

**South African Weather
Service
Stakeholder Perception
Report**

September 2009

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Report abstract

Results of the 2009 customer perception survey conducted
by BMI-Techknowledge for SAWS.

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1. EXECUTIVE SUMMARY

1.1 Background

SAWS should take cognisance of the following strategic conclusions to ensure long-term satisfaction is delivered to its customers.

Customer satisfaction is influenced by a complex interplay of factors. Customer expectations can pose a major challenge, simply because expectations shift constantly, and they shift easily: they grow, they shrink, they change shape, they change direction. How satisfied (or dissatisfied) the organisation's customers are is determined by these expectations and the organisation's performance in meeting them.

Three hundred and fifteen (315) stakeholders were interviewed. Of these respondents, the largest stakeholder group was that of Big companies, which comprised of customers within the construction, insurance, legal, big retail and mining industries. This group contributes 29% to the overall score. Smaller companies such as environmental, event planners and agriculture made up 13% of the overall sample, as did Municipalities and Disaster Management Centres, a particular focus for this study. Government and Parastatals made up 12% of the stakeholder group, Media made up 8%. The remaining 25% of the sample was made up of Aviation, Educational institutions, International buyers, Utilities, Seasonal forecasting, Cell phone applications and Web-based applications.

1.2 The current reality

As mentioned in the methodology section of this report, the following is applicable:

- A performance score of 67% denotes adequate performance for non-significant components/activities that customers consider hygiene factors/dissatisfiers. These activities are fundamental to the operations of a supplier in a particular market but do not differentiate that supplier from competitors, or increase customer satisfaction once an acceptable level of performance has been reached
- 83% is considered the desired performance score on components/activities classified as highly significant or having a high impact for organisations that are perceived as delivering a superior service to customers and ensuring customer satisfaction. These activities continuously add value for the customer, increasing satisfaction and differentiating the organisation from its competitors.
- Thus in interpreting the results, SAWS must keep in mind the fact that where performance scores are below 80%, and the component has a significant effect on satisfaction, the issue must be addressed immediately. Where scores are 80-83% they are adequate but should be monitored and enhanced in order to become a differentiator for SAWS.
- Customer perceptions of overall satisfaction with SAWS is 84%. To retain the high levels of customer satisfaction SAWS has to maintain this score and ensure it stays in the 80 - 83% range.
- This requires keeping up the performance on all aspects of quality of service from SAWS. The most important issue for customers within quality of service is the delivery of the products/services. SAWS should maintain performance on this aspect, and improve the function of customer liaison, which has a medium impact on customer satisfaction.
- At the moment SAWS is viewed very positively by its stakeholder base. All scores were very high and SAWS is perceived as providing an excellent service.

- Ninety one percent (91%) of SAWS' customers are satisfied or very satisfied (4 and 5 ratings) with their overall experience with SAWS. Of that number, 32% of customers give the company a 5 rating. This group of stakeholders is likely to remain very positive about, and loyal to, the organisation.
- It should be noted that SAWS only has a base of 2% of stakeholders who are dissatisfied with their overall experience. This is an excellent reflection of the good service that SAWS is providing. The 2% of dissatisfied customers is made up of one Utilities customer and a couple of the cell phone applications customers. The latter group probably have very little, or no real experience of SAWS itself as indicated by their lack of scores for customer liaison and queries. Big companies, Media and the Municipalities have a few disgruntled customers.
- The delivery of SAWS' products/services has a good score of 81%. Bearing in mind that this component of satisfaction is also a driver, this score should be improved upon if possible to a score of 83% and above if it is to be a differentiator for SAWS.
- Queries and administration have a lower significance and less of an impact on customer perceptions of quality of service. Their lower significance means that they are hygiene factors and must be performed adequately (minimum 67%). Both processes are currently being performed well, at 78% and 72% overall respectively.
- SAWS' corporate image is excellent, with a score of 82%. Being technologically advanced (84%), professional, reliable and accessible (all with scores of 83% respectively) is a clear indication that stakeholders have a high regard for the organisation. Any organisation in SAWS' position that provides an essential service to many different companies would strive to be regarded as having these attributes.
- In terms of pricing, it is simply necessary to ensure that customers believe that the tariff they pay is justified relative to the quality of the product/service they receive. SAWS is perceived as having an average to low project cost by most non-regulated and regulated tariff payers.
- Internal SAWS staff are exactly right in terms of their perceiving what is most important to customers and identifying the satisfaction drivers for stakeholders. It is thus very positive that all SAWS staff are in effect "dancing to the same tune" as customers. And indeed customer comments about the prompt delivery of products/services and helpful staff who go out of their way to provide a good service indicate that SAWS is a customer driven company. A customer orientated culture appears to have been instilled within the organisation, where the value of each customer is understood by all employees. This has had a positive effect on the company's commitment to customer satisfaction. However, staff drastically underestimate their perceived service to customers and this attitude, or perception, requires some attention.

1.3 Improving stakeholder satisfaction

In order to ensure its customers are satisfied, SAWS will have to address any current performance problems with regard to the quality of service as this is a key component that has a high impact of customer perceptions. This score should be at least 80 - 83%.

- SAWS' quality of service score at 83.9% is good and must be maintained if SAWS is to ensure that its stakeholders remain satisfied with the service they deliver. In order to enhance perceptions of service quality, overall perceptions of the

delivery of products/services and customer liaison should be maintained, or improved.

- The delivery of the products/services has the highest significance, and therefore the greatest influence on perceptions of quality of service. This in turn is driving overall satisfaction perceptions. This is not surprising as SAWS delivers an essential service to a number of industries and organisations and these customers rely heavily on the information they receive from SAWS. If satisfaction perceptions are to be positively influenced, the performance on this service process needs to be at least 80 - 83%. Performance is currently 81%, which is good, but could be improved upon. It does, however, reinforce why overall satisfaction scores are so high.
- The perception of customer liaison has a medium impact in terms of significant levels. This service process should have a performance score of 80 - 83% and above in order to have a positive effect on customer satisfaction. The score overall is currently 79.4%. We are aware that SAWS has recently established regional customer liaison officers and perhaps their influence is yet to be felt by stakeholders. By ensuring that such key positions are taken full advantage of in establishing first-rate customer relationships, the organisation will positively influence the perception of SAWS within its stakeholder groups and ensure that customer satisfaction remains high.
- Within customer liaison, only the attributes of responsiveness (84.6%), accessibility (82.6%) and understanding of needs (82.1%) have achieved a score of 80% and above. There is no doubt that SAWS staff are accessible, responsive and take action quickly when they have received a request. They do understand the needs of the market. However, regular contact from SAWS staff is something that the organisation should work on, particularly within big companies and the media groups. It appears as though staff respond better to immediate requests and rely on that as their method of reacting rather than spending time building relationships or being “in the faces” of customers
- Generally customers are fairly positive about the SAWS’ query and administration processes. Accuracy of invoices is 76%, which is a good score for a process which is considered a hygiene factor. Do not waste resources on improving administration and query responses, rather ensure performance is maintained despite customer comments on administration issues.

It is important to bear in mind that before adding value, the shortfalls in the basic service have to be addressed first. This can be improved through the following:

- Although the function of customer liaison is fairly well regarded by customers, SAWS must ensure that staff continue to deliver a good service. Regular contact, in particular, is something that could be improved upon. The stakeholder groups of Media and Big companies have the most negative perception of customer liaison.
 - Big companies are by far the most negative stakeholder group in terms of regular contact as well as problem-solving and building relationships. These companies appear to want a more personal relationship with SAWS, one that includes SAWS demonstrating an interest in their business and keeping in contact with them.
 - Media believes that SAWS does not understand their industry or their business needs and is not able to provide advice or tailor solutions to meet their needs. It may be the nature of the beast – what does Media actually need from SAWS?
- SAWS delivers a prompt and efficient service, with information and data delivered timeously to stakeholders, which is understandable given the essential

nature of SAWS' business. However, more time and effort should be spent on building strong customer relationships.

- It is also apparent that stakeholders – as well as internal staff – feel that SAWS does not advertise itself or its products and services adequately. This is reinforced by the fact a fair amount of customers do not know what type of data or information they receive from SAWS.
- The website is a mild cause for concern, with respondents split in opinion as to whether they prefer the old website to the new one. SAWS should take note of comments with regard to the website as there are a number of practical suggestions on how to improve it.

1.4 Internal constraints to stakeholder satisfaction

It is imperative that the issues identified above as constraints to customer satisfaction are addressed as SAWS needs to strive to retain a satisfied stakeholder base, as well as retain competent and loyal employees.

- SAWS' internal staff have been very critical of their own performance, as compared to market perceptions. Overall, the market has a much more favourable view of SAWS' performance than internal staff do. This is positive in a sense, as it should encourage improved performance within SAWS as staff strive to exceed their customers' expectations. However, staff must not sell themselves short, they are doing a good job and this performance should be acknowledged by management, and by staff themselves.
- There is a danger that staff's own negative perception of performance will ultimately affect their actual performance, particularly if morale is low. There were a number of staff comments to the effect that they do not feel valued and would appreciate communication and feedback from management, as well as training opportunities. There were a number of good practical suggestions from staff that should be taken into account. One comment: "Treat your employees as SAWS' MOST important assets."
- Staff comments on what SAWS could do differently, or as to what hinders their performance illustrate that they are aware of stakeholder concerns and are in touch with the general problems. SAWS should take cognisance of these comments.

As far as staff are concerned, stakeholders had the following comments to make in terms of **what SAWS does well**. It is vital that management feed this information back to SAWS staff.

- Many respondents indicated that SAWS offers a very prompt service and that their data or information arrives timeously, some customers commenting that their data is sent to them almost as soon as it is requested. This is commendable service from SAWS and is something that enhances the overall positive perception that stakeholders have of the organisation. These stakeholders often rely on the information that they get from SAWS and prompt service goes a long way towards building a strong customer relationship.
- Another important point is that the data or information was considered by many respondents to be relevant to their needs, and reliable. It is particularly interesting that a number of respondents cited the **accurate information** that they received from SAWS.
- There are a number of reasons given for the good service and good staff that SAWS has, a few employees were mentioned by name. It is important that staff receive some acknowledgement for their excellent service and quick responses to requests. Given the negative perception that staff have of their own service to stakeholders – as evidenced by the comparative survey – it is imperative that

such positive comments from customers are mentioned to them in order to raise staff morale and help them realise that they and their services are appreciated.

1.5 Most important points

The most important points to take away from the study are therefore:

- Establish good customer relationships particularly utilising the recently established customer liaison positions.
- The Media stakeholder group is the most negative overall with a score of 79% for overall satisfaction. This is a trend that is reflected throughout the survey. The stakeholders within the Media group feel that they do not receive such a great quality of service from SAWS (score of 79%). If SAWS improves this group's perception of customer liaison and all that goes with the building of a customer relationship, the organisation will succeed in improving Media's perceptions generally. Media has a very positive perception of the products/services it gets from SAWS and this is a good base to work off.
- Big companies want regular contact, strategic partnerships and advice, some form of consulting is required from SAWS. Generally these companies want to be regarded as valued customers.
- Communication is key. Customers want to hear from their providers. They want a personal relationship. Many stakeholders were not certain of the actual product they received from SAWS, in terms of climate data or weather forecasts. This in itself indicates there is a lack of understanding and perhaps communication from SAWS, reinforcing the perception as well that there is not enough awareness of what SAWS can do within the market. SAWS must advertise and market itself.
- The Aviation industry – that pay a regulated tariff – probably feel that they pay an average price as this tariff cannot be negotiated. Non-regulated payers are generally of the opinion that they do not pay a high price for SAWS' products/services. There is an opportunity here for SAWS to re-look at the non-regulated tariff they charge, as customers are not particularly price sensitive.
- SAWS' international buyers are the most positive about everything to do with their relationship with SAWS. Their scores are excellent throughout the survey. SAWS is a world class organisation on a par with any first world-based weather establishment and it is evident that it is highly regarded by the neighbouring countries that the company assists within the SADC region.

"Let's face it, managing your customer satisfaction isn't a matter of life or death, it's far more important than that."

(Professor Richard Feinberg, Purdue University)

2. BACKGROUND AND INTRODUCTION

2.1 Introduction

The South African Weather Service (hereafter referred to as SAWS) provides weather and climate services and products to the public and other entities for commercial gain. SAWS' vision and mission is *"to be a world-class meteorological organisation that contributes to the sustainable development of South Africa and beyond our borders, and to collect, process and provide meteorological data, products and services for the use of all South Africans and beyond our borders"* which will be achieved through, amongst other objectives, *research and innovation aimed at improving and developing our products and service"* (Source: www.pmg.org.za/files/docs/090128saws.ppt)

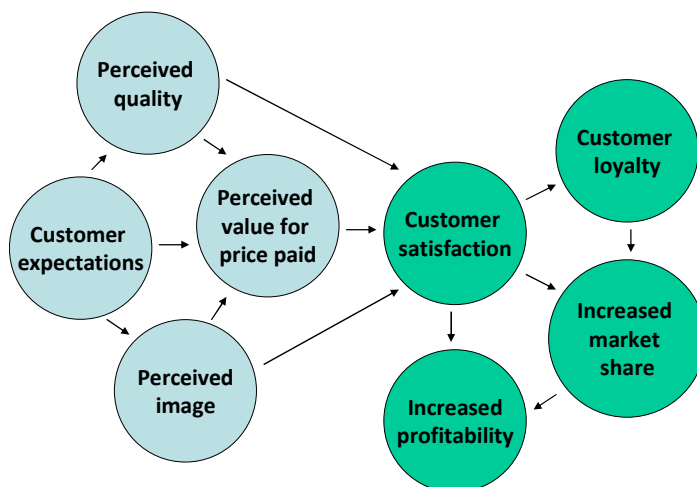
Such research and innovation aimed at improving and developing SAWS' products and services includes the undertaking a comprehensive customer/stakeholder perception survey.

SAWS is no different to any other organisation. Customer satisfaction has become an integral part of service delivery in government sectors and is not restricted to private sectors as in the past. In order to grade the performance of an organisation in terms of their service delivery it is imperative to assess the levels of customer – or stakeholder - satisfaction.

A means of achieving an understanding of customers is through a comprehensive research programme that focuses on a stakeholder-inclusive approach. Stakeholder research provides an important set of measures of organisational performance. It encompasses the experiences and perceptions of groups of people who have vested interests in the products and services delivered by the organisation – be they customers, partners, service providers or employees.

The continued growth of any organisation will be determined by its ability to deliver superior customer value. It is essential that customer expectations are properly understood and measured and that, from the customers' perspective, any gaps in service quality are identified. This information then assists a manager in identifying cost-effective ways of closing service quality gaps and of prioritising which gaps to focus on.

Customer expectations are influenced by the perceived quality of service that they receive, the quality of the product, and the value they receive for the price they pay. The image of a company also influences customer expectations. People form their opinions of any company or organisation based on the first few seconds of input they receive about that entity - whether it be from direct contact or an indirect source - in many cases, the media. The diagram below demonstrates the links between the various elements that drive customer satisfaction.



Research has shown that:

- Customers/stakeholders who are increasingly satisfied with their suppliers stay loyal and are prepared to pay higher prices.
- Dissatisfied customers/stakeholders discourage others from doing business with that company.
- Satisfied customers/stakeholders recommend a company to others.

Stakeholder and customers' levels of satisfaction can be affected by changes in either their expectations or the company's performance. That means that attention has to be paid to both.

Due to the fact that various departments within SAWS work closely with a wide range of stakeholders and rely heavily on the continued goodwill and engagement of its many external stakeholders and partners, as well as changes in business conduct, SAWS identified the need to conduct a comprehensive stakeholder perception survey in order to understand and ascertain expectations from users and stakeholders. The results of this research will allow the organisation to – amongst other things - position its business appropriately for the benefit of both public and commercial goods and services.

The aim of the stakeholder perception research project was to provide a structured and systematic assessment of SAWS' customers' attitudes and perceptions, allowing the company to do the following:

- Establish key drivers (priorities) of customer/stakeholder satisfaction
- Ascertain overall satisfaction with the SAWS' services and delivery thereof, products, image and pricing structures, as well as performance levels of these attributes
- Determine and measure levels of performance for each service and delivery attribute
- Identify any performance shortfalls or areas of weakness
- Establish any noteworthy differences in perceptions which may exist amongst stakeholder segments
- Assess the overall performance of SAWS
- Create an understanding of client needs and wants, and satisfaction levels with specific services
- Compare internal staff perceptions of service delivered to stakeholders versus stakeholder perceptions and expectations
- Establish a platform for future performance tracking

2.2 Methodology

BMI-T uses, inter alia, a best-of-breed methodology for customer attitudes and perceptions research, based on the ServQual methodology developed by Berry, Parasuraman and Zeithaml at Massachusetts Institute of Technology's Sloan School of Management. These methodologies have been customised to reflect and be applicable within the South African environment.

Service quality can be defined as the difference between customer/stakeholder expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis and Mitchell, 1990).

This study evaluates SAWS' performance amongst its stakeholders in different stakeholder groups and regions. The information arising out of the research will provide input into differentiating strategies and the development of an appropriate culture, which will ensure that the company enhances and improves stakeholder satisfaction.

2.2.1 Sampling

Given the nature of the project, a non-probability quota sampling technique was used. The customers were interviewed randomly from the lists provided by SAWS, on an objective basis. In discussion with SAWS, it was decided to target the interviews by stakeholder group, by regional office and by service type.

A total of **315** customers/stakeholders were interviewed, we had 4 business partner interviews and 8 Board member interviews. Please note that the business partner and the Board results are in a separate report.

Please refer to **Appendix A** for a detailed breakdown of the respondent list.

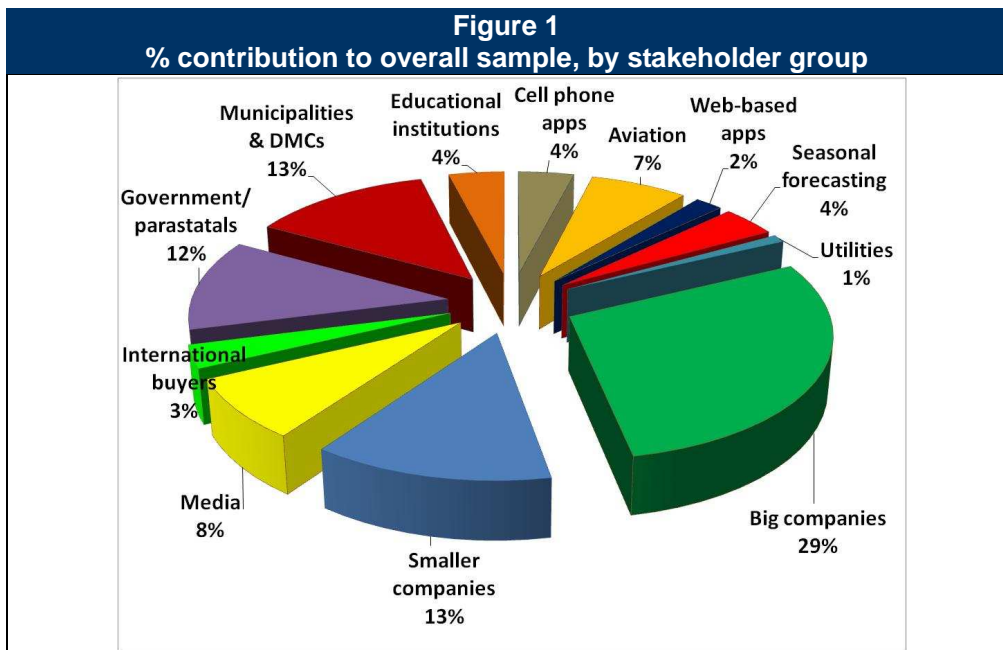
2.2.2 Segmentation

Stakeholders were segmented according to the lists provided by SAWS by stakeholder group, by regional office and by service type.

In every instance, information is provided for all customers as a group, i.e. overall and by region. In some instances, information is provided by service type, where applicable.

Information for the all segments is presented in an excel spreadsheet and pivot table, given separately to SAWS. Please note that these results in the pivot table and spreadsheet should be interpreted with caution in cases where the sample size is small, particularly ten or fewer responses.

The figure below indicates the percentage contribution by stakeholder group.



Source: BMI-T 2009

The structure of the sample achieved by stakeholder group is tabled below:

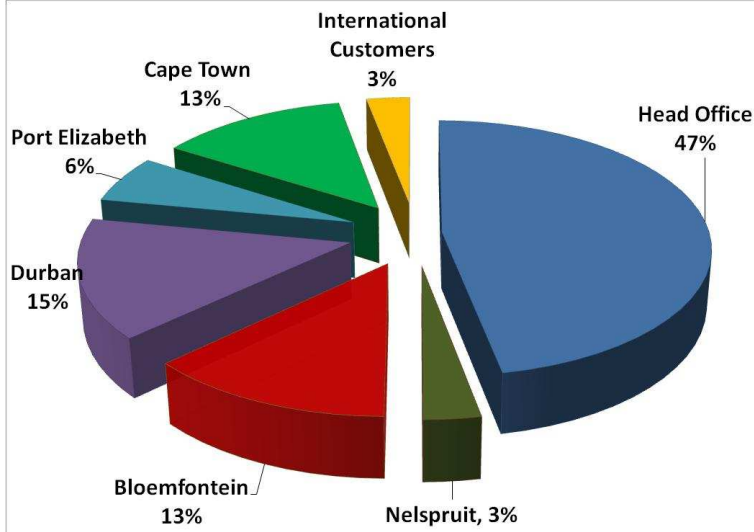
Table 1 Stakeholder group segmentation		
Stakeholder Group	No. of interviews	% contribution to overall sample
Cell phone apps	11	4%
Aviation	21	7%
Web based apps	7*	2%
Seasonal forecasting	14	4%
Utilities	4*	1%
Big companies	91	29%
Smaller companies	40	13%
Media	26	8%
International buyers	9*	3%
Government/parastatals	39	12%
Municipalities & DMCs	41	13%
Educational institutions	12	4%
Total	315	100%

Source: BMI-T, 2009

*Please note that all in cases where the sample size is small, responses should be interpreted with caution. We did interview the universe of stakeholders in both the Utilities and International buyers segments, based on the lists provided by SAWS. Due to this, we have not combined any of the segments as we feel valuable information can be obtained by taking these segments into account, despite the small sample sizes.

The figure below indicates the percentage contribution by region:

Figure 2
% contribution to overall sample, by region



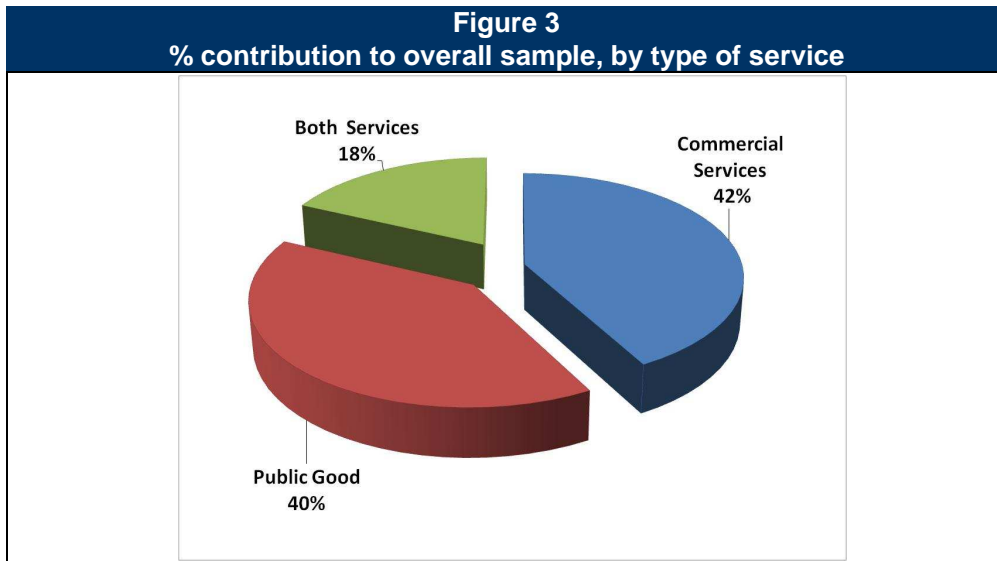
Source: BMI-T 2009

The structure of the sample achieved by region is tabled below:

Table 2 Regional segmentation		
Region	No. of interviews	Percentage contribution to overall sample
Head Office - Gauteng	149	47%
Nelspruit	11	3%
Bloemfontein	42	13%
Durban	46	15%
Port Elizabeth	18	6%
Cape Town	40	13%
International customers	9	3%
Total	315	100%

Source: BMI-T, 2009

The figure below indicates the percentage contribution by type of service.



Source: BMI-T 2009

The structure of the sample achieved by service type is tabled below.

Table 3 Service type		
Type of service	No. of interviews	Percentage contribution to overall sample
Commercial Service	131	42%
Public Good	127	40%
Both Commercial and public good services	57	18%
Total	315	100%

Source: BMI-T, 2009

2.3 Rating definitions

All respondents were asked to rate SAWS.

2.4 Fieldwork

In-depth, face-to-face interviews utilising a structured questionnaire were conducted by BMI-T's field team. Fieldwork was conducted from the 30th of July 2009 until the 11th of September 2009 under the supervision of BMI-T's field manager. Each interview lasted approximately 35 minutes.

All questionnaires were quality checked and a standard minimum 10% back-check of the total sample was carried out by the Field Manager at BMI-T to ensure the validity and quality of the work done.

3. METHODOLOGY EXPLAINED

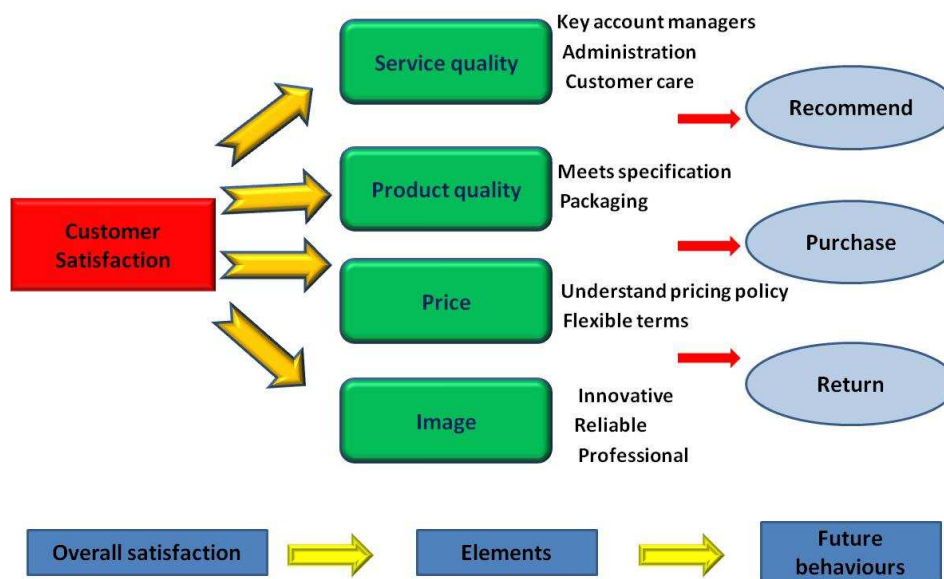
As mentioned above, BMI-T's customer satisfaction survey involves the use of ServQual (Parasuraman *et al.*, 1985; 1988) methodology to measure service quality in order to ascertain any actual or perceived gaps between customer expectations and perceptions of the service offered by the company.

