating expenses growth vs Group revenue growth.</p>
<p>Fuel emissions (Scope 1)</p>	<p>Tonnes of CO₂ arising from diesel usage at the office buildings, generators and Company-owned vehicles (including petrol usage for Company-owned vehicles) (Scope 1 fuel emissions), for the 12 months ended 31 March 2016. Scope 1 emissions are from sources owned or controlled by the reporting Company in relation to diesel consumption relating to generators used and Company owned vehicles (including petrol usage).</p>
<p>Electricity emissions (Scope 2)</p>	<p>Tonnes of CO₂ arising from electricity consumption of access and core network, data centres and buildings nationwide (Scope 2 electricity emissions) for the 12 months ended 31 March 2016. Scope 2 emissions are associated with the consumption of purchased electricity from a source that is not owned or controlled by the reporting Company. Under the GHG Protocol, "Indirect" sources are those emissions related to the Company's activities that are emitted from sources owned or controlled by another Company.</p>
<p>Business travel emissions (Scope 3)</p>	<p>Tonnes of CO₂ arising from business travel which includes air travel, hotel accommodation and car rental (Scope 3 business travel emissions) for the 12 months ended 31 March 2016. Scope 3 emissions are indirect emissions, other than purchased electricity, which can be described as relevant to the activities of the reporting Company such as air travel, hotel accommodation and car rental. The measurement basis is based on the actual number of:</p> <ol style="list-style-type: none"> 1. kilometres travelled for car hire; 2. air miles travelled (air travel); and 3. hotel nights.



People

<p>Engagement Score</p>	<p>The Engagement Index is based on the percentage of people who responded to six questions included in the People Survey:</p> <p>Overall, how do you rate Vodacom as a place to work compared to other organisations you know about?</p> <ol style="list-style-type: none"> 1. I'm motivated to do more than is expected of me to get the job done. 2. I'm proud to work for Vodacom. 3. Vodacom motivates me to contribute more than is required. 4. I'd recommend Vodacom to family or friends as a place to work. 5. Considering everything, how satisfied are you at Vodacom at the present time? 6. Intention to stay with Vodacom. <p>The measurement basis for calculating the Engagement Index is based on a mean average of the six questions. On a scale from 1 to 5, a rating is attached by translating each score to a specific weighting, which is then divided by the total number of respondents.</p>
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Reputation

<p>Reputation Survey – position relative to competitors</p>	<p>The index reflects the definition of reputation which is a measure of the overall levels of reputation and trust. Stakeholders are asked to provide a score (i.e. feedback) on both overall reputation and trust. The measurement basis for calculating the Reputation Index is based on the average mean calculated per country based on a rating scale of 1 to 10 for which a median score is calculated and expressed as a percentage of stakeholders who participated in the survey. A total average is then calculated by totalling each country's individual average and dividing it by the total number of countries. The questions used in the survey relate to the overall impression and trust that stakeholders have for Vodacom.</p>
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