The concept of measuring the difference between expectations and perceptions is very useful for assessing levels of service quality. This information on service quality can help managers diagnose where performance improvement can best be targeted. The largest negative gaps, combined with assessment of where expectations are highest, facilitates prioritisation of performance improvement. Equally, if gap scores in some aspects of service do turn out to be positive, implying expectations are actually not just being met but exceeded, then this allows managers to review whether they may be "over-supplying" this particular feature of the service and whether there is potential for re-deployment of resources into features which are underperforming.

BMI-T has specific experience in the practical application of this methodology, and tailored it to the specific requirements of SAWS' project. The customer satisfaction survey evaluated the following:

- The customer's overall perceptions of service (satisfaction/dissatisfaction) including quality of service, corporate image and project cost
- How the company is performing on various components/elements that constitute service quality, and the specific attributes and activities that make up each of these components, as compared to a competitor.
- The survey also measures customer loyalty as opposed to only customer satisfaction. Loyalty can be measured via a number of means, for instance likelihood of referral, continued use, increase use, etc.

The conceptual model can be demonstrated briefly as follows, using general attributes:



The questionnaire and the report follow the model's structure. In every instance, information is provided for all customers as a group, i.e. overall and by stakeholder group. In some instances, information is provided by region, where applicable.

3.1 Interpreting the results

3.1.1 Correlation Coefficients and drivers of satisfaction

Some elements of the total customer experience contribute more strongly to customer satisfaction. These are the elements that the company needs to focus on in order to improve overall customer satisfaction and loyalty. BMI-T uses regression and correlation analysis to isolate and identify specific satisfaction drivers in terms of their relative influence on overall satisfaction and therefore, in turn, on future behaviors. Using the "top 2 box" rating, therefore the 4 and 5 scores, BMI-T identifies the correlation co-efficient scores.

The key to success is to focus on what matters most to customers. The high impact/significance scores indicate which components or activities SAWS should focus on in order to increase customer satisfaction.

The other activities need to be adequately performed (67%) to ensure that a company is considered a potential supplier. These components are labeled hygiene factors as they increase dissatisfaction if they are inadequately performed.

To understand the scoring:

- components with a correlation co-efficient of 0.6 - 1 have a **high significance** and therefore have a high impact on customer satisfaction
- components with a correlation co-efficient of 0.3 - 0.6 have a **medium significance** and therefore have a slightly lower impact on satisfaction
- components with a correlation co-efficient less than 0.3 have a **low significance** and therefore have little impact on satisfaction and are considered hygiene factors/dissatisfiers

SAWS should focus its attention on components with a high impact/significance factor in order to increase customer satisfaction. That is not to say that the hygiene factors should be ignored, they must still be adequately performed. Therefore:

- Components that are identified as having a **high significance** (or high impact) will have a positive effect on overall satisfaction scores if improved upon. SAWS must ensure that these components have a **performance score of 80 - 83% and above** in order to leverage the activity as a differentiator as compared to competitors. The following actions must be taken on components or activities with a high significance:
 - If they have a performance score below 67%, performance on the components must be addressed immediately.
 - Where performance scores for these components are above 67% but below 80 - 83%, they need to be addressed and improved immediately.
 - If performance scores are above 83%, performance must be maintained.
- Components that are identified as hygiene factors have a **low significance** in terms of impacting on perceptions of customer satisfaction. SAWS has to ensure that these activities achieve a **minimum performance score of 67%**. Where performance is already 67% and above, SAWS must ensure that performance is maintained.

Measuring satisfaction with a rating scale often creates a very distinctively skewed curve where approximately 85% of the responses are split between the top-two responses (4 and 5), and the remaining 15% trail off to the bottom end of the scale.

Therefore a typical satisfaction or performance rating in the 4.2 to 4.3 (80-83%) range is normal and does not necessarily represent a source of competitive differentiation. Rather, a rating of 80% is considered the minimum performance standard where organisations are perceived to be providing superior performance.

There are significant implications for the interpretation of customer satisfaction data. Simply having an average rating of 4.2 on a five-point scale does not necessarily denote strength. Managers should understand a comparative advantage does not necessarily exist until the average on such a scale **exceeds** 4.3 (83%). To determine customer satisfaction and relative performance, it is also important to understand how your customer satisfaction compares to your competitors.

Thus in interpreting the results, SAWS must keep in mind the fact that where performance scores are below 80%, and the component has a significant effect on satisfaction, the issue must be addressed immediately. Where scores are 80-83% they are adequate but should be monitored and perhaps enhanced in order to become a differentiator for SAWS.

A performance score of 67% denotes adequate performance for non-significant components.

3.1.2 Performance scores

The assumption on which this survey rests is that the performance scores derived from a set of respondent ratings is a fair representation of the body of respondents from which the sample was drawn.

This methodology uses a 5-point Likert-type rating scale for **performance**, where:

- 1 = very poor (0%)
- 3 = average (50%)
- 5 = excellent (100%)

Respondents therefore use this scale to indicate the extent to which they rate the performance of SAWS and competitors on a number of service and product attributes. Similarly, to measure **satisfaction**, the following 5-point rating scale was used, where:

- 1 = very dissatisfied (0%)
- 3 = neutral (50%)
- 5 = very satisfied (100%)

Price is evaluated on the following scale where:

- 1 = very high project cost (0%)
- 3 = average project cost (50%)
- 5 = low project cost (100%)

4. OVERALL SATISFACTION

4.1 Introduction

This chapter of the report focuses on customer perception of the overall satisfaction and value that they receive from SAWS. Customers perceived SAWS and service providers as one and the same, therefore scores are provided only for SAWS.

Customers were asked to rate the following:

- their overall satisfaction with the entire experience that they have with SAWS
- the quality of service that they receive from SAWS
- the company's corporate image
- the quality of the products/services that SAWS provides; and
- the price they pay for the products/services (if paying for products/services for commercial use)

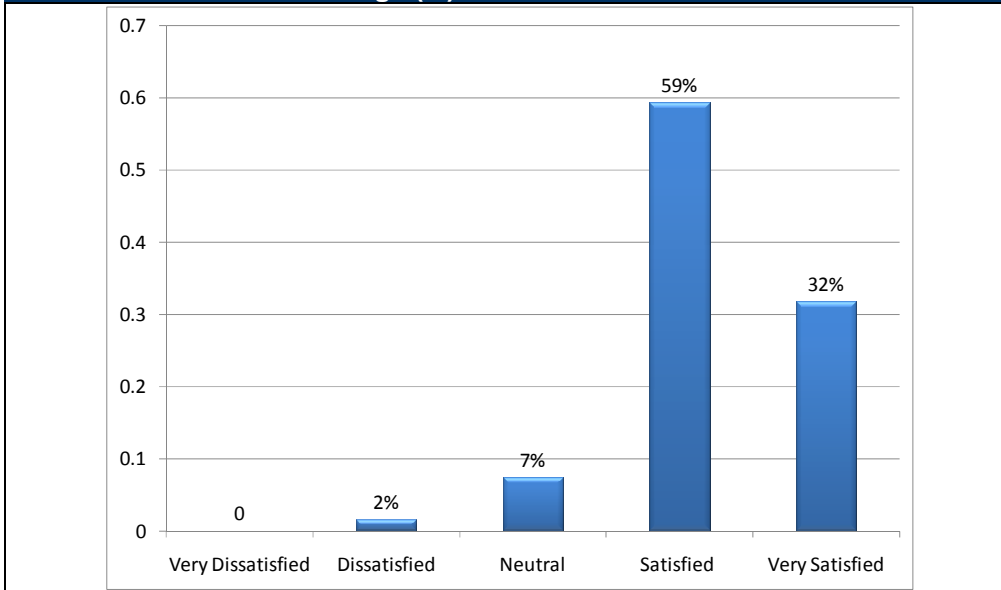
4.2 Stakeholder satisfaction overall

Before assessing SAWS' performance in detail on a number of service and product attributes, it is necessary to evaluate how customers view their entire experience with SAWS. Customer/stakeholder expectations are influenced by a number of things, such as the extent of personal needs and word of mouth recommendations. However, their level of satisfaction is also particularly influenced by what they receive overall from a supplier (i.e. what they get in terms of service, product, the image of the company) relative to what they pay for it. Basically, if the price is justified.

4.2.1 Customer satisfaction distribution of ratings - perceived satisfaction

The figure below indicates overall satisfaction with SAWS' overall performance. The graph depicts the percentage of the sample of customers/stakeholders giving specific overall satisfaction ratings for SAWS.

Figure 4
Distribution of ratings (%) for overall customer satisfaction

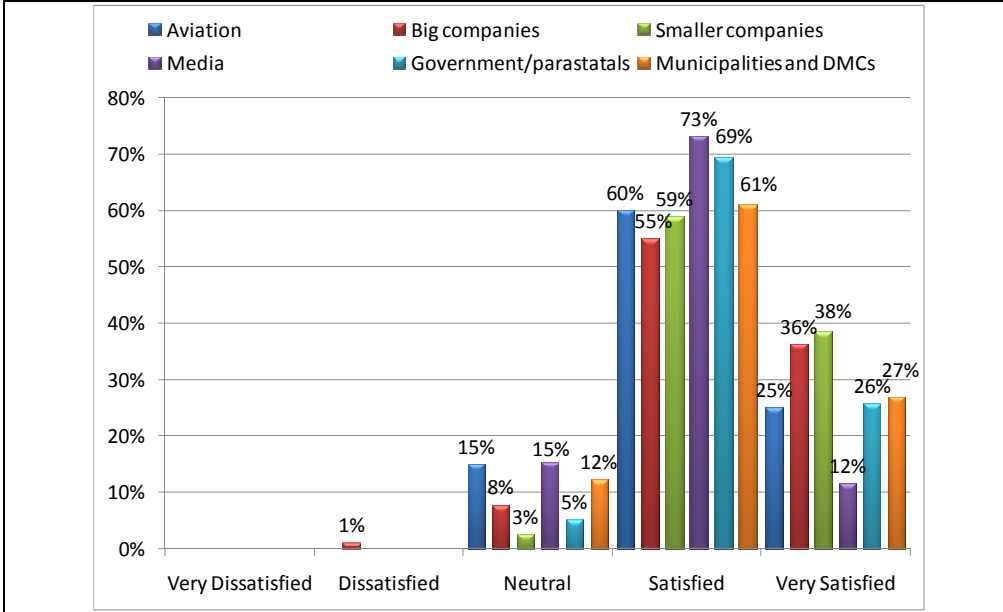


Source: BMI-T 2009

- SAWS has 91% of customers either satisfied or very satisfied with their overall experience with the company. These customers perceive themselves as receiving superior service from SAWS and are very satisfied. This is an excellent score as customer satisfaction theory prescribes that companies should ideally have 75% of its customers in this range (4 and 5 ratings) in order to ensure customer satisfaction. It is very positive to note that SAWS has 32% of customers giving them a "5" rating - as mentioned above, these customers are extremely satisfied.
- Not a single customer gave SAWS a "very dissatisfied" rating. Only 2% of customers are dissatisfied with their overall experience with SAWS.
- As SAWS provides a service for the public good, their stakeholders appear to appreciate this fact - that they are given information for free - which is perhaps one of the reasons for the very positive perception of SAWS. That said, 141 respondents pay for the service/products that they receive and thus it can be deduced that SAWS must be providing an excellent service to its customers to be so well-perceived.

The figure below indicates overall satisfaction with SAWS' performance by stakeholder group.

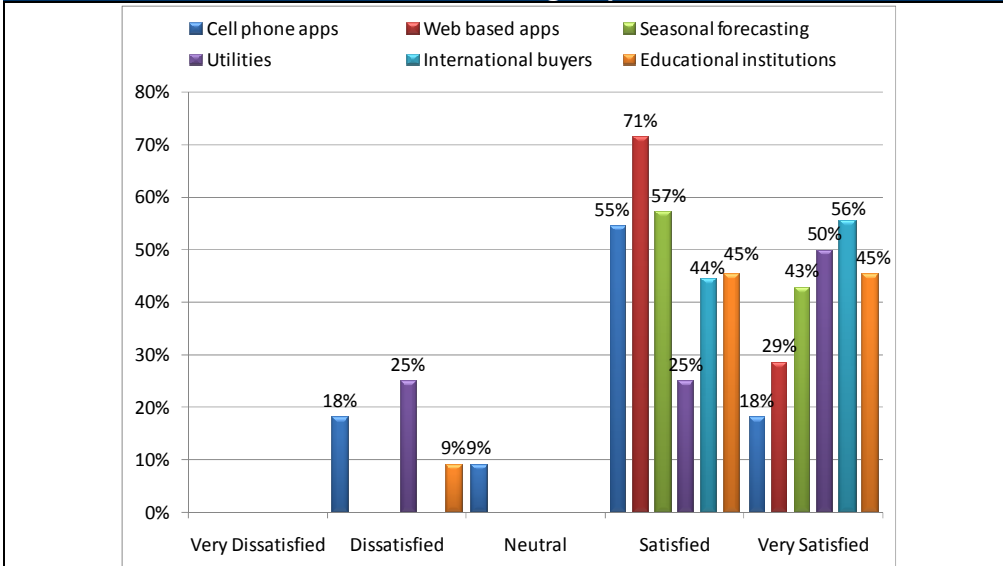
Figure 5
Distribution of ratings (%) for overall customer satisfaction – by stakeholder group



Source: BMI-T 2009

- All stakeholder groups are extremely satisfied with the experience that they have with SAWS. One percent (1%) of big company customers have indicated that they are dissatisfied but other than that, not a single customer is unhappy with their SAWS experience.
- Media and Aviation have – at 15% - the most customers giving a neutral score for satisfaction. These customers are “sitting on the fence”. If SAWS can convert just two or three of these customers and shift them up the scale, they will have a higher overall satisfaction score.

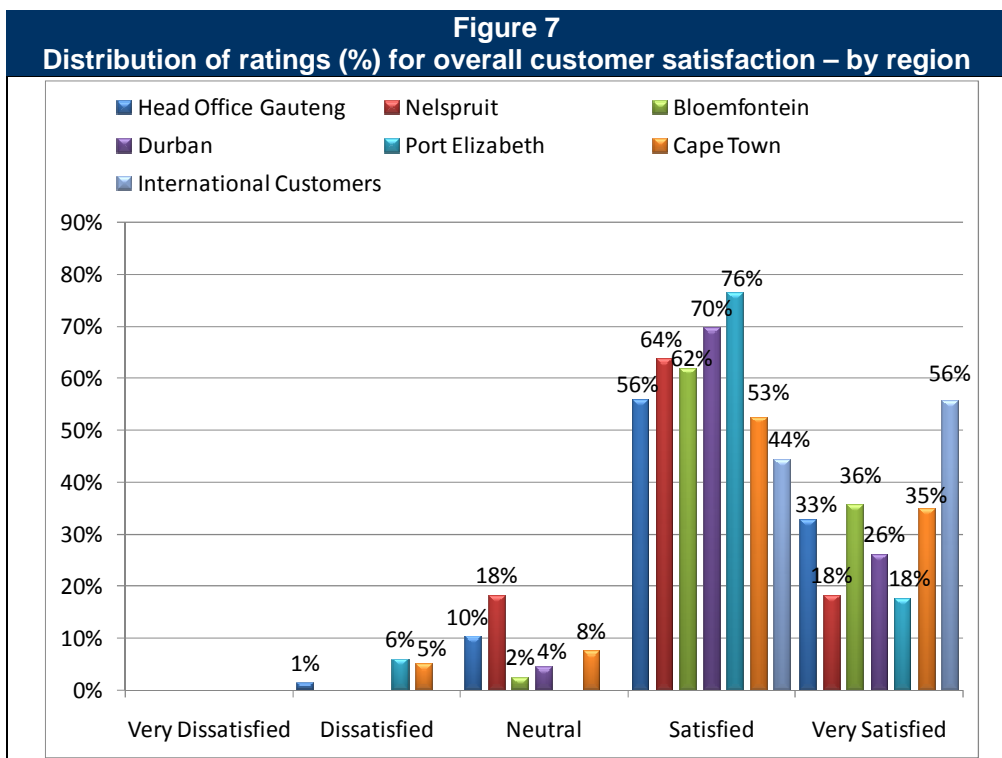
Figure 6
Distribution of ratings (%) for overall customer satisfaction – by stakeholder group



Source: BMI-T 2009

- This grouping of stakeholders has a few more dissatisfied customers, with 18% of cell phone applications indicating that they are dissatisfied with the overall experience they have with SAWS. Please bear in mind that cell phone customers have no contact with or experience of SAWS beyond the forecasts they receive on their handsets.
- Utilities have 25 % of customers indicating they are dissatisfied, yet that is just one customer who is unhappy, as there were only 4 utility stakeholders interviewed. This was the universe of referred stakeholders
- Even though this grouping has small sample sizes, it is very positive that a number of them have 100% satisfied or very satisfied customers – particularly SAWS international buyers.

The figure below indicates overall satisfaction with SAWS’ performance by region.

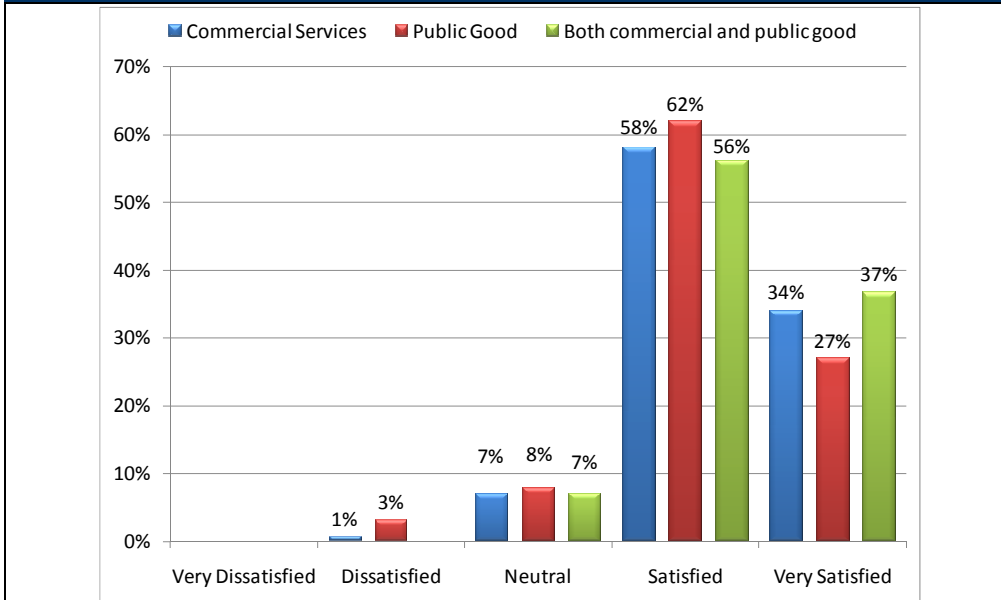


Source: BMI-T 2009

- International customers have an overwhelming 56% of customers who are very satisfied with their overall experience with SAWS. This is an extremely good score and their satisfaction is evident throughout the survey.
- These scores indicate that generally most of the regions are satisfied, with Nelspruit having the most customers who are neither satisfied nor dissatisfied.
- Head Office also has a few fence-sitters (10% of the sample) and these customers should be converted to satisfied customers. It is a little concerning that 1% of Head Office’s customers are dissatisfied with their overall experience but it is more than likely just two or three respondents who have had one negative experience.

The figure below indicates satisfaction with overall experience segmented by type of services received.

Figure 8
Distribution of ratings (%) for overall customer satisfaction – by type of services



Source: BMI-T 2009

- It is interesting, and a bit unexpected, to note that respondents who receive public good services are the most neutral (8%) and dissatisfied (3%) with their overall experience. If someone is not paying for a service or product, one would expect them to regard such services favourably.
- Ninety two percent (92%) of commercial service customers are very satisfied with their overall experience. That is a very good score. Similarly, 93% of respondents who receive both public good and commercial services are satisfied and very satisfied with their overall experience.

The detailed analysis which follows in the following chapters highlights specific activities which are being well performed by SAWS.

4.3 Components of customer satisfaction that influence perceptions of overall satisfaction

Having determined customers' overall perception of satisfaction, it is necessary to understand how the components of SAWS' overall offering - service and products/services, as well as the company's overall image and the tariff charged - influence the overall levels of perceived satisfaction.

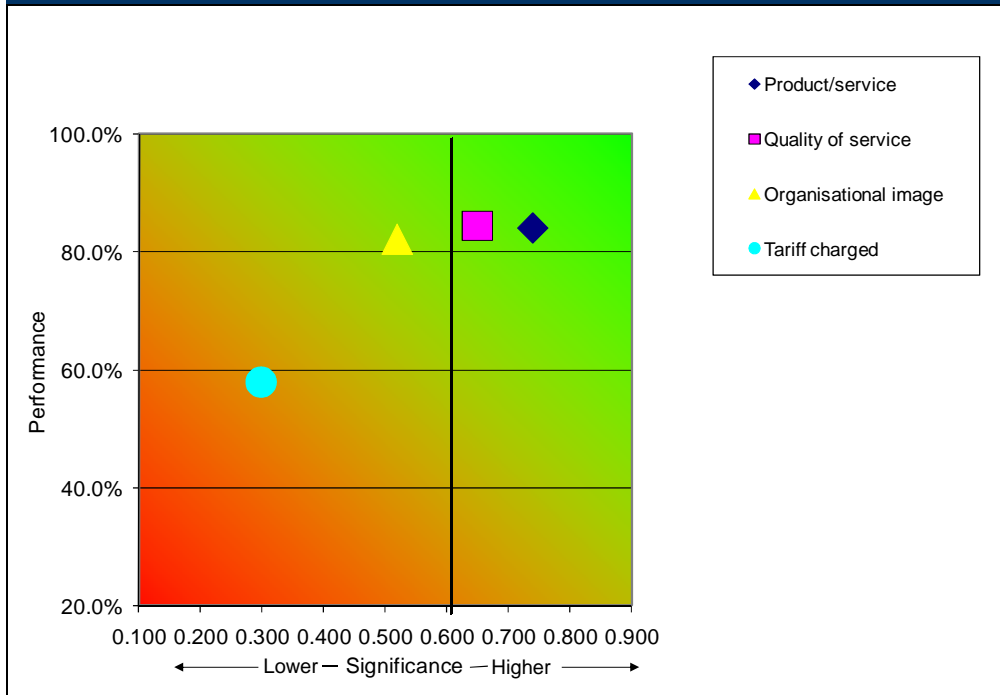
Some components have a higher significance and contribute more strongly to customer satisfaction. These are the components SAWS needs to focus on in order to ensure that overall customer satisfaction remains as positive as it currently is.

The chart below plots the results in a graphical format that can be read quickly and be easily understood. Each overall statement from the questionnaire is plotted on a graph by its overall **performance score** (on the y-axis) and its **significance factor** (on the x-axis).

This generates quadrants divided by a 0.6 significance line, and a 50% performance score, although occasionally this may include more performance lines. The most important quadrants are on the right hand side of this 0.6 significance line. The items plotted here have high significance to SAWS' customers. These are the areas where the company's actions will have the biggest impact and generate the greatest improvement in customer satisfaction for the effort expended. They should have performance scores of 83% and above in order to be differentiators for the company.

The components that plot in the quadrant to the left of the 0.6 significance line have either a moderate effect on satisfaction, or are hygiene factors. The upper quadrant here indicates the areas in which SAWS is currently performing well. Any changes made to fix components in the right-hand side quadrants must not disturb the factors in the upper left quadrant. The higher the performance score, the higher the component will be plotted on the chart. All components to the left of the 0.6 line, with lower significance, should attain performance scores of 67% and above.

Figure 9
Components of customer satisfaction that influence perceptions of overall satisfaction

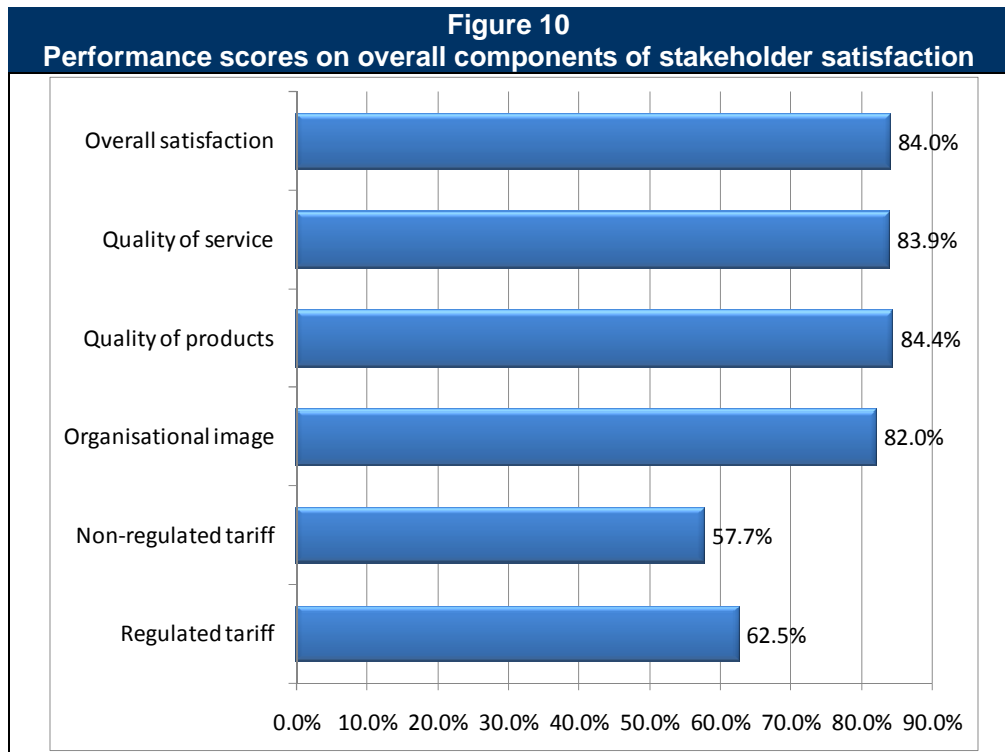


Source: BMI-T 2009

- As indicated by the chart, the quality of the product or service that customers receive from SAWS and the quality of SAWS' service both have a high impact on customer satisfaction. Exceptional performance on these components has a significant positive effect on overall satisfaction.
- In order for these components - quality of service and product/service - to be a differentiator for SAWS, they should have a minimum performance score of 67%, but aiming to achieve a score of 80 - 83% and above. These components currently have scores of 84% respectively, which is good and must be maintained.
- SAWS' corporate image has a moderate impact on overall experience of customer satisfaction. This component of satisfaction should also have a minimum score of 67%, aiming to be 83% and above. As this component has a score of 84%, SAWS should maintain its good image within the market.
- Price – or tariff charged - has a low impact on satisfaction and can be considered a hygiene factor. It should still be adequately performed. In this case, it has a reasonable performance score indicating that customers are of the opinion that they pay a fair price in terms of tariff charged for SAWS' products/services.
- Components or activities with a low significance, for example price, are a dissatisfier and no matter how well the company performs in these areas, it will have less impact on customers' satisfaction.

4.3.1 Performance on the overall components of stakeholder satisfaction

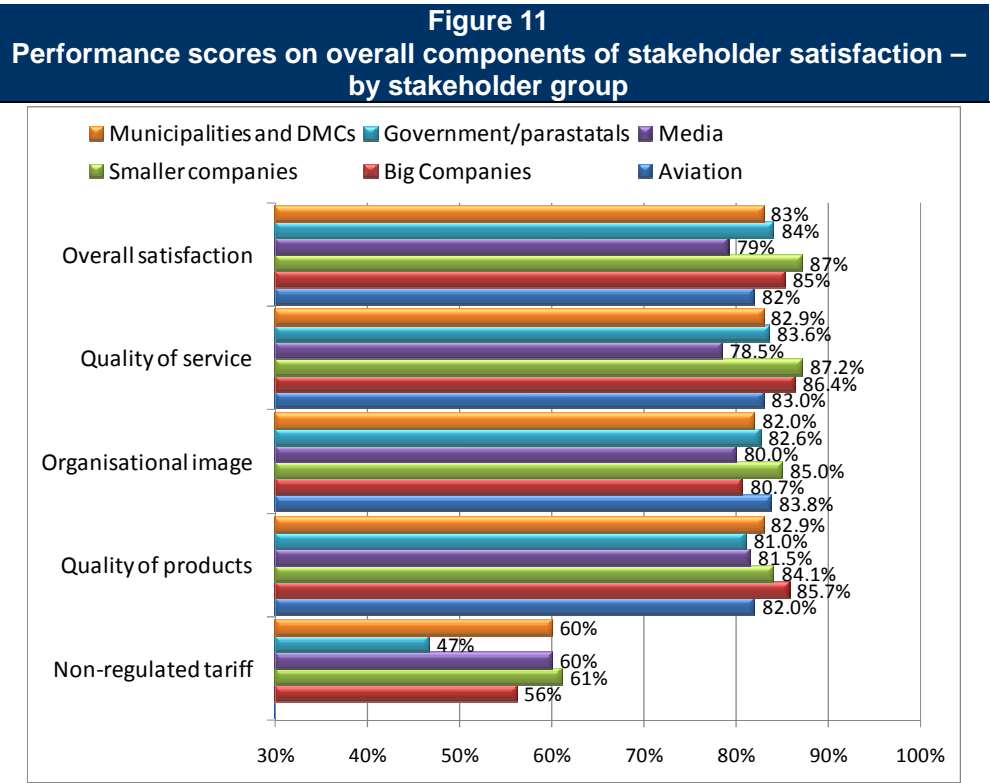
The figure below indicates SAWS' performance scores for each overall statement.



Source: BMI-T 2009

- Overall, SAWS has a very good overall satisfaction score of 84%.
- The quality of SAWS' products/services has a high score of 84.4%. Bearing in mind that this component of satisfaction is also a driver, this score should be maintained, and improved upon if possible.
- Given the importance of quality of service, the performance score for this component should be 83% and above. SAWS has a rating of 83.9%. This score is good and must be maintained if SAWS is to ensure that its stakeholders remain satisfied with the service they deliver. In order to enhance perceptions of service quality, overall perceptions of the delivery of the product and customer should be maintained, or improved upon.
- SAWS' corporate image is excellent, with a score of 82%.
- In terms of pricing, it is simply necessary to ensure that customers believe that the price they pay is justified relative to the quality of the product or service that they receive. SAWS is perceived as having an average to low price, even though 20% of the non-regulated tariff sample indicated that they thought the price was high. The aviation industry pay a regulated tariff that is gazetted thus many of these respondents indicated that they thought the price was average. This is probably due to the fact that they cannot negotiate or query the tariff paid.

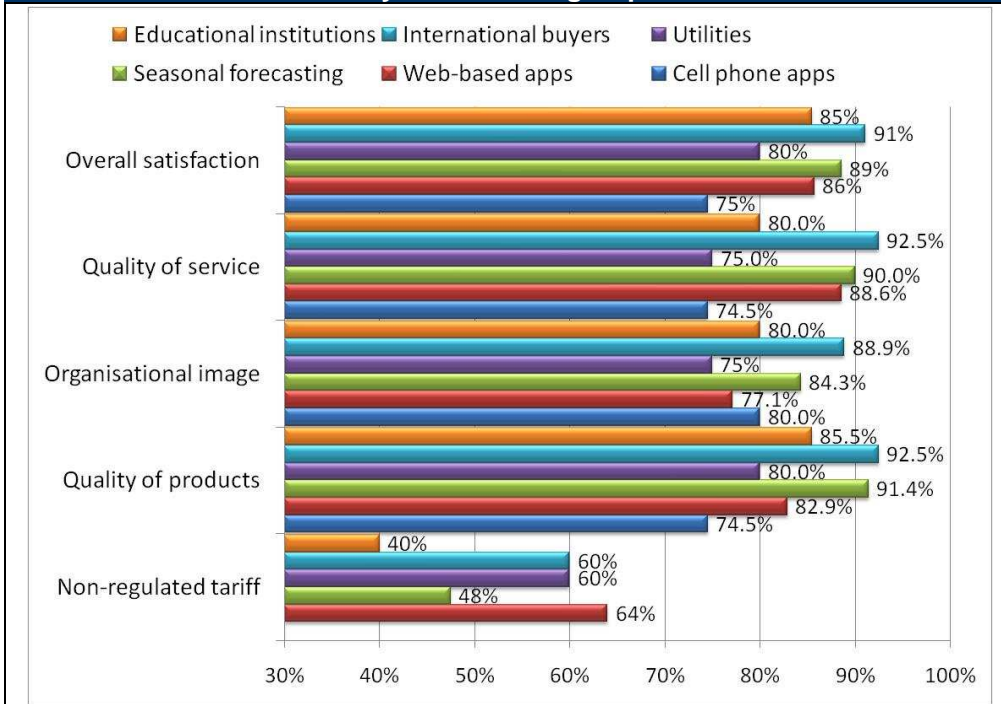
The figures below indicate SAWS' performance scores for each overall statement by stakeholder group.



Source: BMI-T 2009

- The Media stakeholder group is the most negative overall with a score of 79% for overall satisfaction. This is a trend that is reflected throughout the survey. The stakeholders within the Media group feel that they do not received such a great quality of service from SAWS (score of 79%). If SAWS improves this group's perception of customer liaison and all that goes with the building of a customer relationship, the organisation will succeed in improving Media's perceptions generally. Media has a very positive perception of the products/services it gets from SAWS and this is a good base to work off.
- The smaller companies – environmental, event planners, agriculture – the most satisfied overall with an 87% performance score. These companies use the information received from SAWS for various purposes and are more than likely to appreciate any assistance that they receive.
- Big companies, Smaller companies and the Municipalities & DMCs have a very high regard for the products/services that SAWS delivers with scores of 86%, 84% and 83% respectively.
- It is interesting to note that Government & Parastatals are unhappy with the tariff they pay, perceiving it to be fairly high. In general, Government does not like paying for things.
- Please note that Aviation pay a regulated tariff and as they are the only industry to do so, the score has not been included here. The overall satisfaction score for Aviation's regulated tariff is 63%.

Figure 12
Performance scores on overall components of stakeholder satisfaction – by stakeholder group



Source: BMI-T 2009

- SAWS' international buyers are the most positive about everything to do with their relationship with SAWS. Their scores are excellent throughout the survey. SAWS is a world class organisation on a par with any first world-based weather establishment and it is evident that it is highly regarded by the neighbouring countries that the company assists within the SADC region.

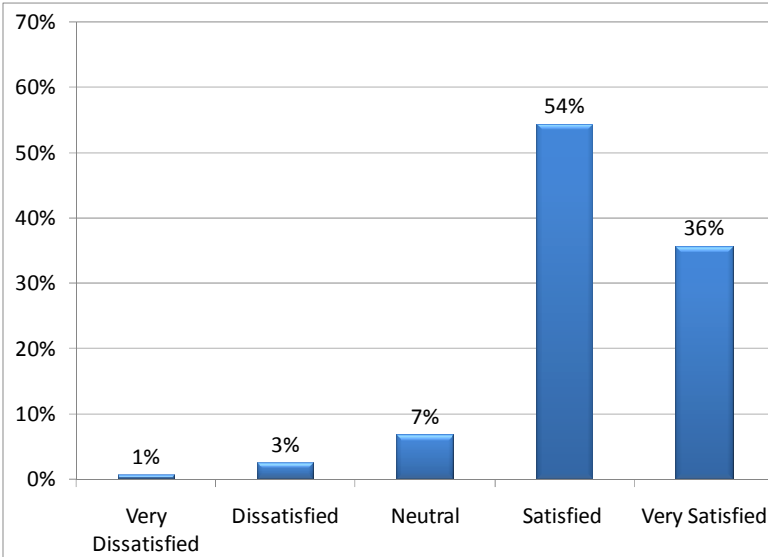
4.4 Distribution of ratings for overall components of customer satisfaction

The graphs below indicate the distribution of ratings (%) for the overall components of customer satisfaction: quality of service, product/service quality, image and price/tariff charged.

4.4.1 Distribution of ratings for perceived satisfaction with quality of service

The figure below indicates the distribution of ratings for SAWS' overall performance on quality of service.

Figure 13
Distribution of ratings for quality of service - overall

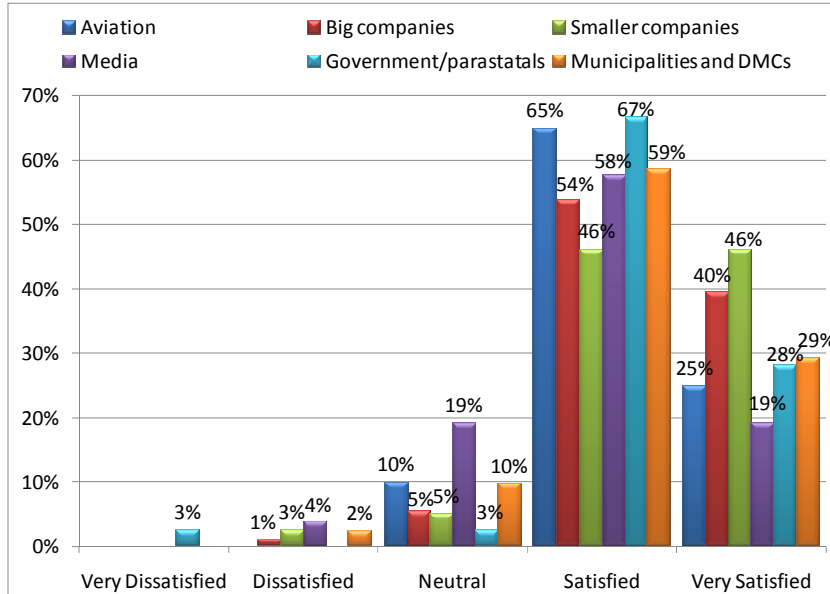


Source: BMI-T 2009

- Eighty percent (80%) of SAWS' customers are satisfied or very satisfied with the company's quality of service.
- Only 4% of customers are dissatisfied or very dissatisfied with the level of service they receive from SAWS.

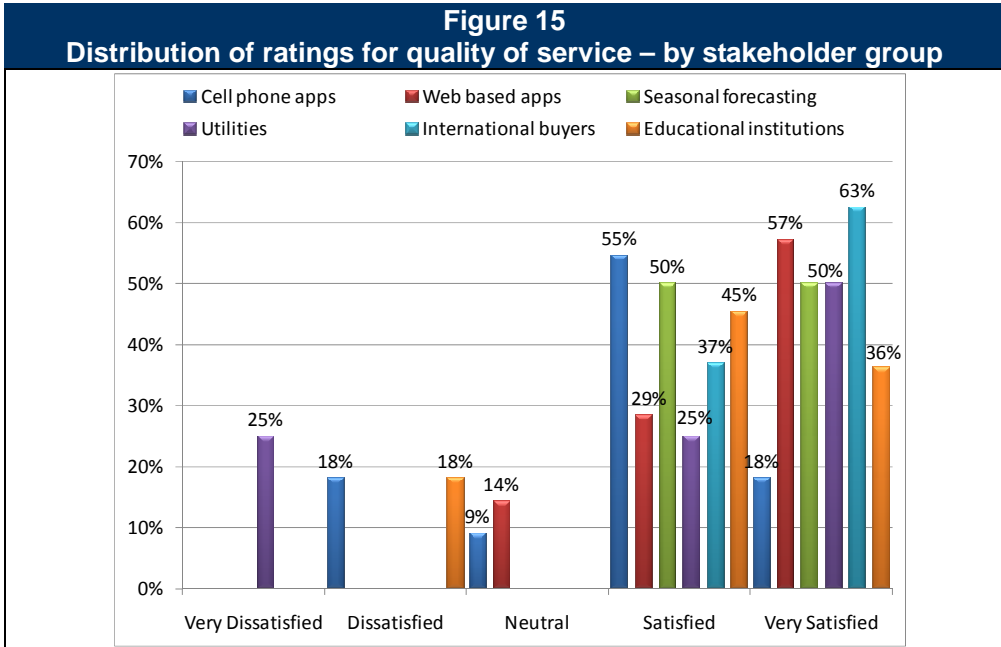
The figures below indicate the distribution of ratings for SAWS' overall performance on quality of service by stakeholder group and by region.

Figure 14
Distribution of ratings for quality of service – by stakeholder group



Source: BMI-T 2009

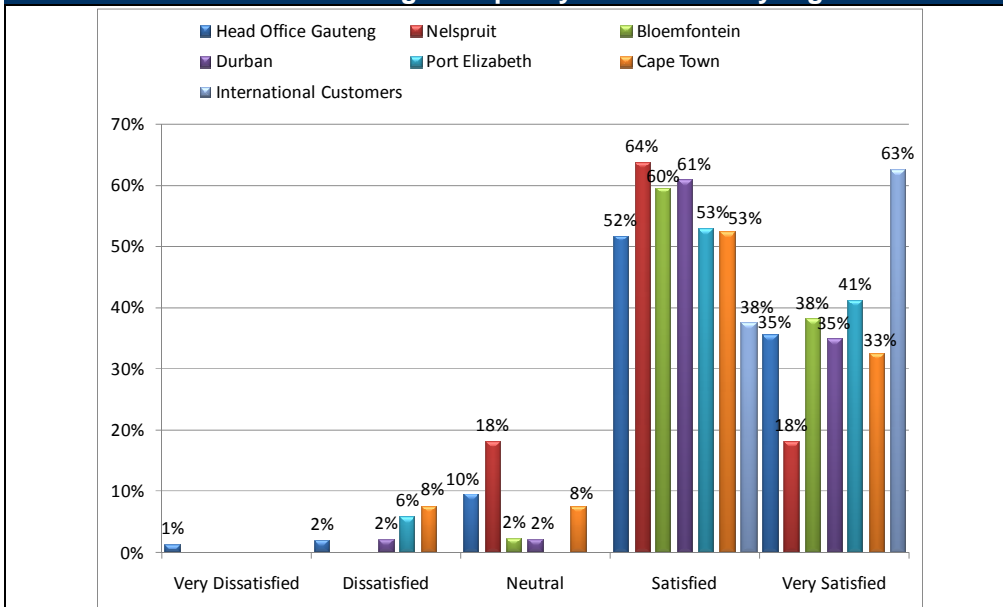
- As reflected overall, most stakeholders are satisfied or very satisfied with SAWS' service across the stakeholder groups. The scores are very positive for all the above groups, with a slight exception for Media (19% neutral and 4% dissatisfied) and probably one Government/parastatals customer who is very dissatisfied.



Source: BMI-T 2009

- Most stakeholders in this cluster are very satisfied with the quality of the service they receive from SAWS. International buyers have 63% of customers very satisfied.
- A few educational institutions (18%) are neutral and once again we have one utilities customer who is very dissatisfied.
- A couple of cell phone application customers (18%) are dissatisfied.

Figure 16
Distribution of ratings for quality of service – by region

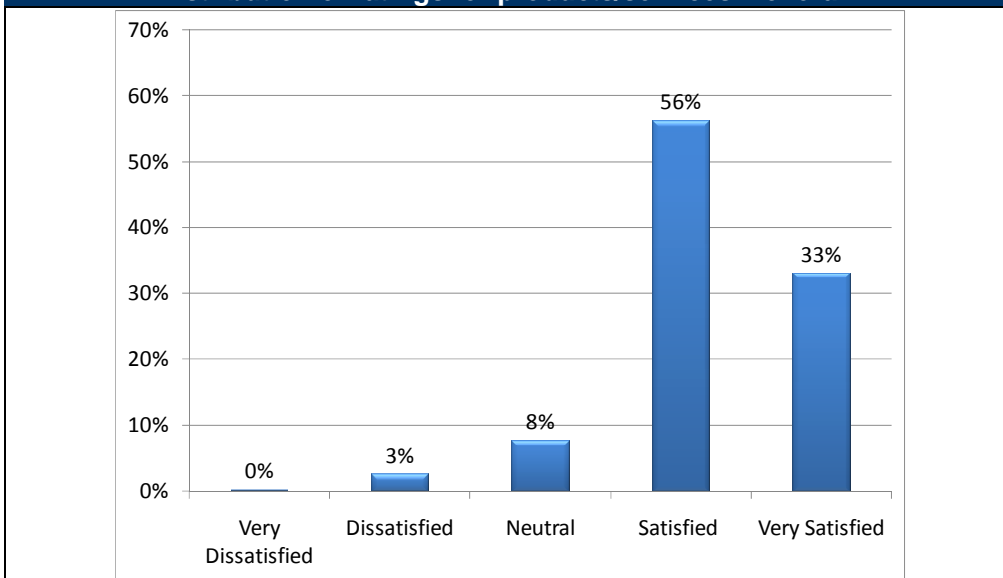


Source: BMI-T 2009

4.4.2 Distribution of ratings for perceived satisfaction with quality of products/services

The graph below indicates the distribution of ratings for SAWS' overall performance on quality of products or services delivered.

Figure 17
Distribution of ratings for products/services – overall

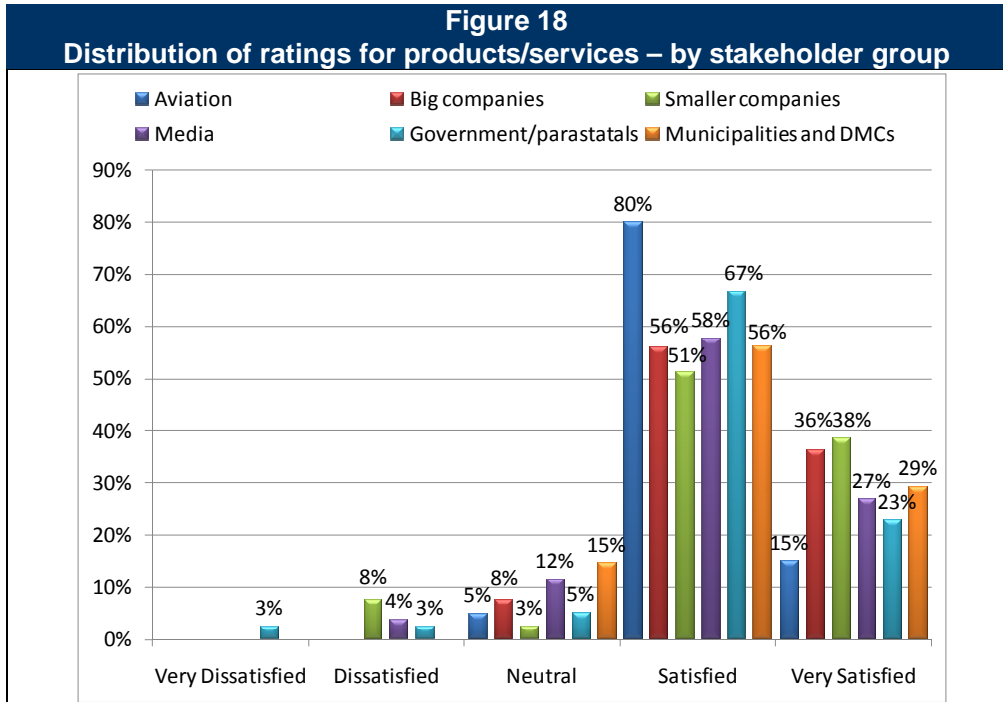


Source: BMI-T 2009

- It is encouraging to note that SAWS' customers are very satisfied with the quality of the product or service that they receive from SAWS. Eighty nine percent

(89%) of customers give SAWS a 4 or 5 rating. Only 3% of customers are dissatisfied with the quality of SAWS' product/service.

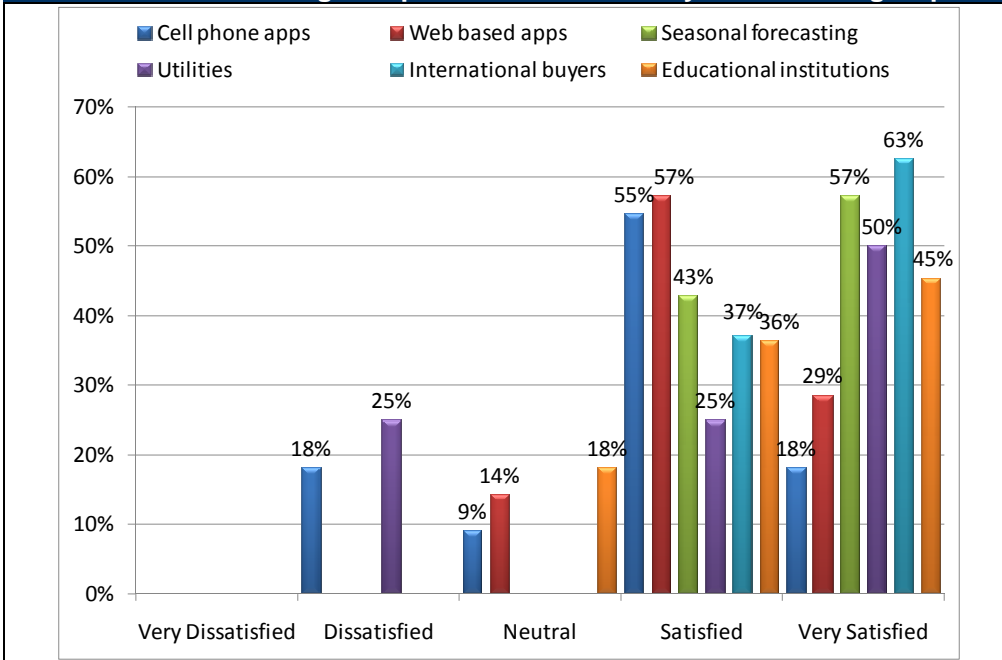
The figures below and overleaf indicate the distribution of ratings for SAWS' overall performance on quality of products/services, by both stakeholder group, by region and by service type.



Source: BMI-T 2009

- Aviation and Big companies have most of their customers either satisfied or very satisfied (95% and 92% respectively). Aviation depends heavily on SAWS and it is a very good reflection on the organisation that their products and services are so highly regarded by this stakeholder group.
- Municipalities and DMCs are also very satisfied, although this group does have 15% of its stakeholders neither satisfied nor dissatisfied with the product or service quality.

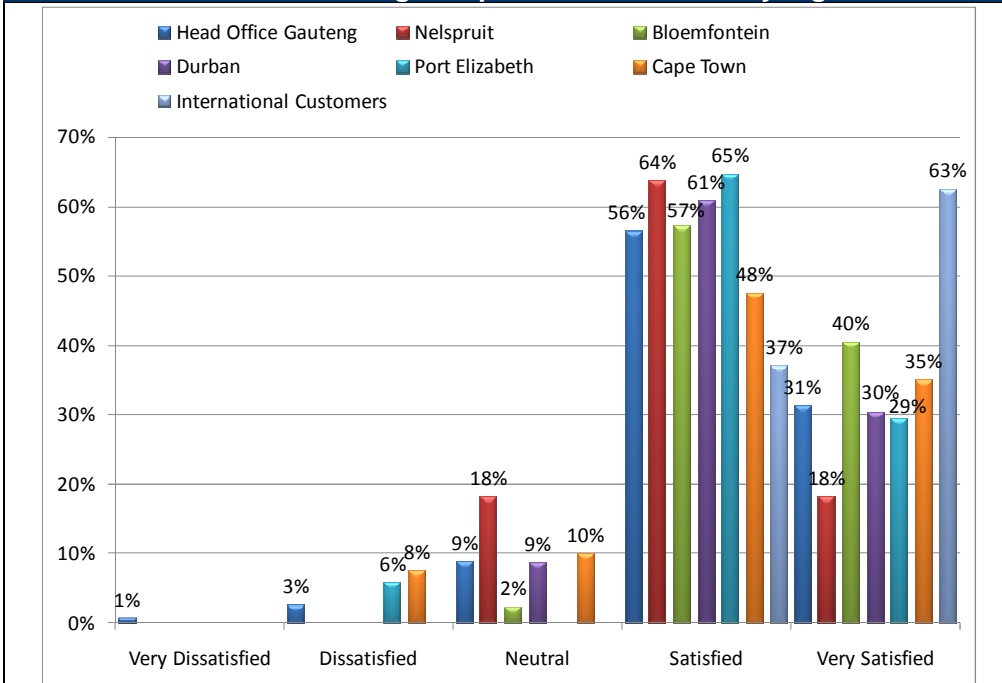
Figure 19
Distribution of ratings for products/services – by stakeholder group



Source: BMI-T 2009

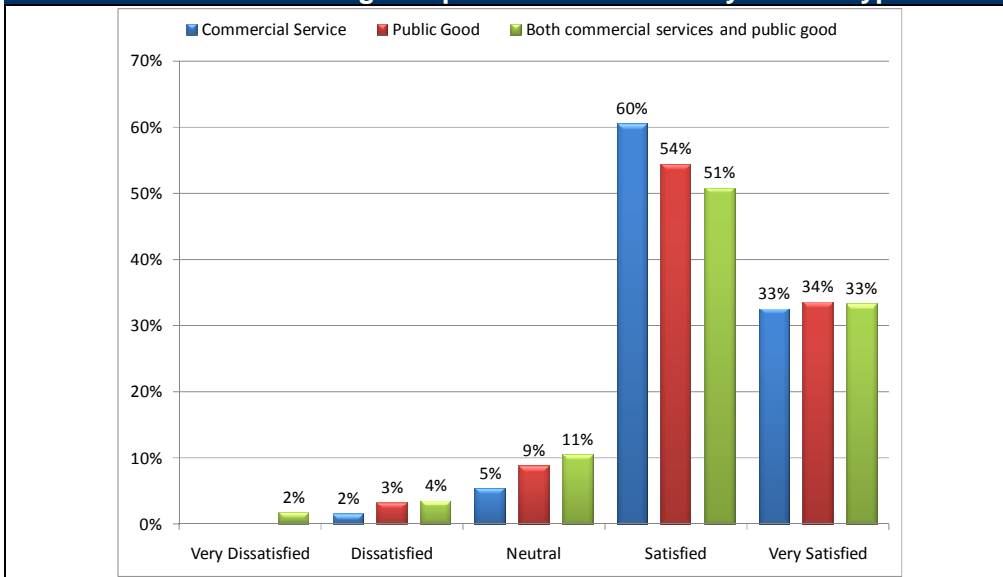
- This graph reflects the trend as indicated throughout for this cluster of stakeholders. Once again International buyers are very satisfied with the quality of the products and services they receive from SAWS.

Figure 20
Distribution of ratings for products/services – by region



Source: BMI-T 2009

Figure 21
Distribution of ratings for products/services – by service type



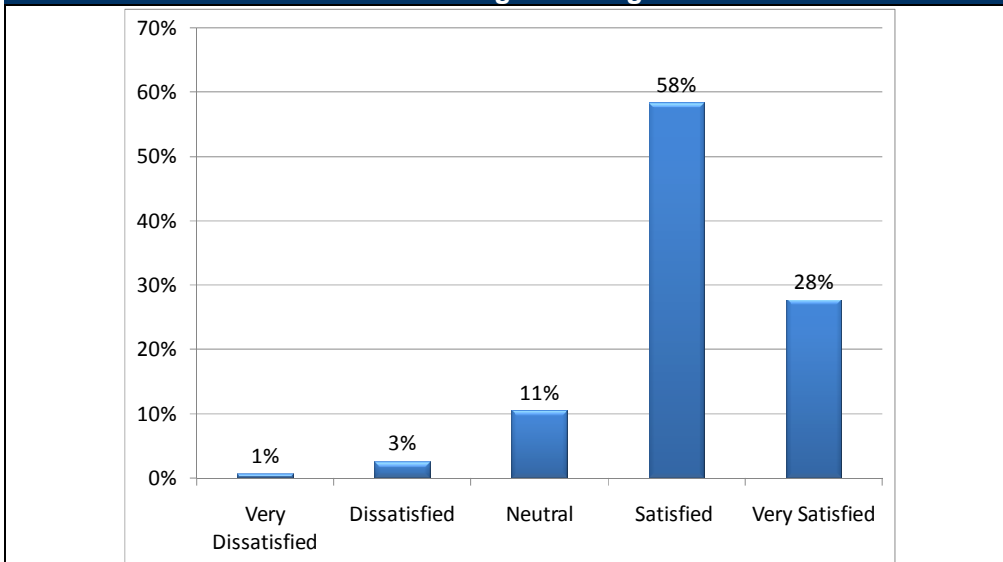
Source: BMI-T 2009

- It is interesting to note that commercial services has the highest number of satisfied and very satisfied customers (93%).
- Those customers that received both services tend to be more critical of the products they receive from SAWS.

4.4.3 Distribution of ratings for perceived satisfaction with corporate image

The graph below indicates the distribution of ratings for SAWS' overall performance on corporate image.

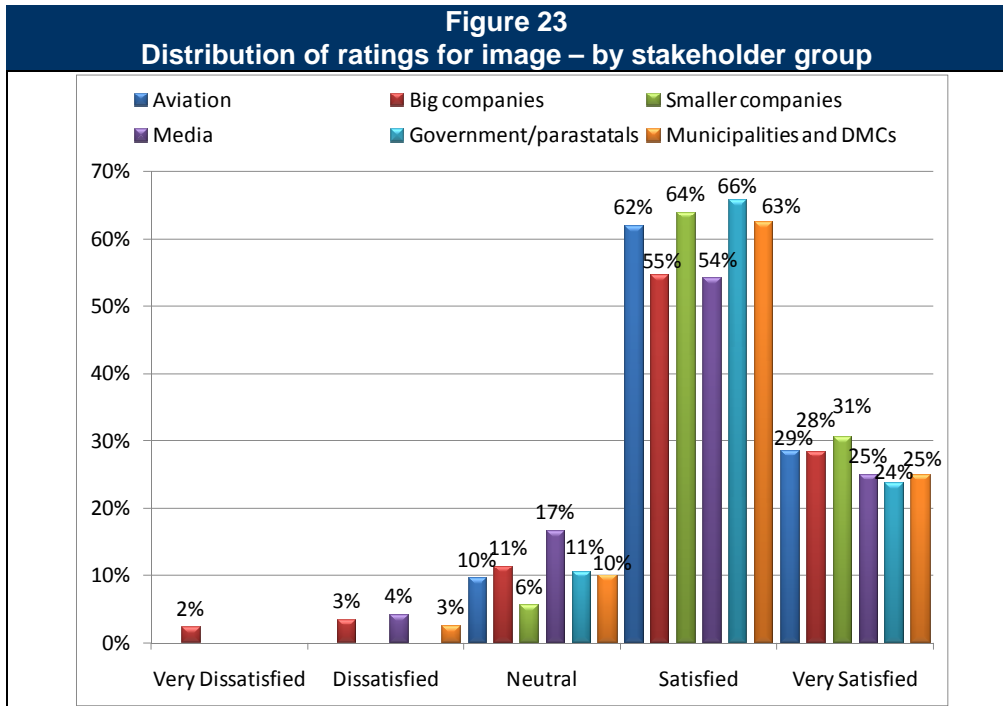
Figure 22
Distribution of ratings for image - overall



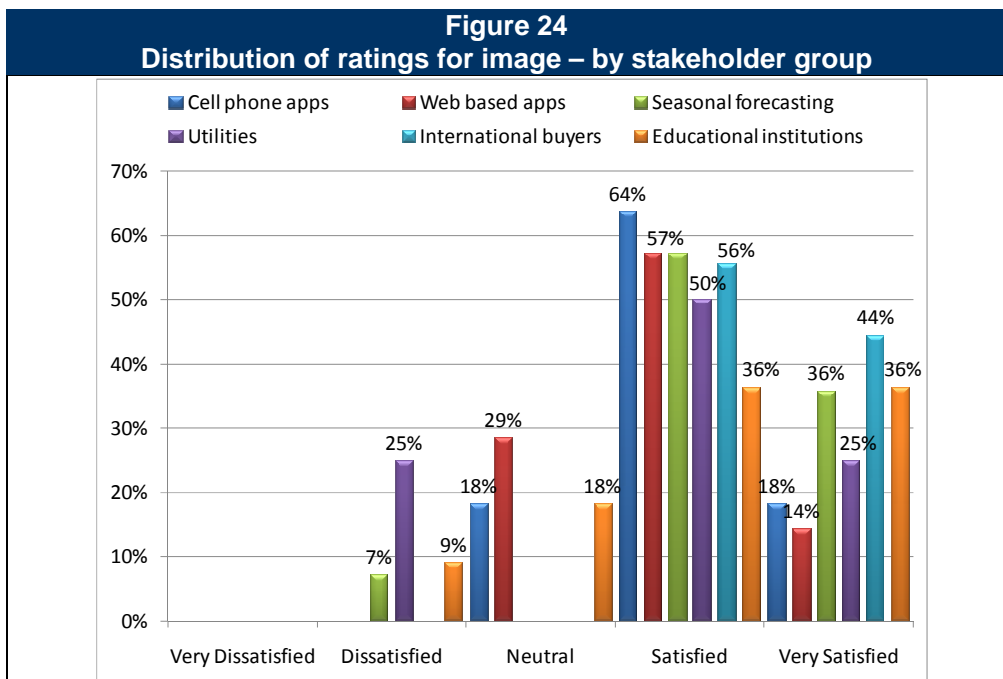
Source: BMI-T 2009

- The image of a company is linked to customer perceptions, ultimately of customer satisfaction as well. As has been indicated all the way through, customers are very satisfied with SAWS' corporate image. Only 4% of customers are dissatisfied/very dissatisfied with the company's corporate image.

The graphs below indicate the distribution of ratings for SAWS' overall performance on corporate image by stakeholder group and by region.

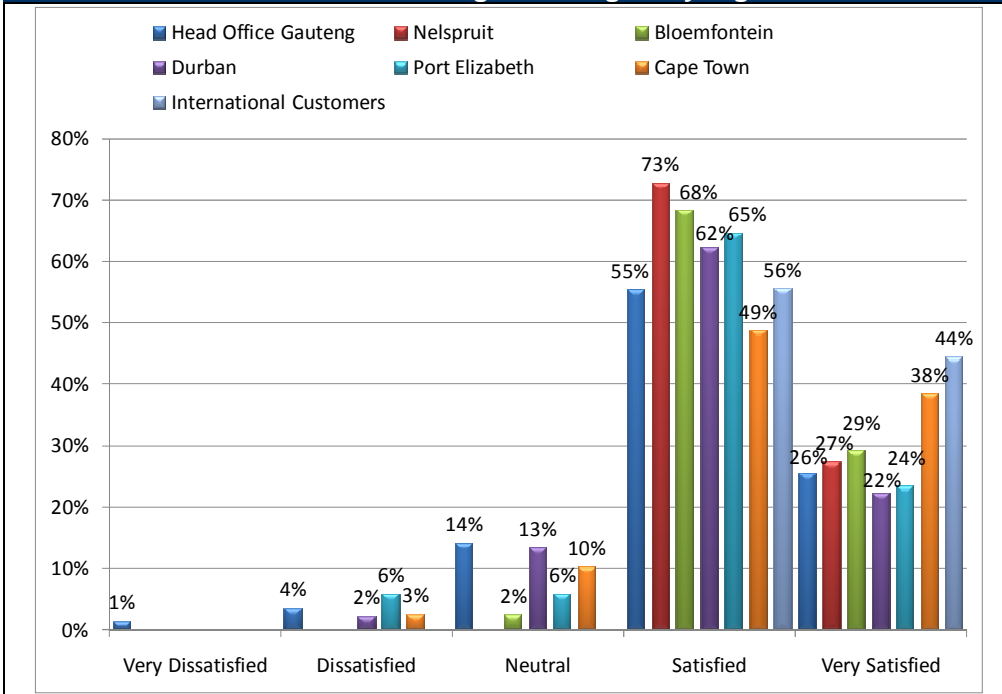


Source: BMI-T 2009



Source: BMI-T 2009

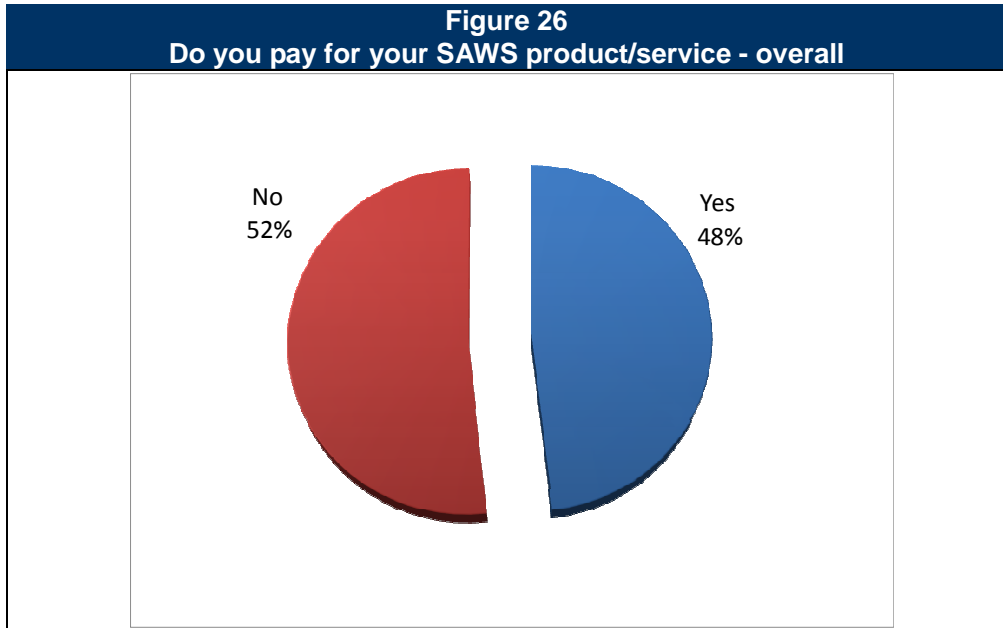
Figure 25
Distribution of ratings for image – by region



Source: BMI-T 2009

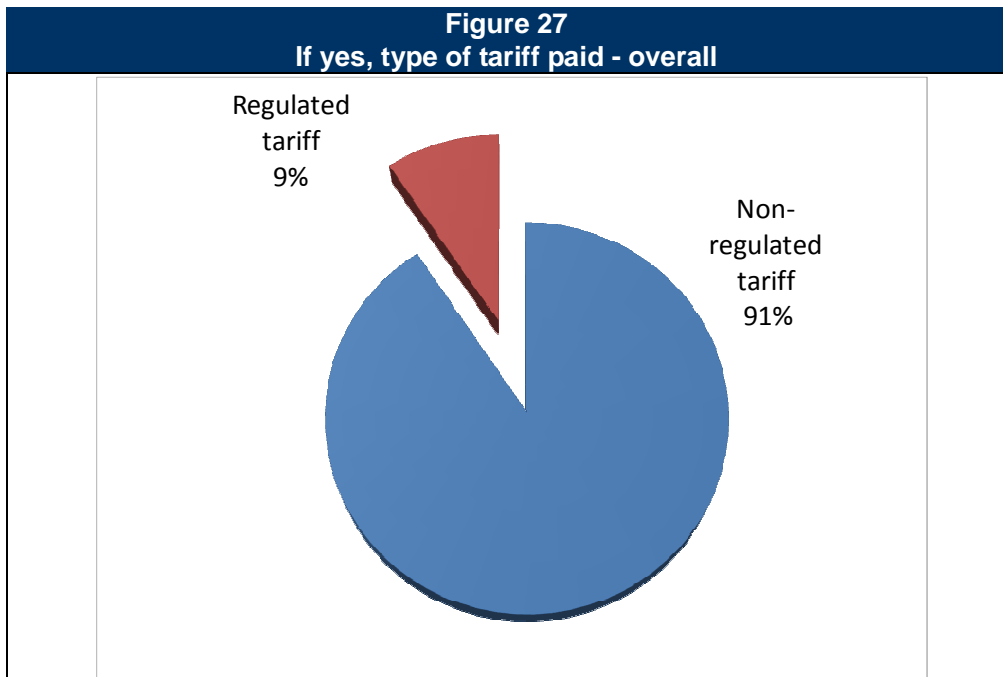
4.4.4 Distribution of ratings for perceived satisfaction with tariff

Respondents were asked if they paid for SAWS products or services.



Source: BMI-T 2009

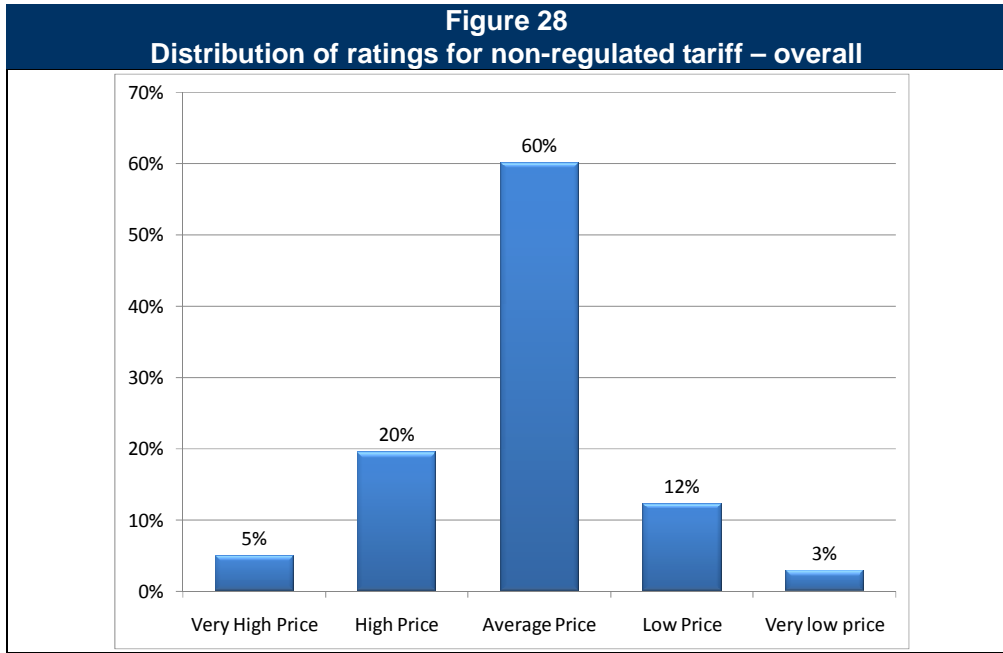
The figure above indicates that just fewer than half the sample (48%) do pay for products or services from SAWS. If respondents indicated that yes, they did pay for products or services, they were asked if they paid a regulated or non-regulated tariff.



Source: BMI-T 2009

The regulated tariff is paid by the aviation industry and as indicated above, 9% of the sample indicated that they pay this regulated tariff. Therefore 91% of the paying respondents pay a non-regulated tariff.

The figure below indicates the distribution of ratings for SAWS' overall performance on non-regulated tariff.

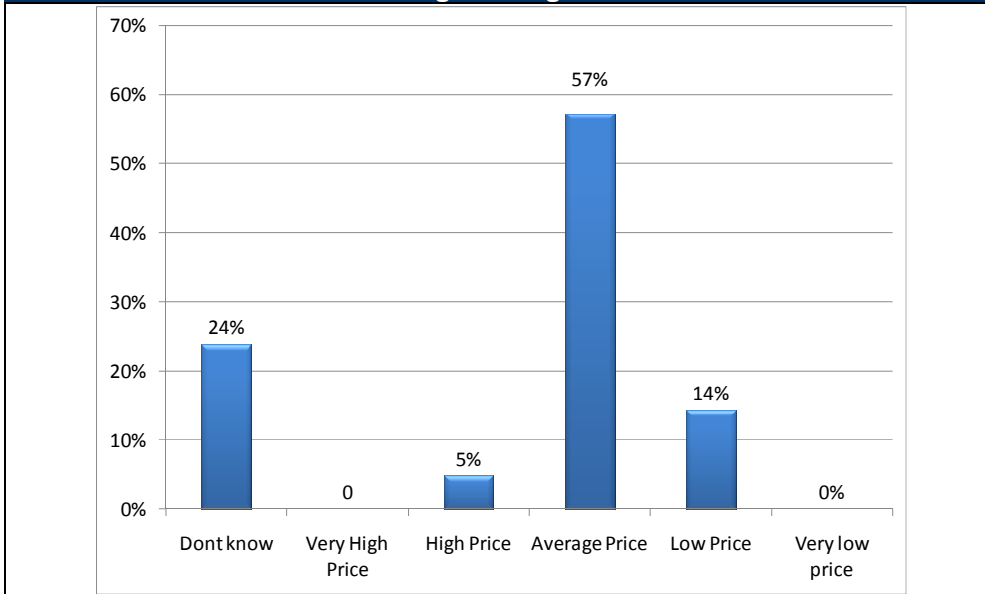


Source: BMI-T 2009

n = 141

- Those stakeholders that do actually pay for the SAWS products/services are of the opinion that they do not pay a high price. Customers believe that SAWS is charging an average to fairly low price, with 75% of the customer base rating SAWS as having an average or low/very low price. In comparison, 20% of stakeholders consider the cost of the product/service to be high. There is an opportunity here for SAWS to re-look at the non-regulated tariff they charge as customers are not particularly price sensitive.

Figure 29
Distribution of ratings for regulated tariff - overall



Source: BMI-T 2009

n = 21

- As the sample was fairly small, the 5 customers who did not know about the price as they did not deal with invoices have been included here. One customer thought it was a high tariff, but the majority of the sample (57%) indicated that SAWS charge an average to low tariff.
- The aviation industry pay a regulated tariff that is gazetted thus most of these respondents indicated that they thought the price was average. This is probably due to the fact that they cannot negotiate it.

5. OPERATIONAL ACTIVITIES

5.1 Introduction

Overall operational efficiency of SAWS is dependant on the company's performance across a number of different operational activities, or service processes. These processes are defined as being the points of interaction with the customer; from the first contact with SAWS, through to general customer liaison or relationship, to the point of delivery of the product/service.

At each point of interface, certain processes or interactions occur. What the customer experiences at each point influences their perception of overall operational efficiency, and therefore ultimately customer satisfaction.

The following operational activities and categories of customer support staff were evaluated:

- Administration – if the customers paid for the services
- Delivery of products/services
- Customer liaison
- Queries

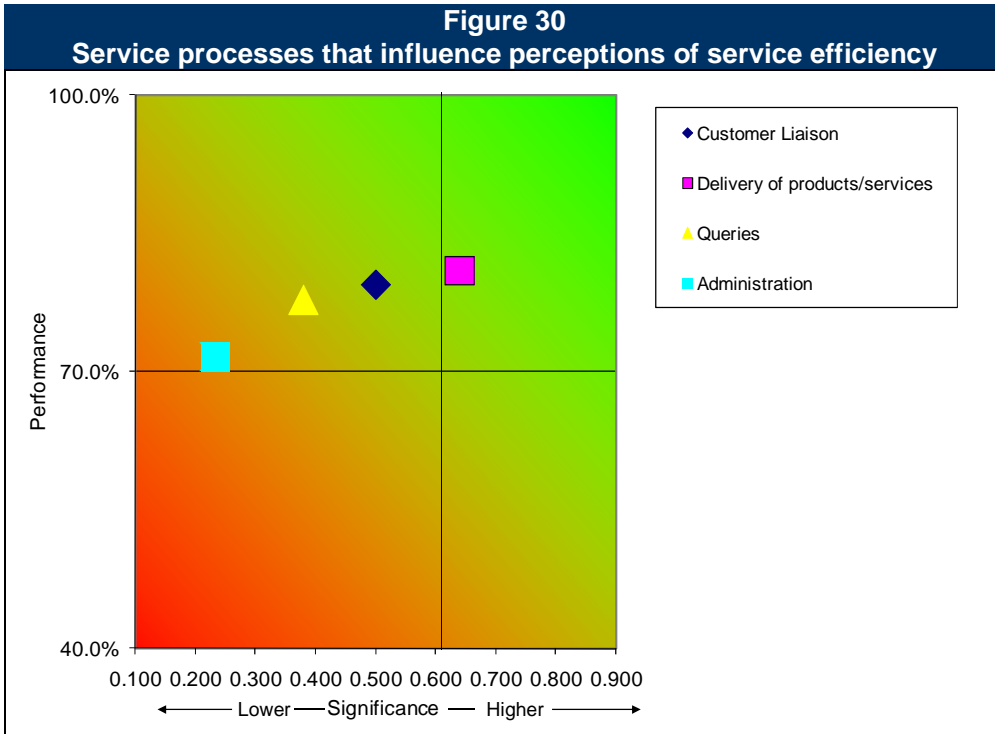
Each operational activity is then further broken down into interactions encompassed within that activity.

This section of the report will enable management to understand which processes contribute most positively towards the overall experience with SAWS, and which are experiencing problems, resulting in current service issues.

5.2 Service processes that influence customers' perceptions of service efficiency

This analysis highlights the extent to which each of SAWS' service process contributes to overall quality of service. Therefore, initiatives to improve service quality should ideally focus on those processes and elements which will have a higher impact, or greater significance, on overall service quality.

The chart below indicates the significance and performance scores of the various service processes evaluated.

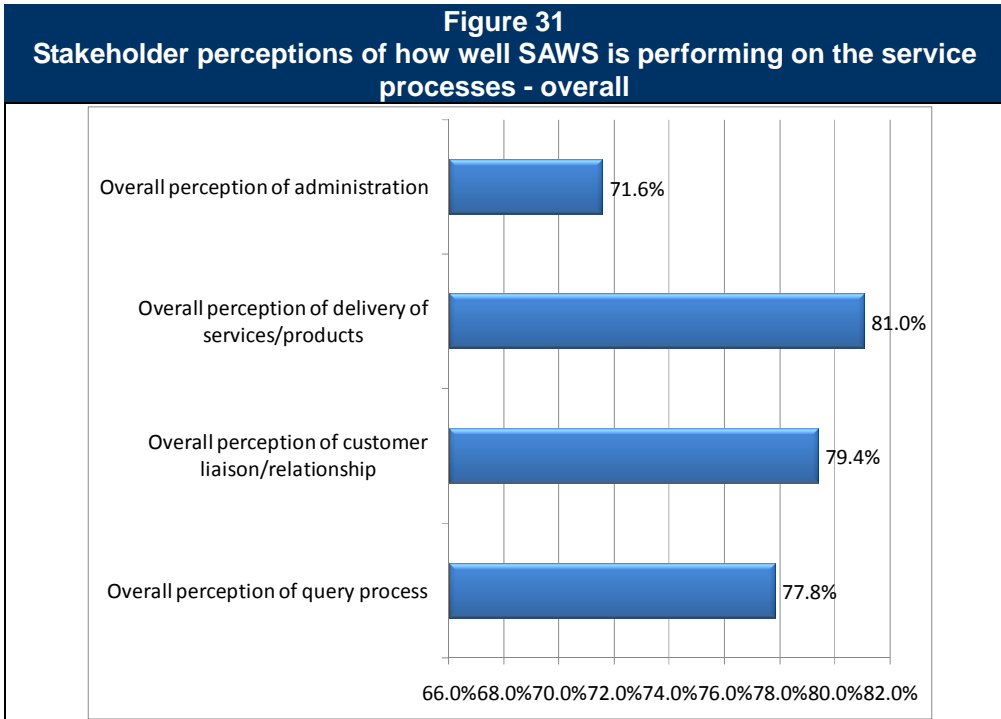


- The delivery of the SAWS product or service has the highest significance, and therefore the greatest influence on perceptions of quality of service. This in turn is driving overall satisfaction perceptions. This is not surprising as a number of customers rely on the information that they get from SAWS. If satisfaction perceptions are to be even more positively influenced, the performance on this service process needs to be at least 80 - 83%. Performance is currently 81%, which is good, but could be improved upon.
- The perception of customer liaison has a medium impact in terms of significant levels. This service process should have a performance score of 80 - 83% and above in order to have a positive effect on customer satisfaction. The score overall is currently 79%.
- Queries and administration have a lower significance and less of an impact on customer perceptions of quality of service. Their lower significance means that they are hygiene factors and must be performed adequately (minimum 67%). Both processes are currently being performed well, at 78% and 72% respectively.

5.3 Analysis of performance on operational activities

5.3.1 Performance on the service processes

The figure below depicts SAWS' performance on the overall service processes.

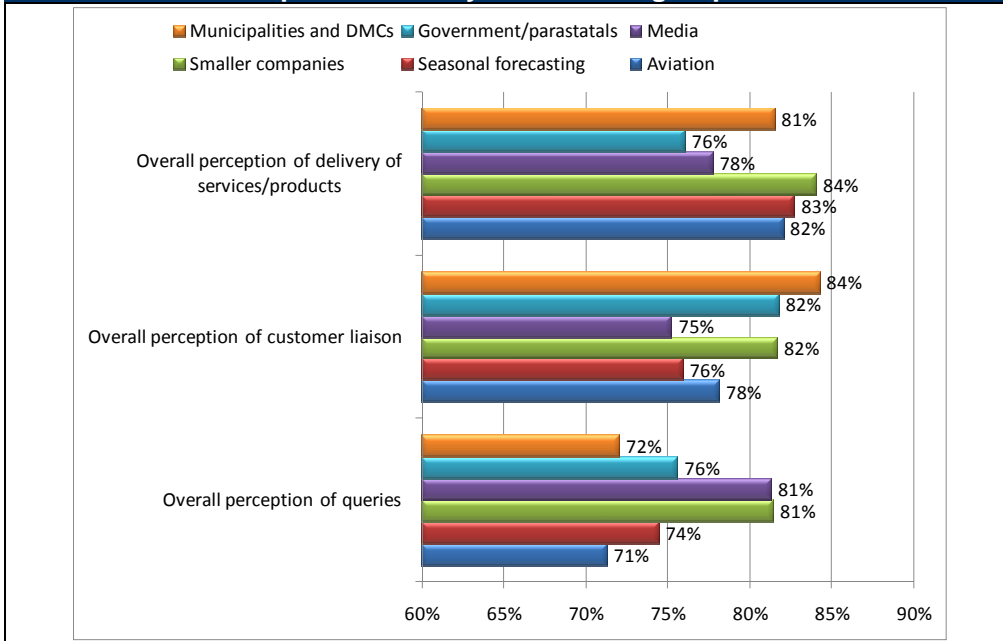


Source: BMI-T 2009

- As mentioned above, the delivery of the products/services has a high significance and this score should ideally be improved upon.
- The customer liaison function has a medium significance and the score should be enhanced to 80-83%, a little bit better than the current 79% performance score. SAWS staff themselves mentioned the need for training in how to deal with customers as something that would improve their ability to offer a superior service to stakeholders.
- Queries and administration are adequate and should be maintained, but it is not necessary to consider them a focus.

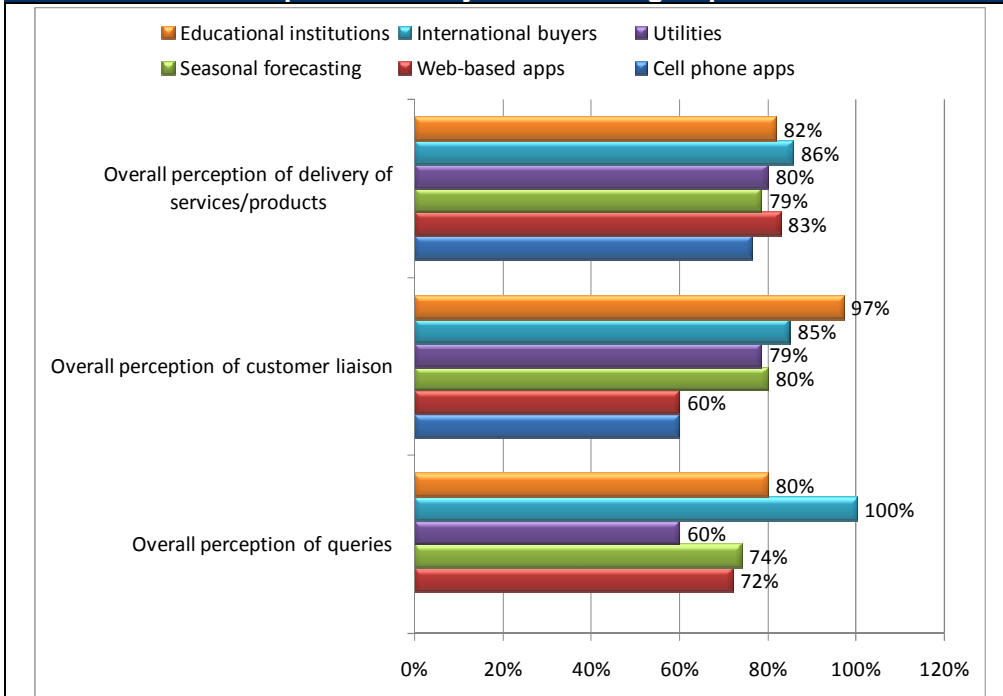
The figures overleaf depict SAWS' performance on the overall service processes, by stakeholder group.

Figure 32
Stakeholder perceptions of how well SAWS is performing on the service processes - by stakeholder group



Source: BMI-T 2009

Figure 33
Stakeholder perceptions of how well SAWS is performing on the service processes - by stakeholder group



Source: BMI-T 2009

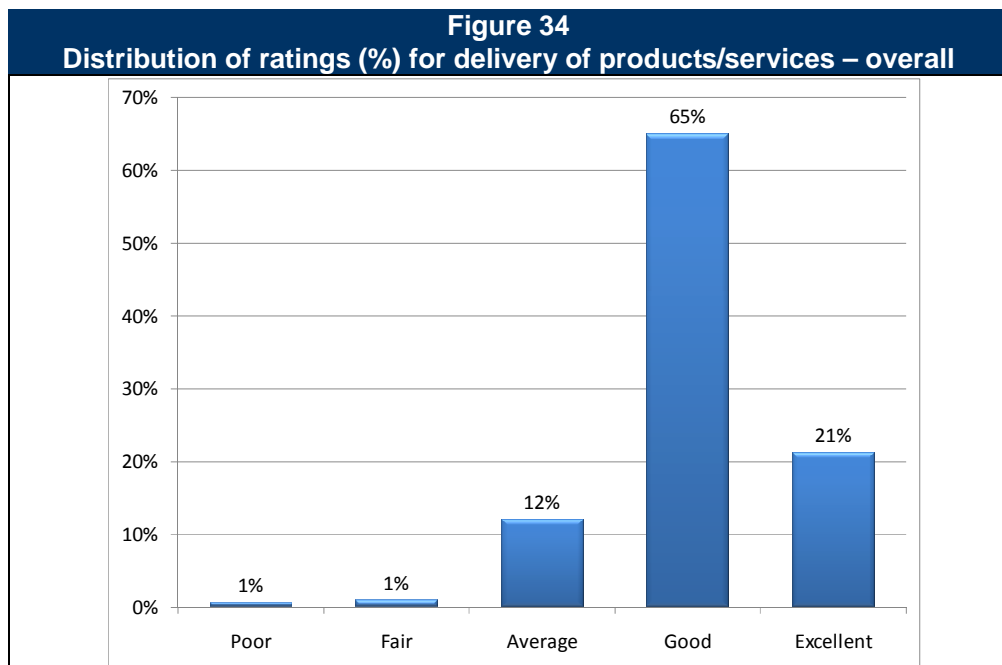
5.4 Performance of each attribute making up each service process

This section deals with the detailed activities, making up each of the service processes, namely administration, delivery of products/services, customer liaison and queries. This analysis will facilitate the allocation effort and resources and will focus attention on those activities that will produce the most positive effect on performance overall.

The following section highlights how well SAWS is performing in each process area.

5.4.1 Performance on the service processes of delivery of products/services

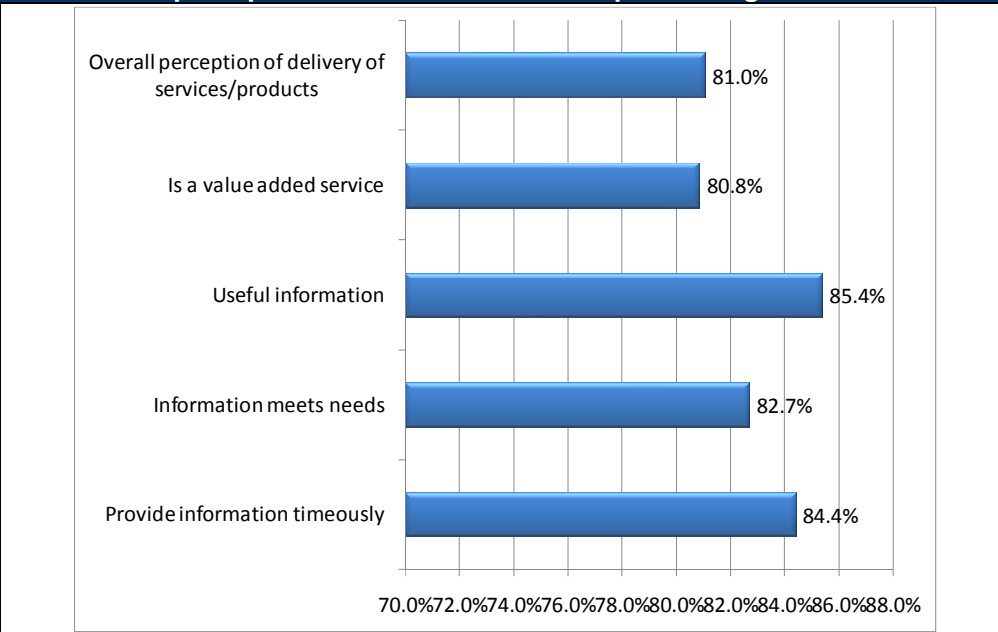
The figure below indicates the distribution of ratings for SAWS' overall performance on delivery of products/services.



Source: BMI-T 2009

The figure below indicates the overall performance on delivery of products/services.

Figure 35
Stakeholder perceptions of how well SAWS is performing on each attribute

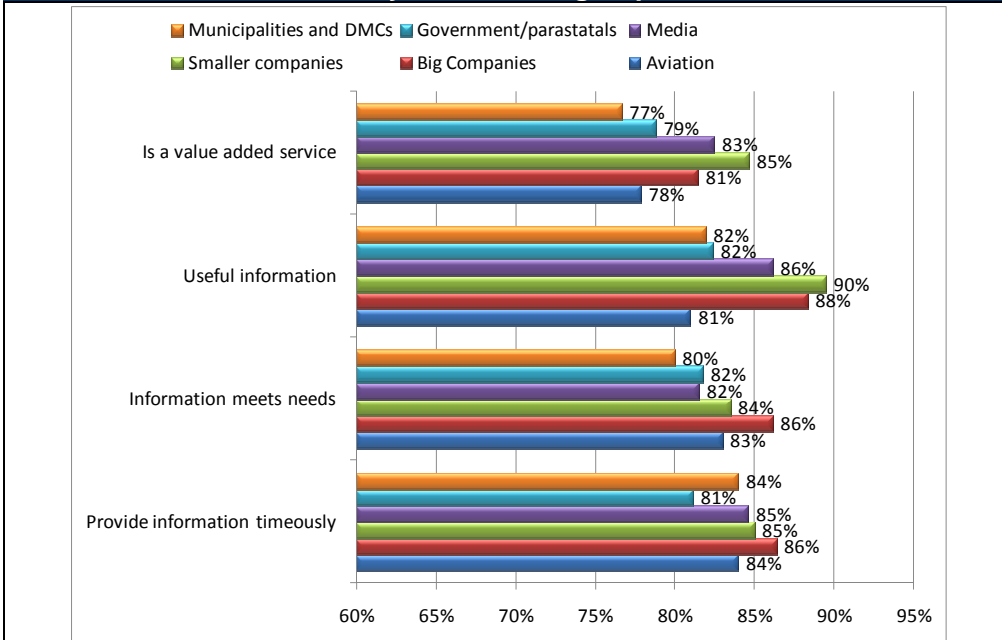


Source: BMI-T 2009

- Generally the delivery of the products/services is very well-regarded by stakeholders, with all performance scores being over 81%. However, as the delivery of the products/services has a high significance, this score should ideally be improved upon to at least 83%.
- It is very encouraging to note that 84% of respondents indicated that the organisation provides information timeously. This ties in with comments that a number of respondents made about how quickly and promptly SAWS provides information.
- In terms of the delivery of the product/services, it is considered to be useful information (85.4%), a value-add (80.8%), and the information's advent meets the relevant needs (82.7%). As SAWS provides an essential service to many industries, this is a positive perception of, and reflection on, the company.

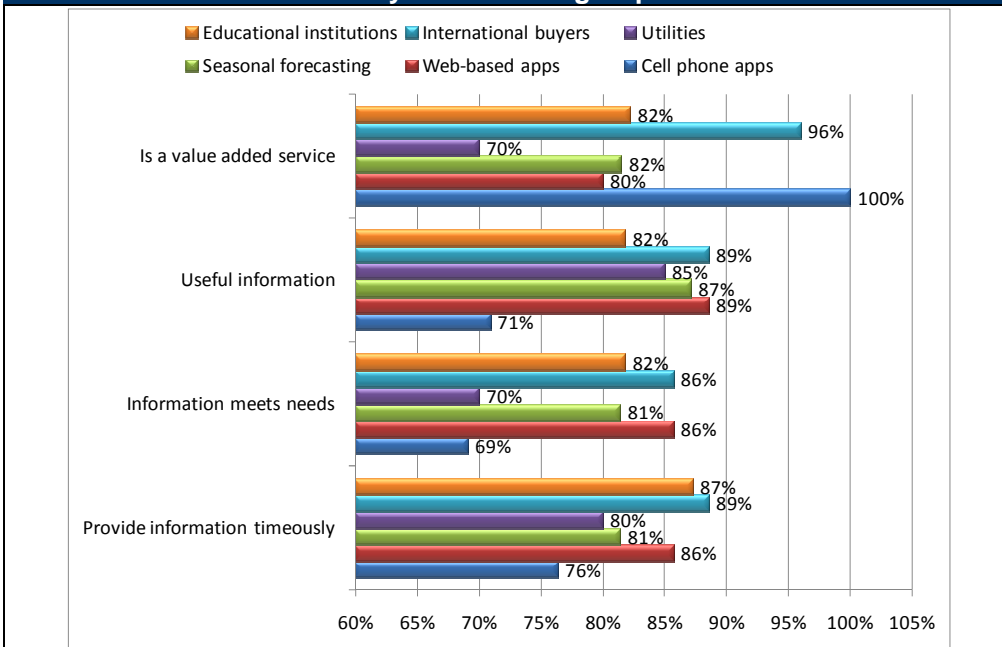
The figures below indicate the performance on delivery of products/services by stakeholder group and by region.

Figure 36
Stakeholder perceptions of how well SAWS is performing on each attribute - by stakeholder group



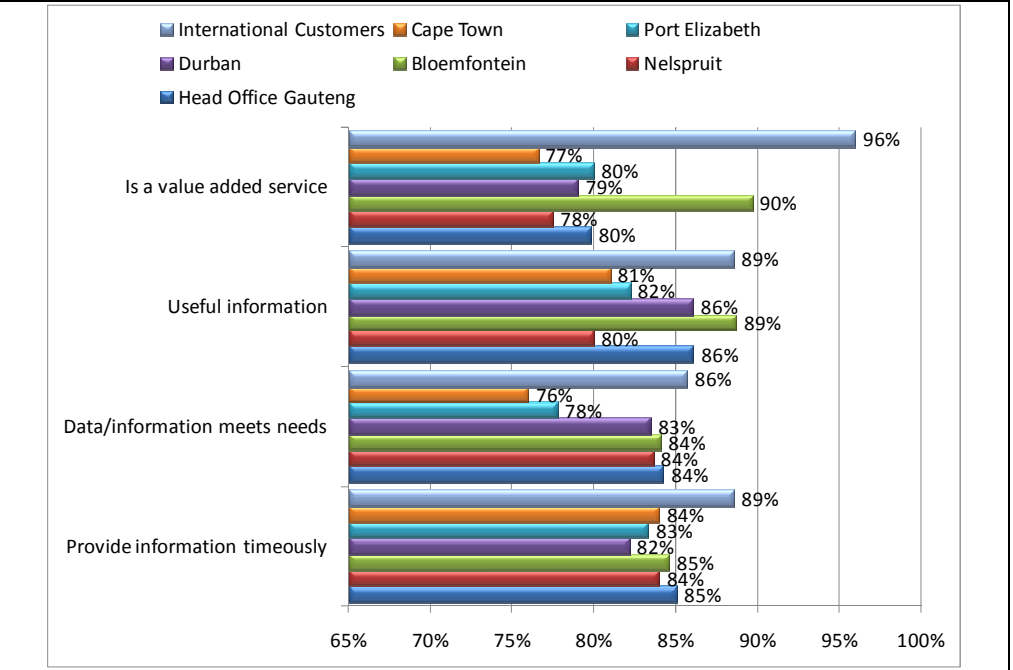
Source: BMI-T 2009

Figure 37
Stakeholder perceptions of how well SAWS is performing on each attribute - by stakeholder group



Source: BMI-T 2009

Figure 38
Stakeholder perceptions of how well SAWS is performing on each attribute
- by region

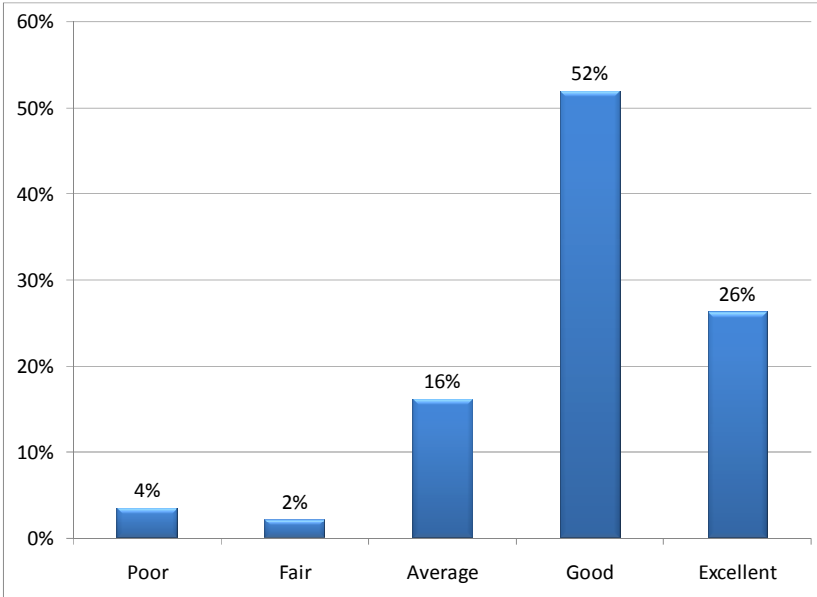


Source: BMI-T 2009

5.4.2 Performance on the service processes of customer liaison

The figure below indicates the distribution of ratings for SAWS' overall performance on customer liaison.

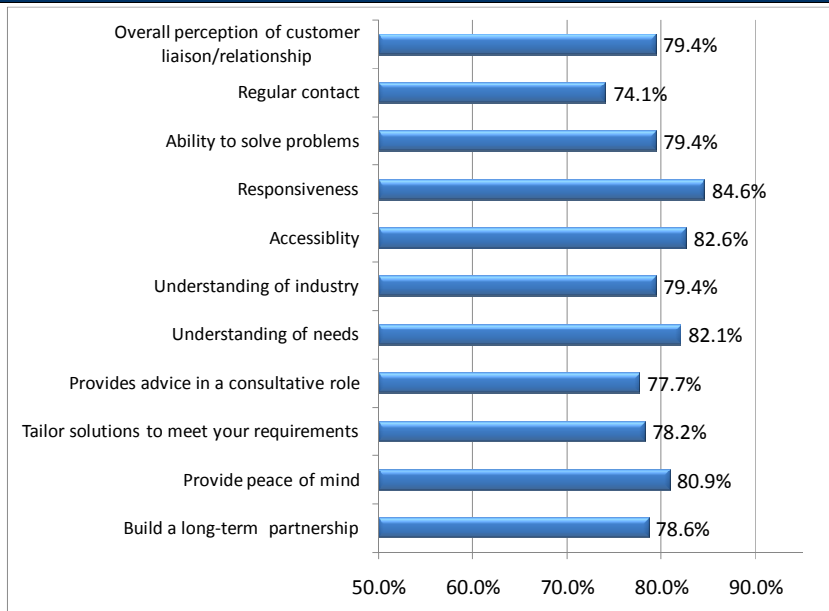
Figure 39
Distribution of ratings (%) for customer liaison – overall



Source: BMI-T 2009

The figure below indicates performance scores on customer liaison processes.

Figure 40
Stakeholder perceptions of how well SAWS is performing on customer liaison - overall



Source: BMI-T 2009

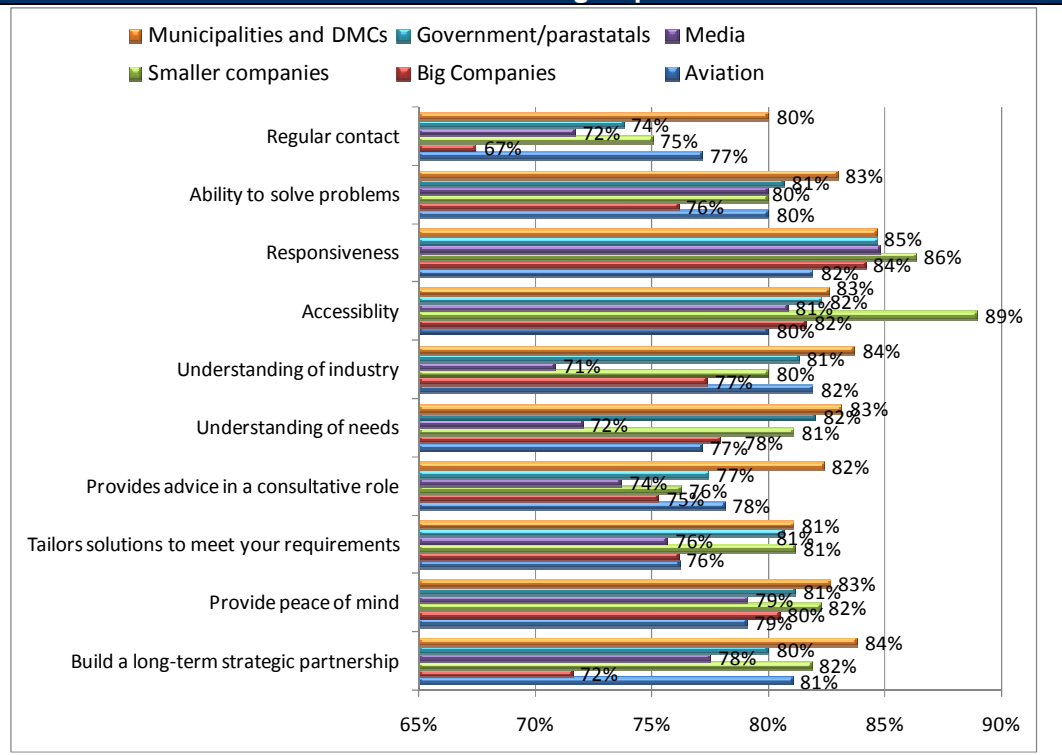
- Customer liaison has a medium impact on satisfaction and should have an overall score of 80 – 83%. Only the attributes of responsiveness (84.6%), accessibility (82.6%) and understanding of needs (82.1%) have achieved this score. There is no

doubt that SAWS staff are accessible, responsive and take action quickly when they have received a request. They do understand the needs of the market.

- Regular contact from SAWS staff is something that the organisation should work on, particularly within big companies. It appears as though staff respond better to immediate requests and rely on that as their base rather than spending time building relationships or being “in the faces” of customers.

The figures below indicate the performance on customer liaison by stakeholder group and by region.

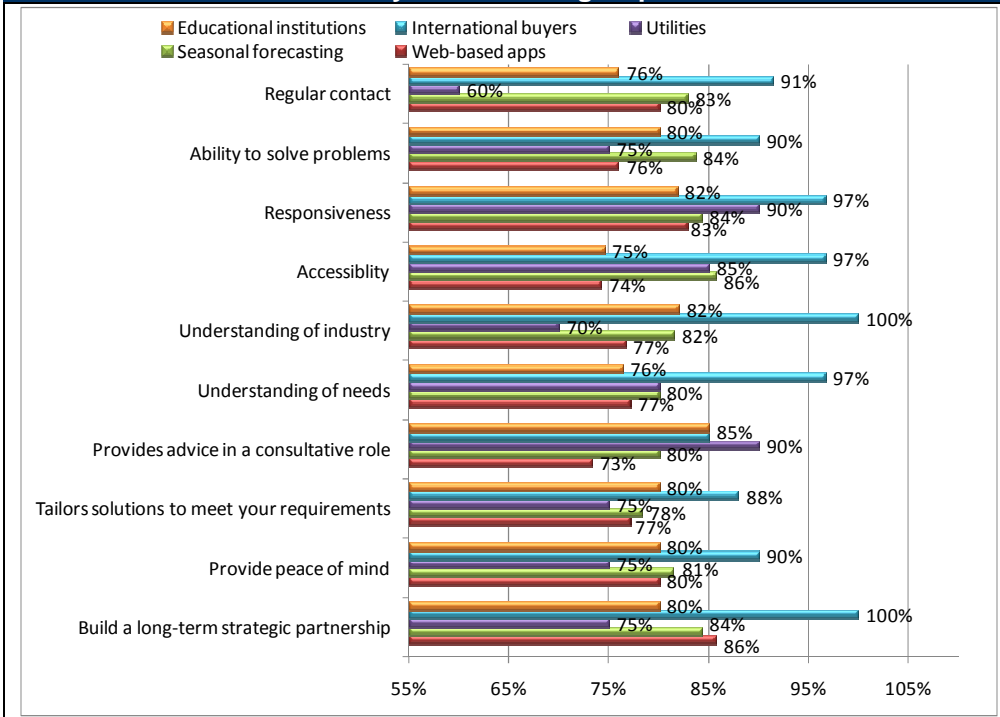
Figure 41
Stakeholder perceptions of how well SAWS’ is performing on each attribute – by stakeholder group



Source: BMI-T 2009

- Big companies are by far the most negative stakeholder group in terms of regular contact as well as problem-solving and building relationships. These companies require more personal input from SAWS.
- Media believes that SAWS does not understand their industry or their business needs and is not able to provide advice or tailor solutions to meet their needs. It may be the nature of the beast – what does Media actually need from SAWS?

Figure 42
Stakeholder perceptions of how well SAWS' is performing on each attribute – by stakeholder group



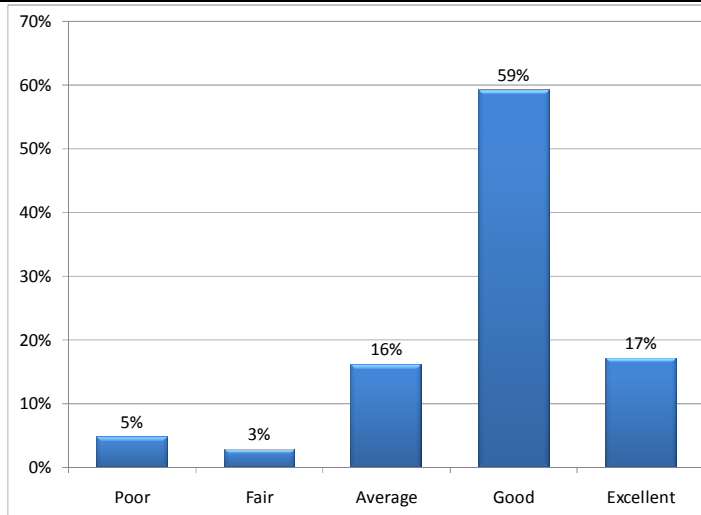
Source: BMI-T 2009

- Please note that cell phone applications had no experience of customer liaison.
- International buyers are exceedingly happy with the service they receive from SAWS.

5.4.3 Performance on the service processes for queries

The figure below indicates the distribution of ratings for SAWS' overall performance on queries.

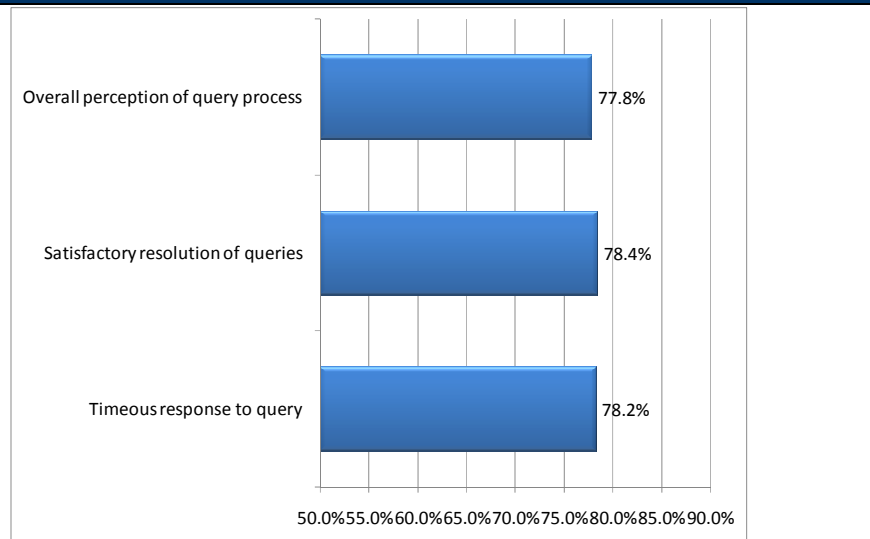
Figure 43
Distribution of ratings (%) for queries – overall



Source: BMI-T 2009

The figure below indicates overall satisfaction with SAWS' performance on queries.

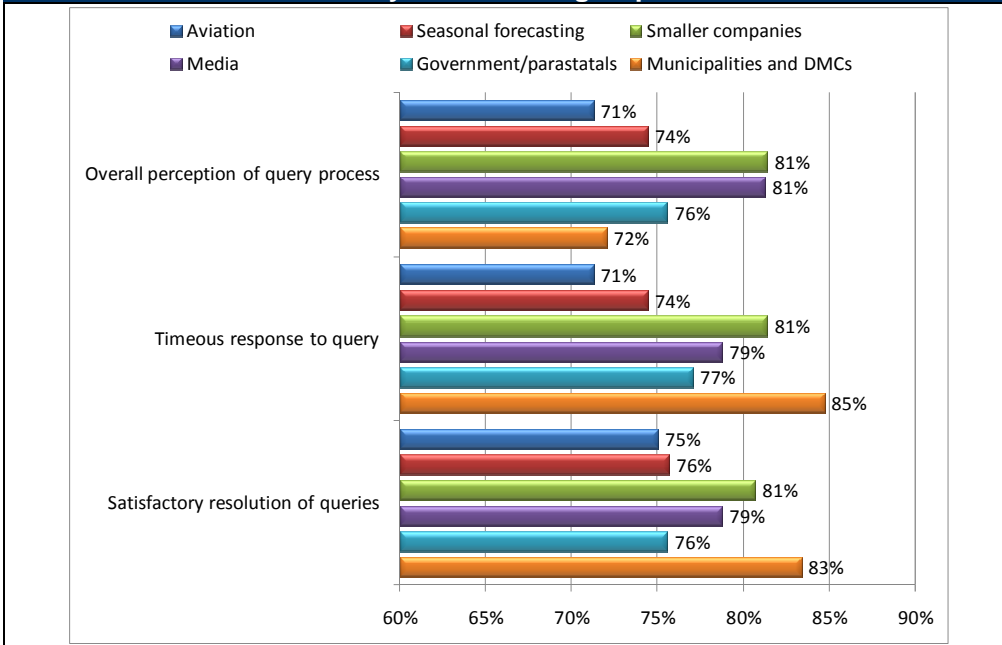
Figure 44
Stakeholder perceptions of how well SAWS' is performing on each attribute - overall



Source: BMI-T 2009

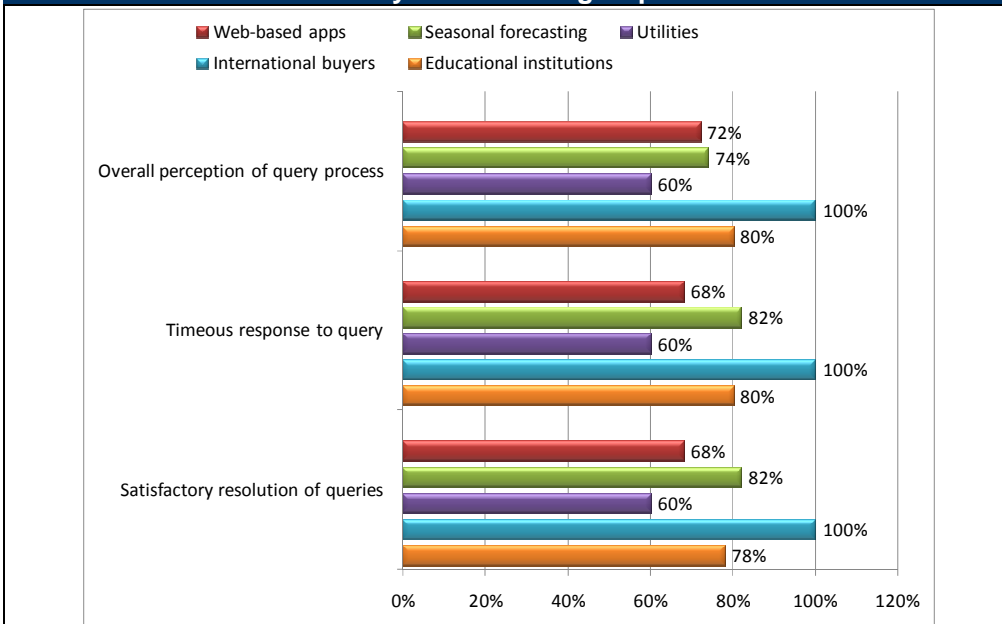
The figures below indicate the performance on the query process by stakeholder group.

Figure 45
Stakeholder perceptions of how well SAWS' is performing on each attribute
- by stakeholder group



Source: BMI-T 2009

Figure 46
Stakeholder perceptions of how well SAWS is performing on each attribute
- by stakeholder group

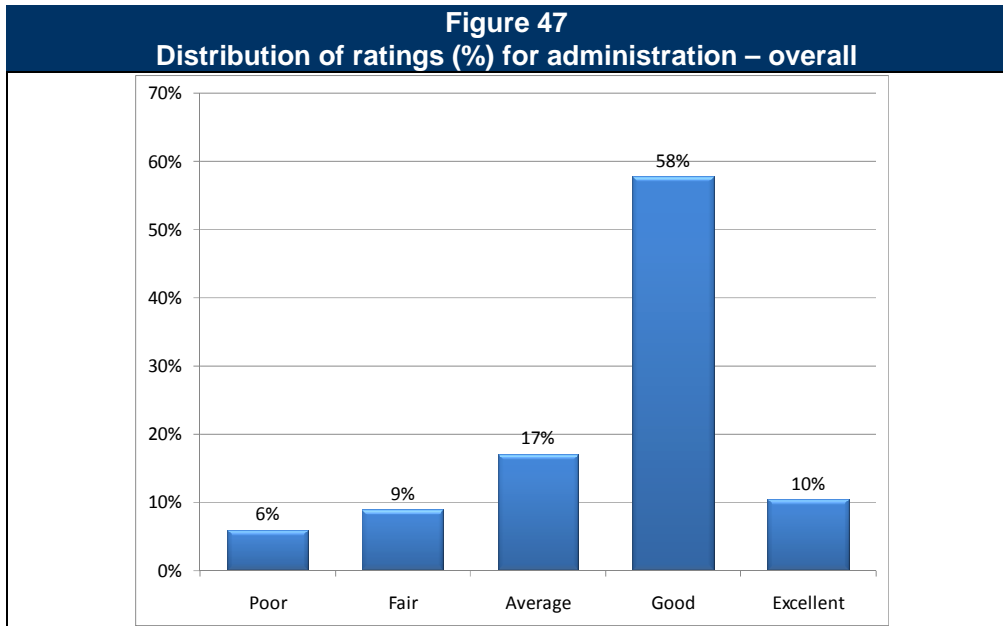


Source: BMI-T 2009

- Please note that the cell phone applications did not have experience of queries.

5.4.4 Performance on the service processes of administration

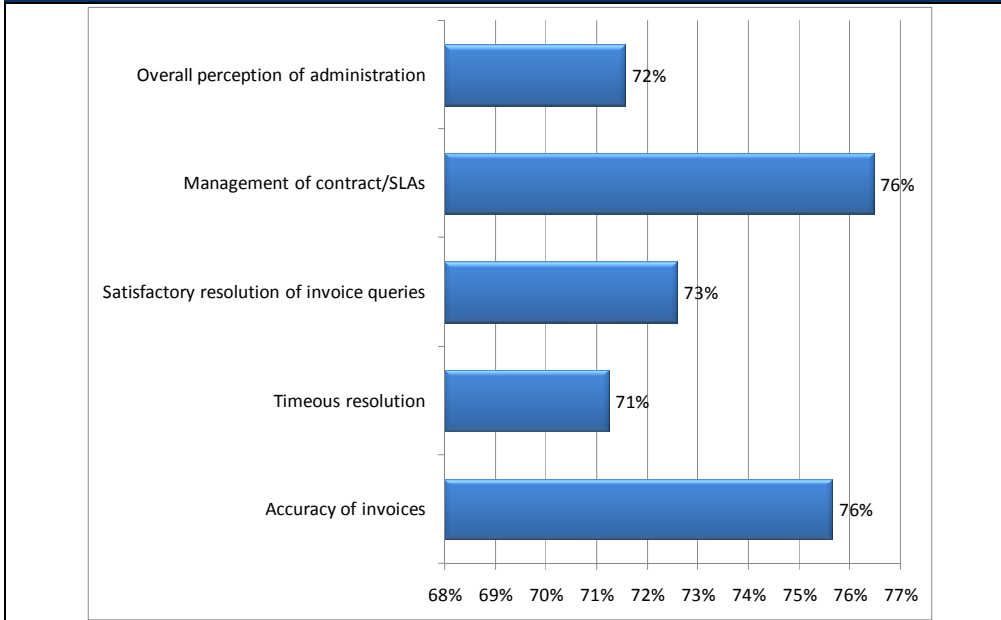
The figure below indicates overall satisfaction with SAWS' performance on administration processes. The graph depicts the percentage of the sample of stakeholders giving specific satisfaction ratings for SAWS.



Source: BMI-T 2009

The figure below depicts SAWS' performance on administration overall. Please bear in mind that only customers who paid for services or products rated administration thus these figures are only presented at an overall level and not broken down into further segments.

Figure 48
Stakeholder perceptions of how well SAWS are performing on administration



Source: BMI-T 2009

n = 160

- Generally customers are fairly positive about the SAWS' administration processes. Accuracy of invoices is 76%, which is a good score for a process which is considered a hygiene factor. Do not waste resources on improving administration, just maintain performance.

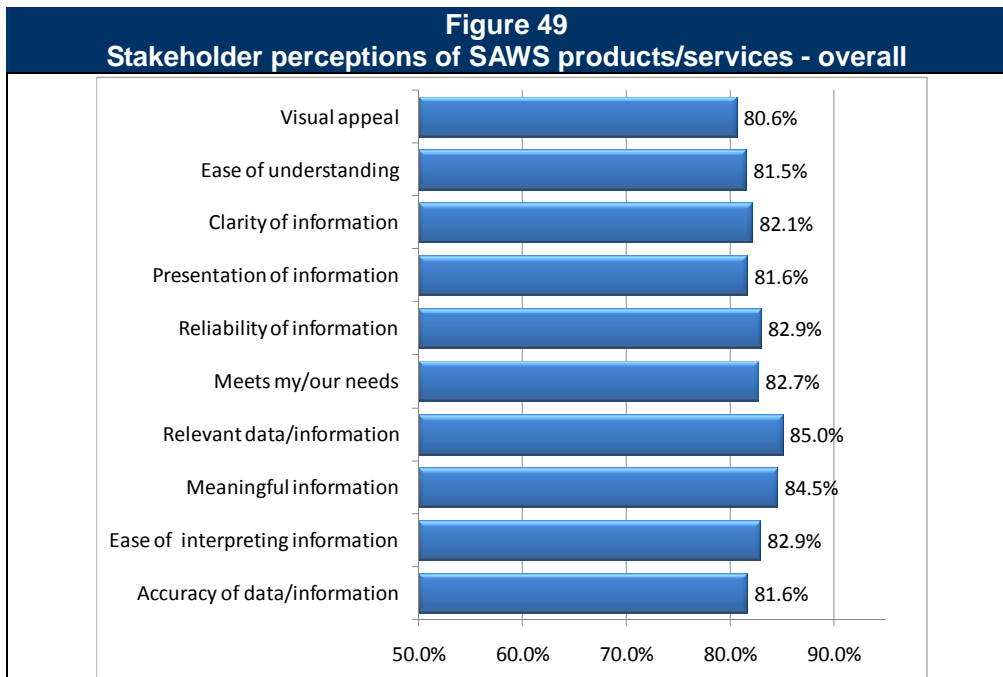
6. PRODUCTS AND SERVICES

6.1 Introduction

A number of product and service attributes were evaluated in order to determine how stakeholders view the products and services provided by SAWS.

6.1.1 Performance on the attributes of quality of product/service

The figure below indicates the overall performance of SAWS on the quality of their products/services.

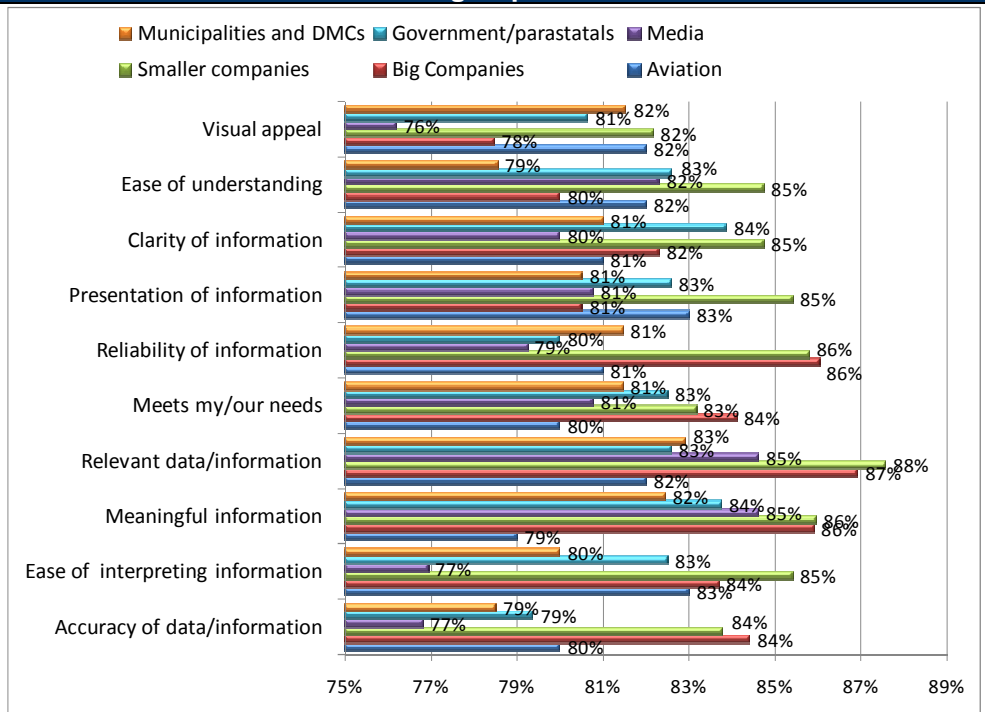


Source: BMI-T 2009

- Generally the quality of the products/services is well-regarded by customers. Most scores for the services are above 82%. Given the high significance of products and services, this is a good score.
- SAWS delivers a very good product/service, as is evident throughout the survey and in particular by customer comments about the accuracy, relevance of SAWS data/information and how it meets their needs.

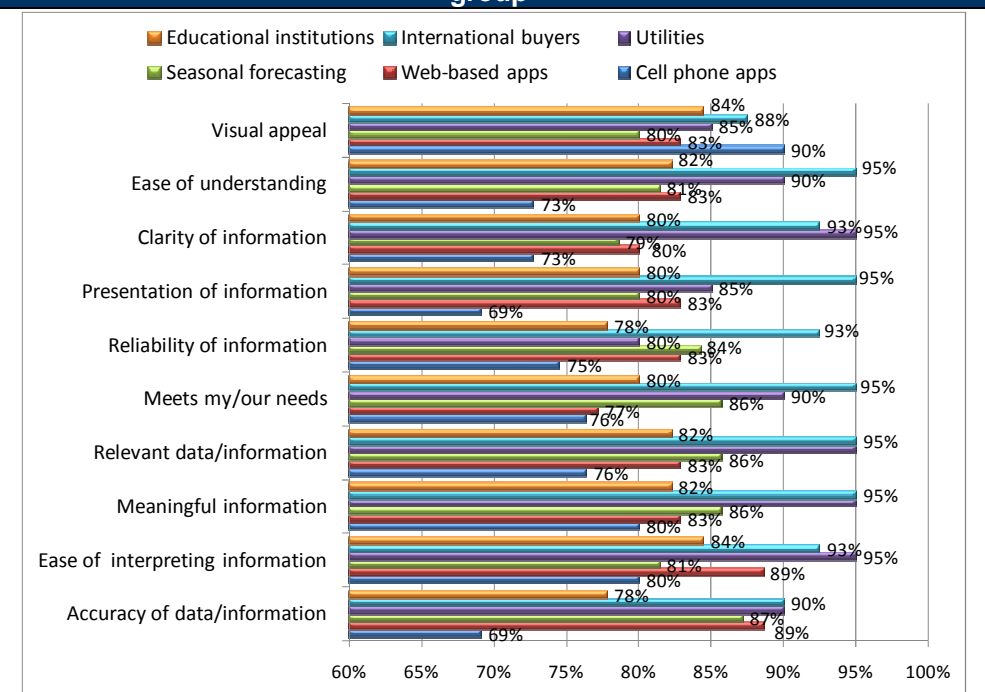
The figures below indicate the overall performance of SAWS on the quality of their products/services segmented by stakeholder group.

Figure 50
Stakeholder perceptions of SAWS products/services – by stakeholder group



Source: BMI-T 2009

Figure 51
Stakeholder perceptions of SAWS products/services – by stakeholder group



Source: BMI-T 2009

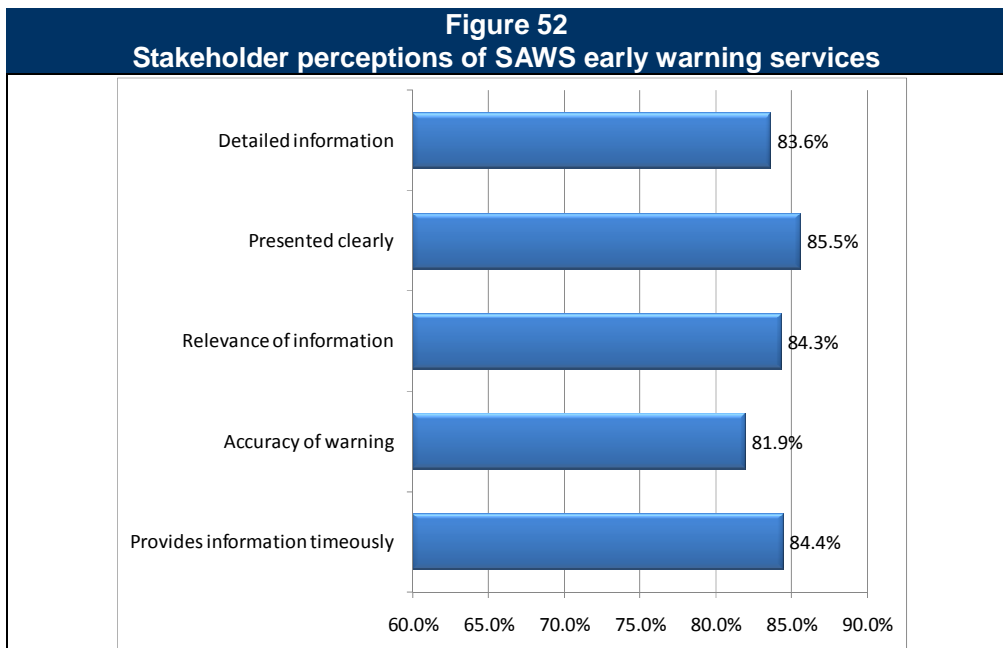
6.1.2 Performance on the quality of various types of products/services

Respondents were asked what type of data or information they received from SAWS. They had a choice of the following:

- Early warning services
- Forecasting services
- Climate data

Respondents were then asked to rate the data/information on a number of attributes.

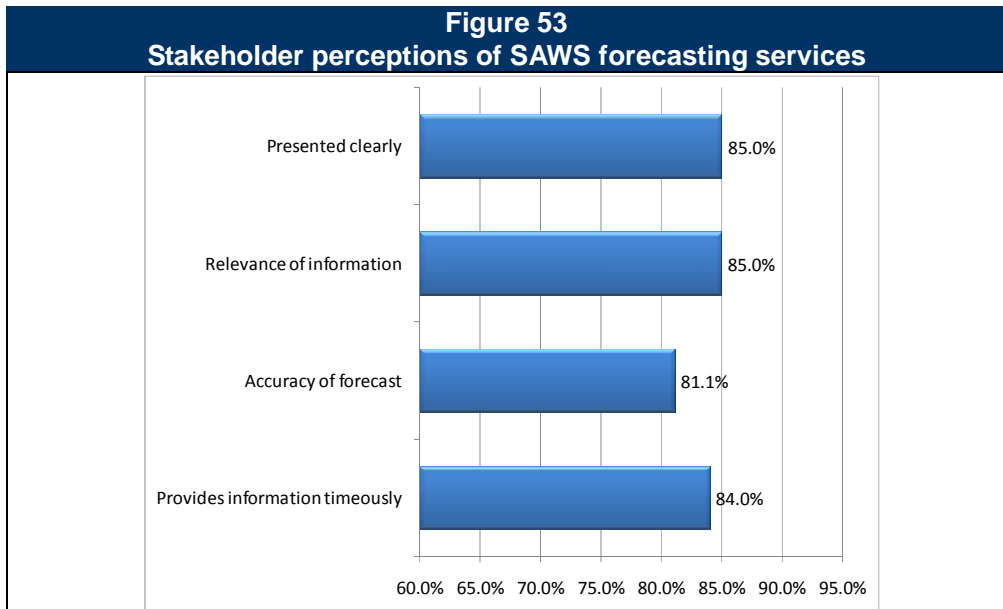
6.1.2.1 Early warning services



Source: BMI-T 2009

n = 76

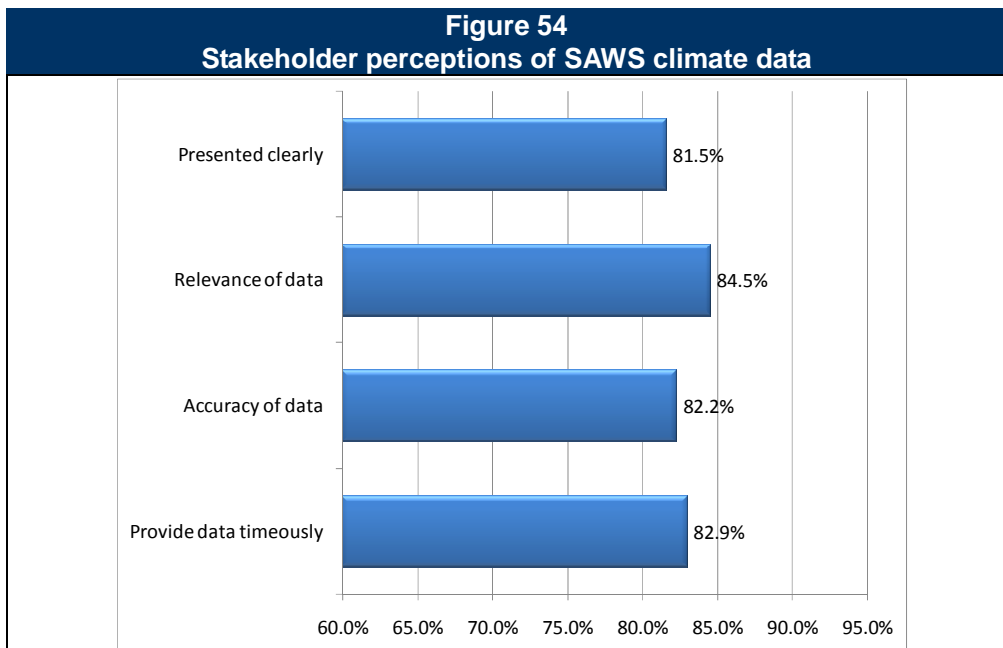
6.1.2.2 Forecasting services



Source: BMI-T 2009

n = 191

6.1.2.3 Climate data



Source: BMI-T 2009

n = 277

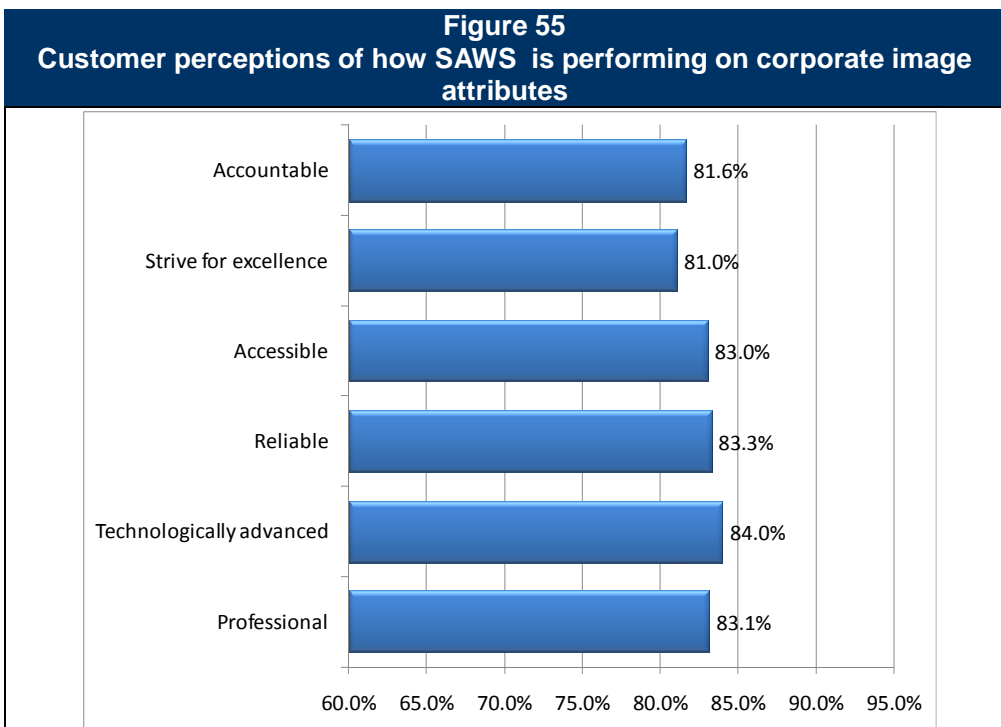
7. CORPORATE IMAGE

7.1 Introduction

Issues which constitute the desired corporate image of SAWS have been evaluated in detail in order to establish which have the greatest influence on overall image perceptions.

7.1.1 Performance on the attributes of corporate image

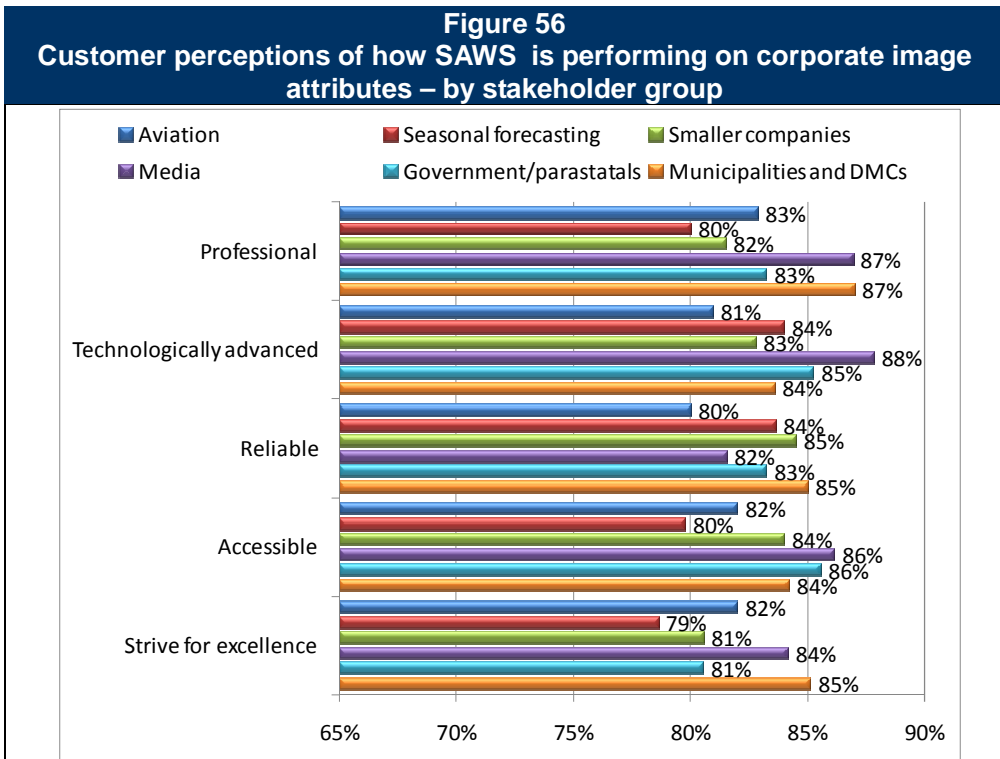
The figure below shows the performance of SAWS on image issues. The regions reflected similar scoring with no differentiation, therefore image is only depicted overall.



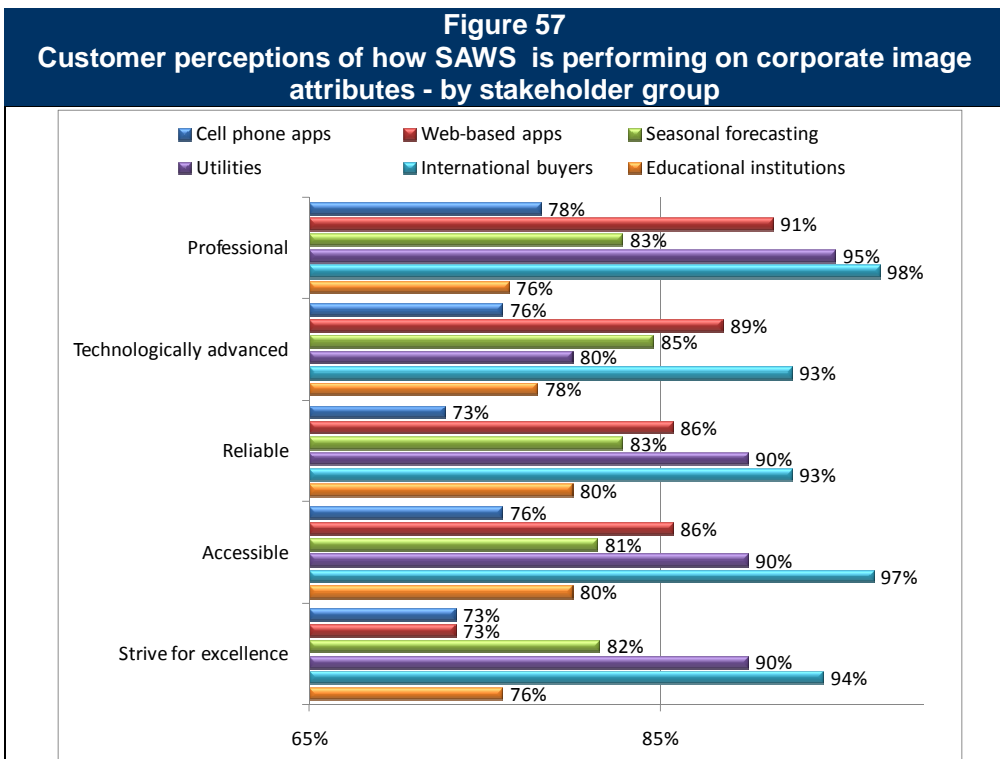
Source: BMI-T 2009

- Generally customers feel that SAWS has a very good image in the market. Corporate image has a medium impact and significance on perceptions of customer satisfaction and should achieve an overall score of 80 - 83%, thus these scores must be maintained.
- Being technologically advanced (84%), professional, reliable and accessible (all with scores of 83% respectively) is a clear indication that stakeholders have a high regard for the organisation. Any company in SAWS' position that provides an essential service to many industries would strive to be regarded as having these attributes.

The figure below indicates the performance of SAWS on image issues, by stakeholder group and by region.

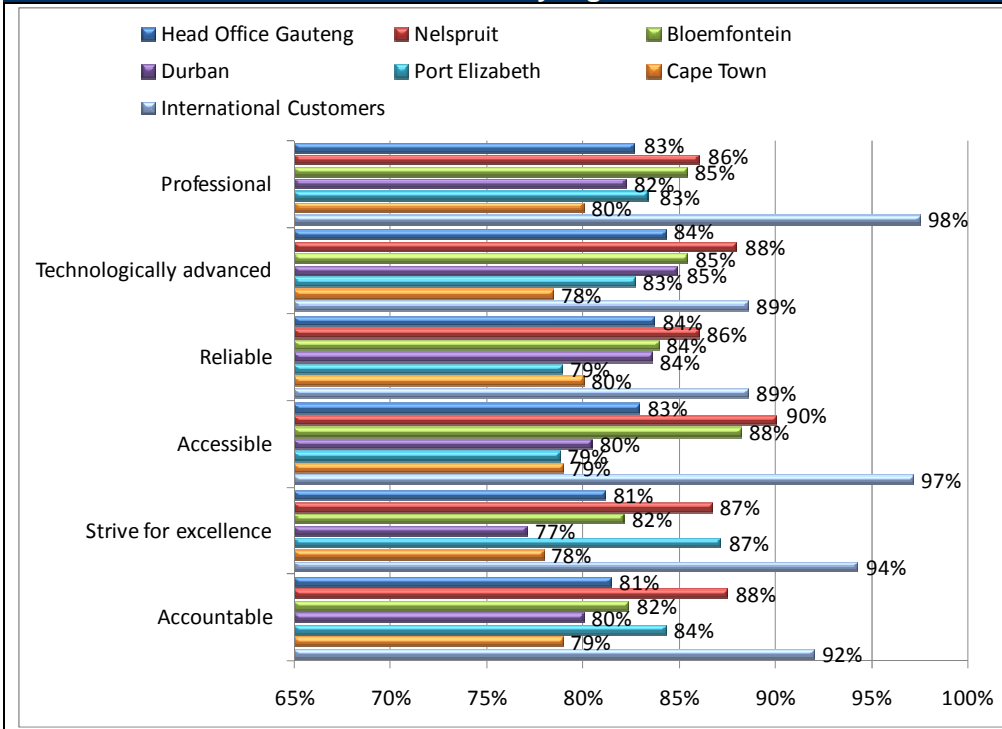


Source: BMI-T 2009



Source: BMI-T 2009

Figure 58
Customer perceptions of how SAWS is performing on corporate image attributes – by region



Source: BMI-T 2009

8. PRICE

8.1 Introduction

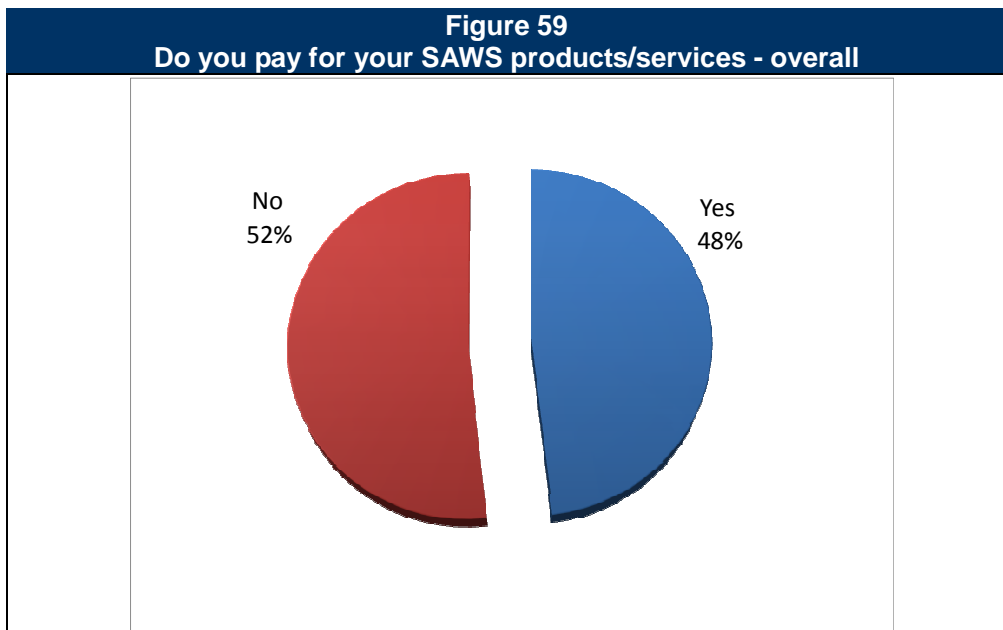
This chapter illustrates the performance of SAWS on price issues

Research has shown that customers relate price to performance. A customer who is satisfied with a company's products and services is quite happy to pay an appropriate price, yet a customer who is less satisfied with those products and services is more likely to question the price. The more satisfied customers are, the more easily a company can resist pressures on pricing.

8.1.1 Performance on the attributes of price

SAWS offers products and services that are for the public good and for commercial service. The public good services are not charged for as they are for the use of the general public. Commercial services, on the other hand, are bought by respondents and the price paid is either a regulated or a non-regulated tariff.

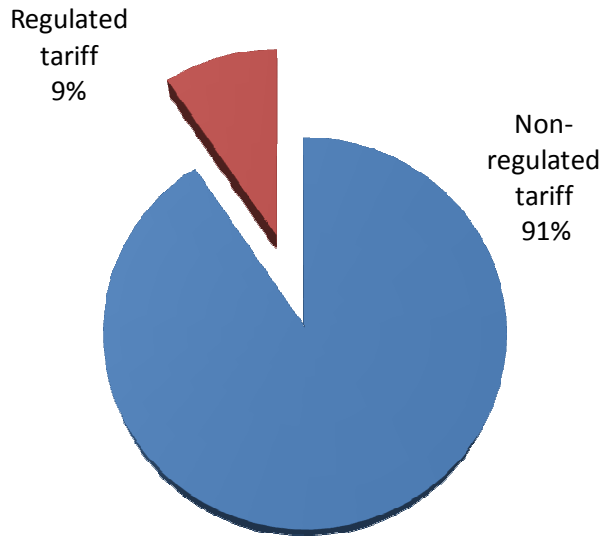
Respondents were asked if they paid for their SAWS products/services. The figure below indicates that just under half the sample (48%) pay a tariff for their SAWS information.



Source: BMI-T 2009

If respondents paid for their information from SAWS, they were asked if they paid a regulated or a non-regulated tariff. Please note that only the aviation industry pay a regulated tariff that is gazette by government. Thus of the 48% of the sample that pay a tariff for SAWS products/services, only 9% (the 21 aviation respondents) pay a regulated tariff. This is indicated in the figure overleaf:

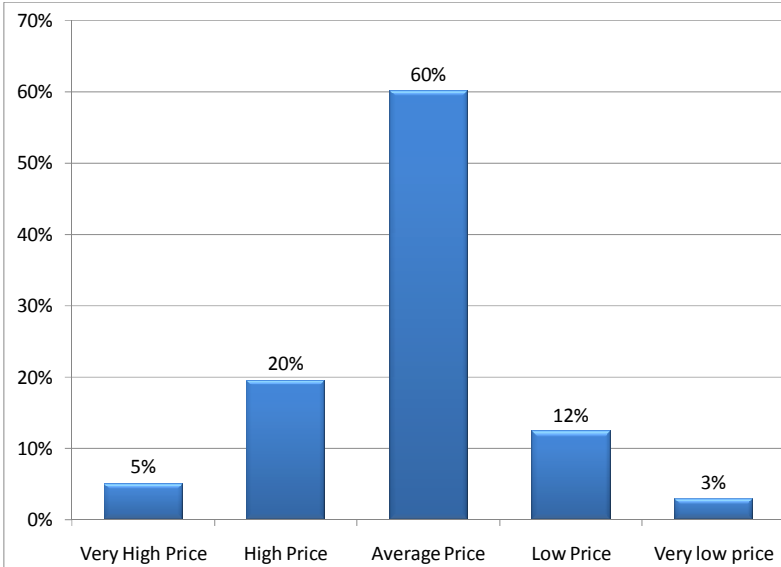
Figure 60
If yes, type of tariff paid - overall



Source: BMI-T 2009

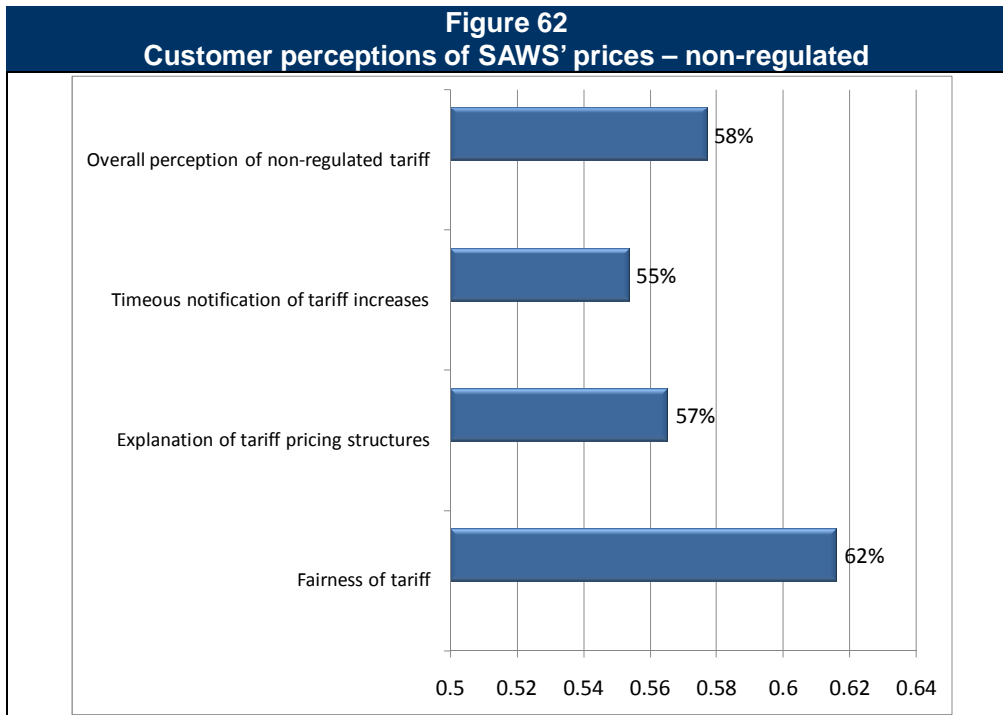
The figure below shows the distribution for non-regulated tariffs.

Figure 61
Distribution of ratings for non-regulated tariff – overall



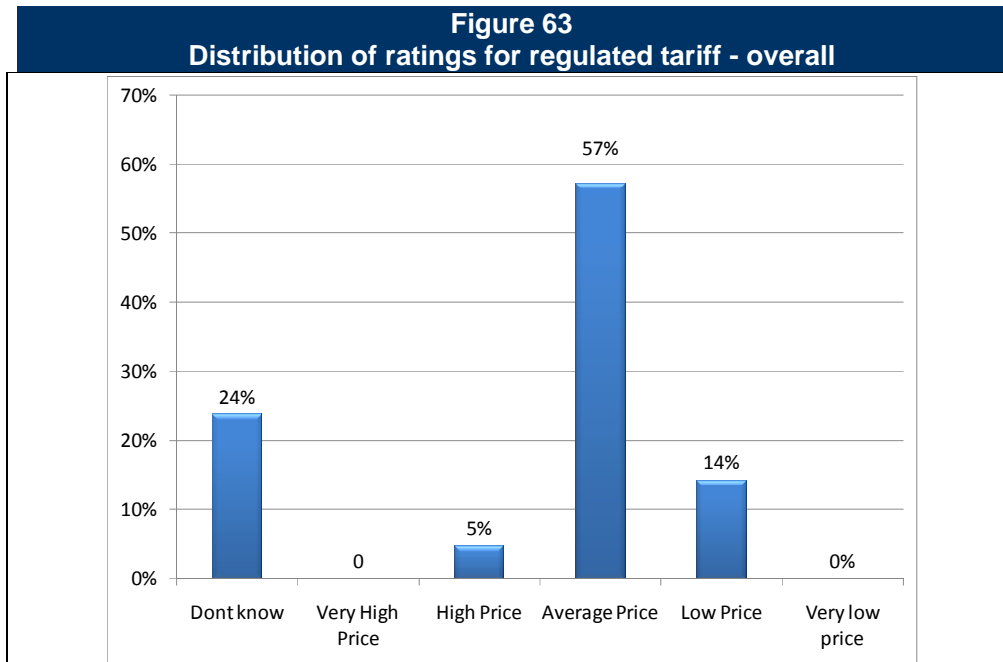
Source: BMI-T 2009

The figure below shows the overall performance of SAWS on non-regulated tariffs.



Source: BMI-T 2009

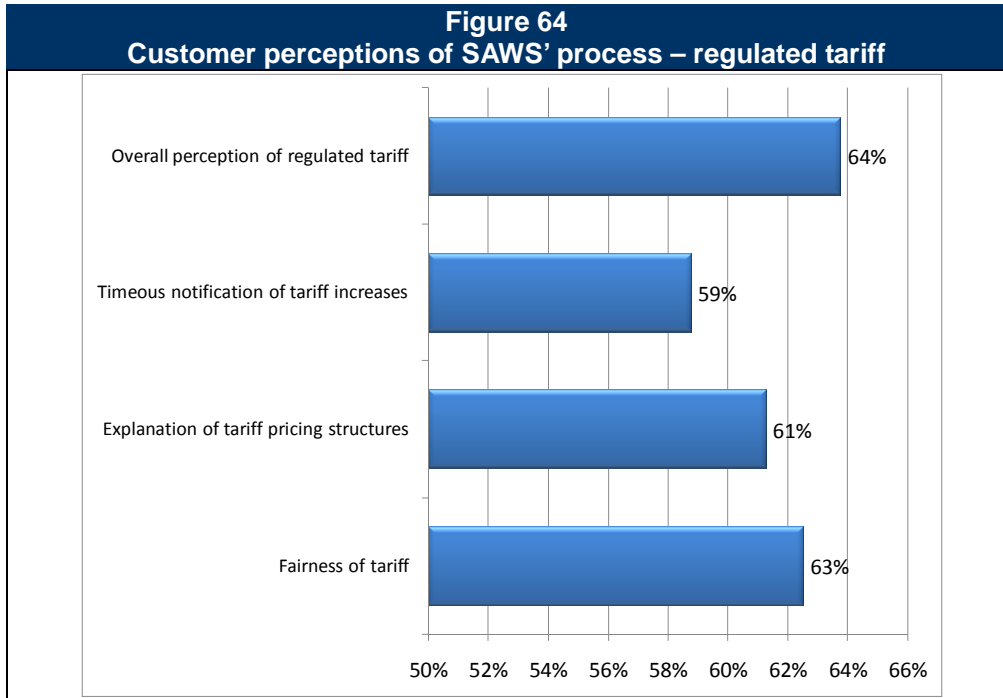
The figure below shows the distribution for regulated tariffs.



Source: BMI-T 2009

n = 21

The figure below indicates the perception of the Aviation industry of SAWS regulated tariffs.



Source: BMI-T 2009

9. EMPLOYEE VERSUS MARKET PERCEPTIONS

9.1 Introduction

As a completely separate exercise, staff within SAWS who have any interaction with customers, including management, were asked to fill in an internal customer satisfaction questionnaire that mirrored the external customer satisfaction questionnaire. Staff were asked to put themselves in their customers' shoes and fill in the questionnaire.

By analysing the internal staff perceptions in the same way as analysing the stakeholder questionnaire, we can identify any significant differences or disparities, as well as similarities that arise when comparing the two groups' perceptions. The gap indicates the customers' expectations versus SAWS' internal staff perceptions of their service delivery.

This could indicate possible misapplication of management effort, or an over-estimation, or an under-estimation of SAWS' performance.

9.2 Overall satisfaction and operational activities ranking

SAWS' internal staff were asked to rank the overall components of satisfaction from highest to lowest, in the order they believed was having the most impact on customers' perceptions of overall satisfaction.

The table below summarises SAWS internal staff rankings as compared to customer impact scores for the overall components of satisfaction.

Components of satisfaction	SAWS staff ranking	Stakeholder ranking
Quality of the products/services provided	1	1
Quality of service	2	2
Price (non-regulated tariff)	3	4
Organisational image	4	3

Source: BMI-T, 2009

- SAWS' internal staff are very well aligned with the market, although they did rank the tariff charged as being more important to stakeholders than the image of the organisation, thus over-emphasising the importance of price to customers.

The table below summarises SAWS internal staff rankings as compared to customer impact scores for the operational attributes.

Table 5 SAWS versus Stakeholders		
Components of satisfaction	SAWS staff ranking	Stakeholder ranking
Delivery of the product/service	1	1
Customer liaison	2	2
Queries	3	3
Administration	4	4

Source: BMI-T, 2009

- It is very gratifying to note that SAWS internal staff are completely in alignment with the market as far as the importance of the actual delivery or supply of product/service goes. As staff all work off the same page, it is no wonder that SAWS has such good results.

9.3 Overall satisfaction and operational activities performance scores

Table 6 Performance scores for SAWS staff and Stakeholders			
Components of satisfaction	SAWS	Stakeholder	Difference
Overall satisfaction	64%	84%	-20
Quality of the products/services provided	68%	84%	-16
Quality of service	69%	84%	-15
Price (non-regulated tariff)	44%	58%	-14
Organisational image	61%	82%	-21

Source: BMI-T, 2009

- SAWS' internal staff have been very critical of their own performance, as compared to market perceptions. Overall, the market has a much more favourable view of SAWS' performance than internal staff do. This is positive in a sense, as it should encourage improved performance within SAWS as staff strive to exceed their customers' expectations. However, staff must not sell themselves short, they are doing a good job and performance should be maintained.
- Internal staff believe that the market perceives the cost of the products/services as being expensive, however, this is not the case, as evidenced by the regulated and non-regulated tariff scores. Most customers believe SAWS has average prices.

Table 7 Performance scores for SAWS staff and Stakeholders			
Components of satisfaction	SAWS	Stakeholder	Difference
Delivery of the product/service	59%	81%	-22
Customer liaison	60%	79%	-19
Queries	55%	78%	-23
Administration			

Source: BMI-T, 2009

- SAWS' internal staff have once again been very critical of their own performance, as compared to market perceptions.

9.4 Employee comments

9.4.1 What should SAWS do differently

Employees were asked what two things they thought the SAWS should or could do differently that they believe would enhance their ability to provide a good service to stakeholders.

Staff generally gave good, practical suggestions as to what would enable them to provide a better service to stakeholders. The comments below have been divided up into 5 main sections, namely:

- Practical suggestions
- Staff issues and communication issues
- Training comments
- Advertising/marketing comments
- Customer focus and issues

Please note that the comments are quoted word for word.

Practical suggestions

- We need to have a non cell phone number for weather reports to the man in the street who cannot afford a cell phone, but depends on the weather to survive
- Demystify the complexity of products for the sake of simplicity and ease of use
- Develop partnership with organisations that have a strong focus on climate change
- Consult with the forecasters first for a new programme that will be used operationally by forecasters e.g. fpg
- Digital recordings from inputs by forecaster, instead of manual recordings as at present which have more problems than solutions
- Do away with regional offices and centralise all work by creating business units at a central office
- Forecast issues by TV should be the same as issues by regional radio stations (often I hear people say that e.g. "radio Algoa says this...but the

television says that")

- From operational perspective we are so much dependent on internet hence when internet is slow it also effects the service of our client. If weather can improve speed of internet - that will be good
- Have a new user friendly easy to access website
- I think the website is not user friendly as other countries weather websites such as Australia. People need to dig deep to find out what they are looking for. Not easy access. People are turning to Wind guru and Wind finder.
- I think we still need user friendly programmes for a better service delivery. Programmes that are less time consuming, because it does not take long to deliver a service to a client but you have to sit with this admin work which delays the whole process
- Place a higher emphasis on core business which is collecting meteorological data and deriving products (forecasts and climate) from the data. Provide operational staff with greater motivation in order to ensure higher productivity
- Need to make our website more user friendly
- Back up staff/more staff
- Obtain the latest technology and on at a regular interval, replace old equipment with the latest technology
- Make data available on website
- ICT dept takes twice the time to solve our technical queries, please speed up the service
- Implement the quality Management plan as per 150 9000-2001 standards
- Improve on their administration side
- React faster to ICT related problems
- Supply more computers
- SAWS must appoint new staff from the region where a weather office is located
- More SAWS staff are required to improve quality of data
- Provide a better, user friendly and informative website
- Provide contact details to all personnel (or even publish them) about who is responsible for what in the org. There were telephone queries from the public in the past where persons complained that they were put through from one section to the next until at last they were helped by the correct section. They were frustrated by the fact that they could not be transferred to the correct person speedy
- To create an e-commerce website
- To employ IT specialists in one region
- Weather line phone numbers are changed without proper notification of the public. All of a sudden the number they have used for years is not available. This places the forecasters who deal directly with the public in an embarrassing position having to explain something that is not even their responsibility
- Website has to be much more user friendly
- Telephone etiquette: A pleasant voice, clarity of speech, introduce yourself clearly when making a call to a client
- The forecast on our website weathersa.co.za should break the day up into three or four hour periods - I know a lot of people who prefer

windguru.com because of this

- Programmes to generate data must be able to do the work they are suppose to do
- Forecasts have to improve in accuracy
- Work faster - data requests take too long
- Streamline query handling. Ensure that customers from other regions are referred to the appropriate client liaison - to the area to avoid conflicting report on the same query to clients

Communication and staff issues

- Communicate staff duties thoroughly
- Communication between regional offices should be more efficient
- Communication to outside offices
- A change in workers internal attitude about SAWS
- Address issues that influence the employee's morale
- Administrative staff should value the work force
- Give credit to the staff to produce the service and goods...motivated staff will produce better products
- I would like to see upper and top management appreciate the hard work we are putting into SAWS and should improve the salary level and working conditions
- A drive so that all SAWS staff understand the business
- Improve the pay of the employees, and better skilled people will be attracted to SAWS, thus a better quality product to the customers
- Improve the working conditions for its core staff/personnel
- Look after your employees
- Need to retain staff for longer
- Getting feedback from management
- Have a culture of excellence - thereby not taking shortcuts with the work - data must always be 100% accurate
- Making all employees aware of situations/problems facing the SA Weather Service
- Knowledge Sharing and information and training is always preached but never happens. The more people know about things the more excited they are to serve clients
- Part of SAWS values is acknowledgement for what you do but that you don't get it
- Motivate employees to work efficiently and in a happy and relaxed environment. The organisation is too tense and workers are not motivated to do more or provide excellent service to clients
- Share knowledge among staff members so that we can all be at more or less the same level regarding knowledge of product
- SAWS needs good direction from the top management
- Skill Retention: By making sure that skilled employees are paid accordingly to level of knowledge they have so that they do not leave the organisation
- Regular communication and feedback
- SA Weather must stop trying to save on personnel and by cutting on money to the lower income and cut on management parties and luxuries. Then we will be able to provide better service. To customers happy workers deliver

better services than unhappy workers

- Put more emphasis on individual performance
- Treat your employees as SAWS' MOST important assets
- Urgent awareness of all personnel that SAWS clients are most important factor in SAWS success - all personnel need to grasp this otherwise the company will be mediocre.
- Take care of employees equally
- Team Building to increase the spirit of morale and appreciation
- The company should stop undermining employees from region because they provide same job as those in head office and the qualification is the same
- Be responsible! and don't rely on others to do your work
- Relook office space of section responsible to deliver a service to customers who visit the SA Weather Service in person
- They must put more in the employees pocket to make them to be happy to provide good service to customers and more to the housing allowance
- Working conditions must be improved by taking care of the employees
- Get meteorologist and business people together to work on realistic targets and products

Training

- Advanced training
- Allowing us to attend short courses related to what we do
- Train client liaison on marketing skills, this will empower them to confidentially represent the organisation
- Do a short course on how to handle customers
- Train employees
- Training is need for all employees but it must not be the channeled that is there, must be a variety of courses to chose from
- Training junior staff and mutual doing of information between offices, colleagues, levels of management should be improved
- Training their employees on communication skills, e.g.. how to treat a disatisfied customer on the phone
- Training. I know their core is science and weather but once in a while people in other departments should go for training to build themselves and their future! Because without them the organisation will not function properly
- Encourage the skilled employees to transfer skills to the newly appointed employees
- Give proper training to us. The transference of skills should be done in a way that will benefit us
- Only a skilled work force can produce quality products
- Need basic training to be able to liaise with customers
- many people were not trained to deal with customers, so proper training should be provided
- Provide training of telephone etiquette to all personnel
- Send your employees for courses to better themselves
- Saws can give more training in automatic weather stations
- Provide latest technology together with continued training
- Planning, training and how to deliver a good service to customers

Marketing/advertising

- Educate the public on not only what services we provide but help them to understand the information we are able to provide. Very few people understand what a weather forecast is and how to use it. Very few people understand climate data.
- Give more information about products that SAWS are selling
- Improve public awareness about the value-added service that SAWS can provide. Prepare a generic presentation that describes all the services offered per weather service industry
- Make the public more aware of our services. By making public know our existence, it makes the staff at operational level more noted as being valuable to the organisation. Boosting morale will boost organisation image, services, products etc by "living the brand"
- Improving customer knowledge/educating customers on interpreting forecast products. SABC news maps , I find, are poorly understood by public. People are confused by probabilities of 30%,40% etc, they don't know whether we are talking about distribution periods if will rain on the day, confidence of forecasters. This is not expected of the lay man to understand.
- Have public awareness campaigns where the public gets more understanding of the meteorological phrases and interpretation of the data provided by the weather service
- More exposure to the company itself...needs to be marketed
- SA Weather Service should establish public information days may maybe twice a year. In these events SAWS address Aviation and general weather information to respective customers. And how this weather is forecasted and observed. IT should be shown to public on TV and told over radios.
- SA Weather service should educate the public by means of the radio, TV, other media about the misconception that a percentage of rain forecast means the intensity. Thus if it appeals on TV that there is a 50% chance of rain in KZN the public understands exactly what this means, this will give more confidence in the ability of SAWS
- The public should be educated by advertising on the TV and radio, this goes for other forecasts products as well. IN this way public will understand what accuracy forecasts are given and won't have the perceived idea that we issue incorrect forecasts regularly
- To market the company and its products to the public. I think the company needs more attention to marketing their brands
- Use of broadcasting Services to advertise or getting publicity about its products
- We should educate people about our organisation and what products we have and why this is important
- This awareness will not be achieved unless there's a strong drive across all sectors, driven by senior management. Every member of personnel must develop that desire to provide the best possible service and to be the worlds best

Customer focus and issues

- Commitment from senior and top management to make available funds that were approved for specific customer interventions
- A study on needs analysis what customers really need and then tailor make specific products/services to satisfy clients
- Improve relations with stakeholders/companies

- Clearly outlined customer feedback procedures
- Improve the way it handles its international customers
- The most reliable customers should be identified e.g. if insurance companies etc, then they are given special recognition on customers address day, e.g. if Sanlam contribute R500000 exceeding all customers a year they should be awarded something
- Reaching out to disaster management centres
- Reaching out to new clients as well as the Public Good Centres
- SAWS could be more punctual when it comes to the customers that require real and historic data.
- There is a great need to make tailor made products as per client needs. At times even this is done, there is always a delay in the delivery of such services/products to the client. One of the main challenges is the flexibility of our process
- Clients complain about not getting invoices on time - must improve finance section
- Our financial support and follow ups with regards to sales and invoices it is not up to standard. A number of our clients complain about our accounting practices

9.4.2 What hinders your ability to provide a good service

Employees were also asked if there was anything that they thought hindered their ability to provide a good service to clients. Only a few employees had suggestions for this question. We recommend that all comments are read, hence they have not been placed in bundles.

- Administrative difficulties in terms of how offices are run
- Appreciating the work that we do, I don't feel appreciated for the services that I provide, therefore how will I give good service to customers?
- Bad management from Head Quarters
- Be proactive, nobody wants to stick his or her head out
- Better pay - the better quality of the staff
- Budget restraints
- By having the correct equipment and materials by hand and not having to beg for it every time. I want to do a job and not by hearing there's no money every time you need material
- Clear marketing and communication strategy which is more than just words in a document. Needs implementation
- Clients not getting invoices on time
- Communication
- Communication and reliability
- Communication between HO and outside offices
- Currently its availability of parts
- Customers providing services are not audited as per 150 9000-2001 standards
- Data not coming through at the specific times
- Decisions taken by seniors that affect operations without consulting the people who will be physically working with the system
- Do not have the experience on how to sell products an service
- Every weather office should do an evaluation of customer relations with the company client liaison officer. If for instance out of 10 customers a month

complained to the clients liaison officer than rainfall data is expensive, this should be known by everybody, manager takes it up and pricing be reviewed

- Experience to work with customers
- Financial accountability is needed more to move forward
- Financial support
- Financial support structure/procedures
- Generally client liaisons should have occasional meetings with people collecting weather information in their offices to share critical issues and successful and failures of data availability from data banks.
- Gross imbalances exist between the number of customers serviced per client liaison officer as well as the remuneration of the client liaison officer in the weather service, this needs to be addressed as a matter of extreme urgency
- Higher pay slips to scientists who have studied for 4/5 years will definitely serve as incentive to provide a better and improved service to customers and streamline management to find that money is an idea
- I feel like our marketing and customers research may be lacking - see above, our website should provide clear pricing structures, examples of products available and contact numbers or email addresses for each region
- If I am not satisfied with the salary, training, working conditions my performance will go down
- Inadequate provision of financial and human resources
- Information on products that are being sold
- Lack of communication between forecaster and observer regarding updates especially wind changed and times of changes
- Lack of communication in the office
- Lack of follow up training to personnel. Even the basic things which the company thinks personnel are mastering those skills should be refreshed
- Lack of motivation and credit for work done in core services
- Lack of recognition of the other division in the organisation demoralise staff
- Lack or availability of equipment
- Language barriers - most customers Afrikaans - because its my fourth language I cannot communicate with clients properly and this equates to bad service
- management changing too often also results in operational plans not being completed and goals of the company been changed too often
- Management needs more attention to prove their standards
- Management's ability to demotivate staff results in poor customer service and a low overall staff morale. Managements inability to recognise and comprehend when staff explicitly indicate they are demotivated
- Material and human resource s
- More AWS are requires
- No motivation
- Not being able to issue or generate an invoice from locally
- Not enough attention is paid to what our customers want e.g A questionnaire like this should rather be given to customers - "ok I see from the front cover it was - hope Spell Check was used")
- Once a person is qualified, no further training is provided to keep them on top of the latest theory and technology. It remains the individuals responsibility to keep up to date. CA's, Physios etc all have to attend courses and acquire skills throughout their careers to be able to renew their licences. Something similar is necessary in a specialised career such as Meteorology

- One of the main challenges that are hindering service delivery is the pricing structure. Sometimes the clients want certain products/services only to find that with delay in SAWS producing a quote in time, clients ultimately change their minds
- Poor FPG
- Poor response time from Head office
- Poor turnaround from Head office
- Poor website
- Red tape - impossibility of management to understand the essence of meteorology. It wastes time and effort and loss of energy trying to influence top management
- Retraining of staff to work in the private sector and all training should be recognised by SATI
- Satellite, radar and other software used for forecasting need a special person in each region. If one of these crashed or stop working for reasons, the problem need to be solved within 5 minutes since the deadlines are on hourly basis. Sometimes 10 minutes depending on weather. The idea of calling Pretoria takes a lot of energy to resolve problem
- Send an email of the specific station's forecast on a regular basis and on all the updates
- Sharing of knowledge is limited in the office
- Shortage of staff
- Some customers not having knowledge of what we offer
- Sometimes it takes a while to get historic data but this is only an infrequent occurrence.
- The data is readily available, the forecast are quite accurate and the monthly data is available per station that is requested.
- The generalisation of questions makes it difficult to provide opinion that fill every service. Example the clients perception of services to aviation to much higher than some of the "commercial" services
- The morale is down
- The quality of our observation, Our data on our database in terms of quality and number missing records is getting worse, Our products depend on the quality of data we get, without it we don't have anything worth selling
- This is no team work morale. Everyone does their job. I have been here for 2 years but there are people I do not know
- Training and refresher courses
- We can not give out any data, clients need to call climate office in Cape Town
- Website is not user friendly
- No, nothing hinders my ability. Its my responsibility to provide a good service to customers because that is what I am getting paid for

9.5 Performance scores

	SAWS Staff	Stakeholders
Delivery of products/services		
Overall perception of delivery of services/products	59%	81%
provide data/information timeously	68%	84%
Data/information meets my/our needs	64%	83%

Useful data/information	68%	85%
Value added service	57%	81%
Customer liaison		
Overall perception of customer liaison/relationship with SAWS	60%	79%
Build a long term strategic partnership	56%	79%
Provide peace of mind	55%	81%
Tailors solutions to meet your requirements	52%	78%
Provides advice in a consultative role	55%	78%
Understanding of your needs	57%	82%
Understanding of your industry	55%	79%
Accessibility	58%	83%
Responsiveness	59%	85%
Ability to solve problems	59%	79%
Regular contact	57%	74%
Queries		
Overall perception of query process	55%	78%
Timeous response to query	58%	78%
Completeness/satisfactory resolution of queries	57%	78%
SA Weather Service products/services		
Accuracy of data/information	67%	82%
Ease of interpreting data/information	62%	83%
Meaningful data/information	65%	85%
Relevant data/information	66%	85%
Meets my/our needs	63%	83%
Reliability of data/information	63%	83%
Presentation of data/information	64%	82%
Clarity of data/information	64%	82%
Ease of understanding of data/information	62%	82%
Visual appeal of data/information	59%	81%
Image		
Image - professional company	61%	83%
Technologically advanced company	67%	84%
Reliable company	60%	83%
Accessible company	62%	83%
Strive for excellence	63%	81%
Accountable company	59%	82%

10. ADDITIONAL QUESTIONS

Respondents were asked further questions, namely:

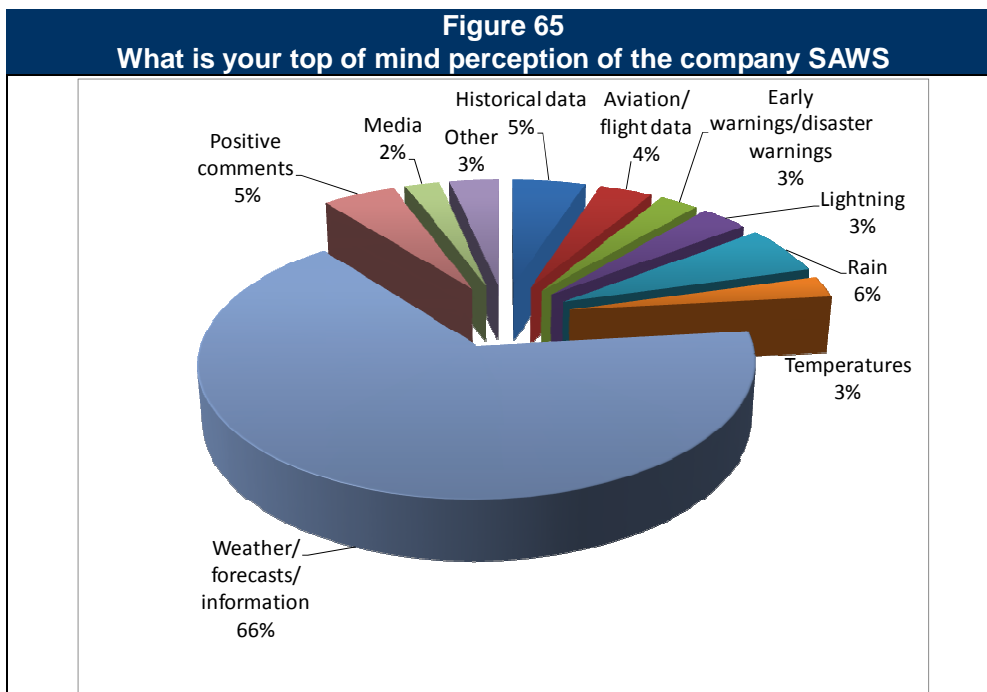
- A top of mind perception question
- Whether that would be prepared to pay for additional SA Weather Service products and services
- How they use the weather, climate and related environmental information that they receive from the SA Weather Service
- Respondents were also asked if they use the SAWS website. If they did use the website, they were asked number of further questions
- What they thought SAWS could or should do differently
- What they thought SAWS does well

Please note that the comments for all questions are quoted verbatim.

10.1 Perception

Respondents were asked what the first word or description was that came to mind when they thought of the organisation “SA Weather Service”. This was a multiple response questions and there were ten broad categories of top of mind responses.

The figure below indicates the percentage of responses, as grouped.



Source: BMI-T, 2009

Unsurprising, a large portion of respondents (66% of the sample) said weather, weather forecast or weather information was their top of mind perception. There

were mainly positive top of mind perceptions for SAWS, the positive and general comments have been mentioned below:

Positive comments

- An essential and indispensable service
- Good and efficient service
- A good institution
- Good website with accessible weather data
- Help with enquiries
- Helpfulness
- People helping us with weather
- Positive Image
- Prompt service
- A service oriented, weather focused organisation
- Our megapartner i.t.o weather services in the region
- Quality
- Quality information
- A very responsible company
- Do a good job with the amount of data they have available

General comments

- A bit of a rip off - expensive
- An academic institute: their function is in the public domain. Their position is in the private domain where they should not be!
- A necessity
- Educational materials
- Complicated service
- Supplying weather data via cell phone - in a recorded voice message for the public
- Statistics
- Internet
- Validity of claims
- SA Weather co-ordinating centre
- Unified model data

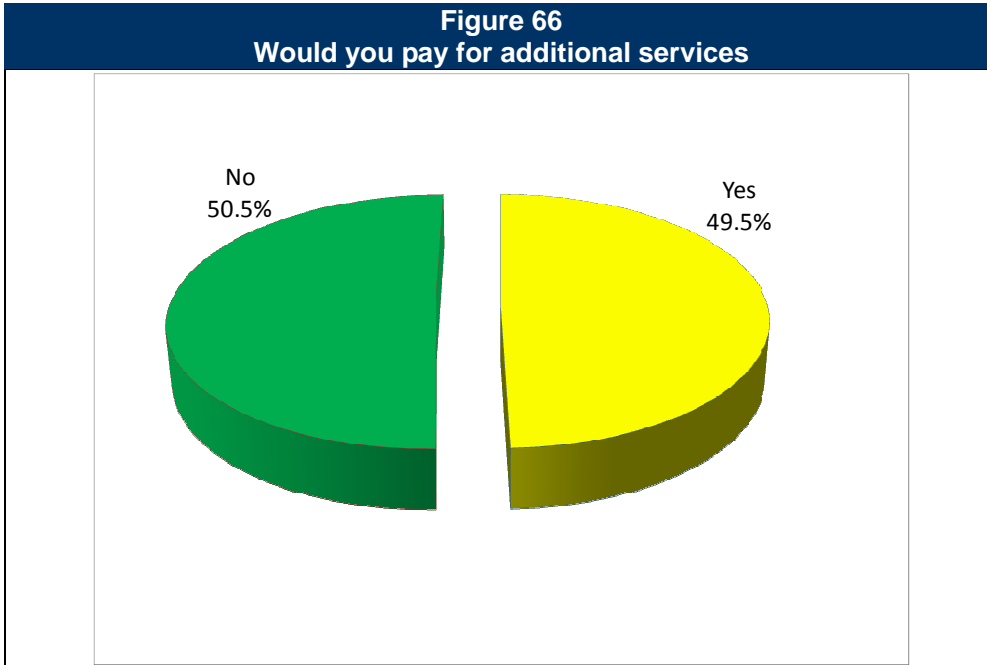
It is interesting to note that a couple of respondents specifically mentioned weather as related to the media:

- Weather bulletin
- Weather news on TV
- TV weather report
- Up to date weather reports
- Reports given daily to public about the weather
- Simon Gere on 702 FM

- Broadcasting of weather

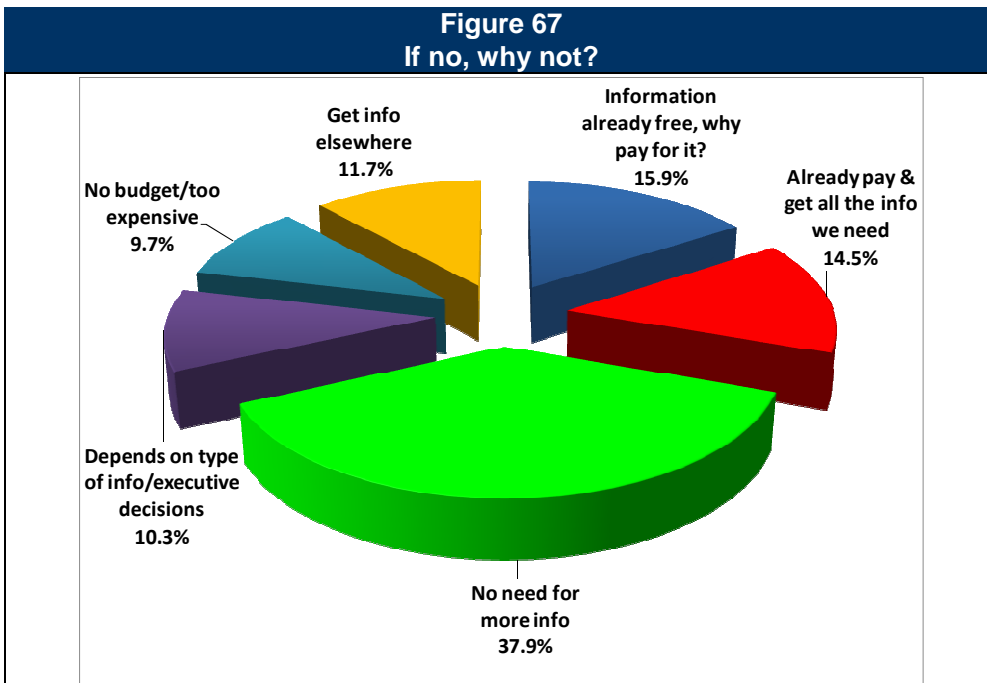
10.2 Pay for additional services/products

Respondents were asked if they would be prepared to pay for additional SA Weather Service products and services. If they replied no, they were asked why not.



Source: BMI-T, 2009

The main reasons for why not are indicated below:



Source: BMI-T, 2009

- Thirty seven percent (37%) of respondents said that they did not need any more information than they currently receive from SAWS. There may be a gap here for SAWS: publicise the products and services that you can provide, perhaps stakeholders could use more products or utilise more information than they realise.

10.3 How do you use the information you receive?

Respondents were asked how they use the weather, climate and related environmental information that they receive from the SA Weather Service. The responses are tabled below.

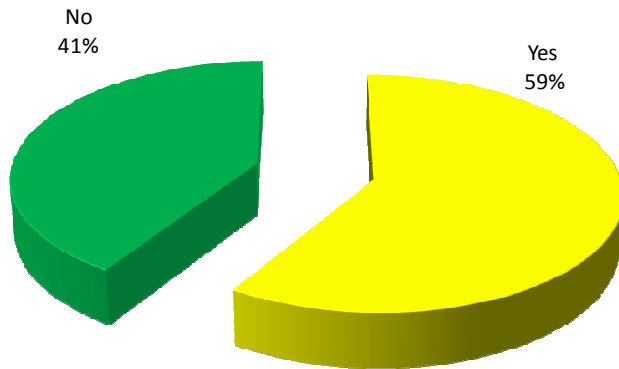
Information used for:	Number of responses <i>(multiple response)</i>
For use by the general public	77
Monitoring and decision-making on working conditions	58
For risk management purposes (disaster mgmt, early warnings, fire, aviation)	44
To change decision-making processes within my company	33
For policy and planning	79
For negotiation for resources	43
For event management	11
For the marketing of products and services	14
For the design of products and services	32
Claims/verify claims	73
Farming and recreation	22
Research/educational purposes and tenders	25
Environmental impact assessment and other environmental uses	14
Other: Tender purposes	3

10.4 Website

Respondents were asked a number of questions concerning the website:

- They were asked if they use the website.
- If yes, then how often they accessed the site, if it was useful and user-friendly.

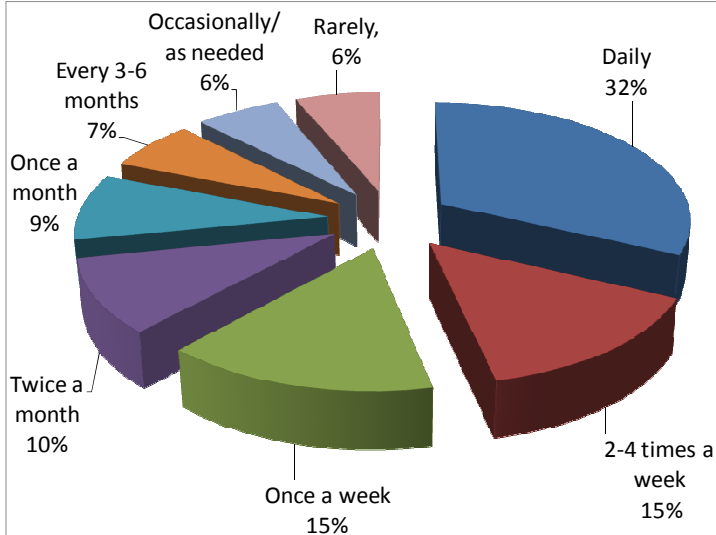
Figure 68
Do you use the website?



Source: BMI-T, 2009

The 59% of respondents who use the website were then asked how often they accessed it.

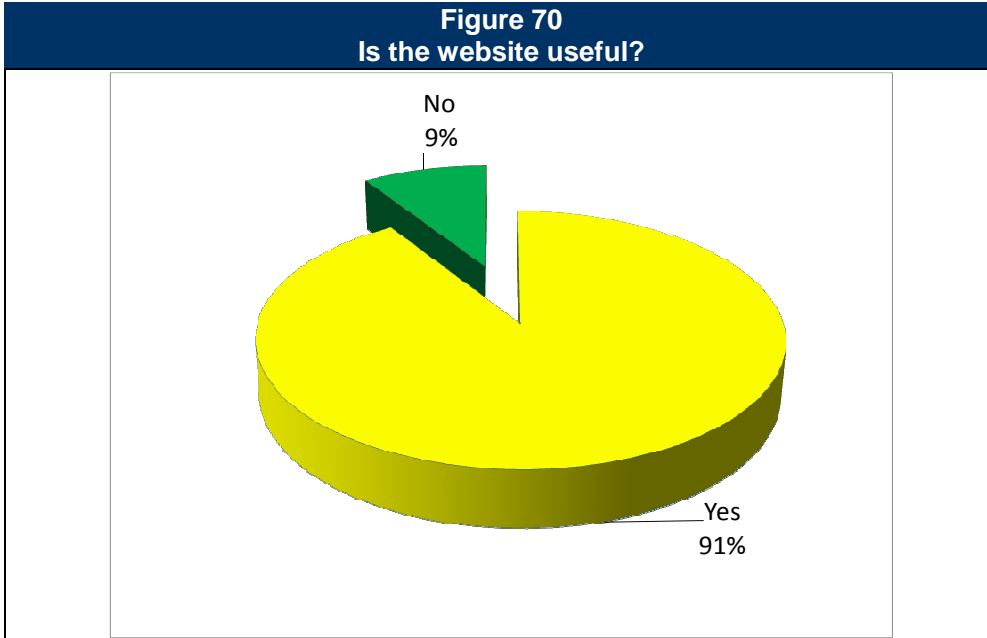
Figure 69
How often do you access website?



Source: BMI-T, 2009

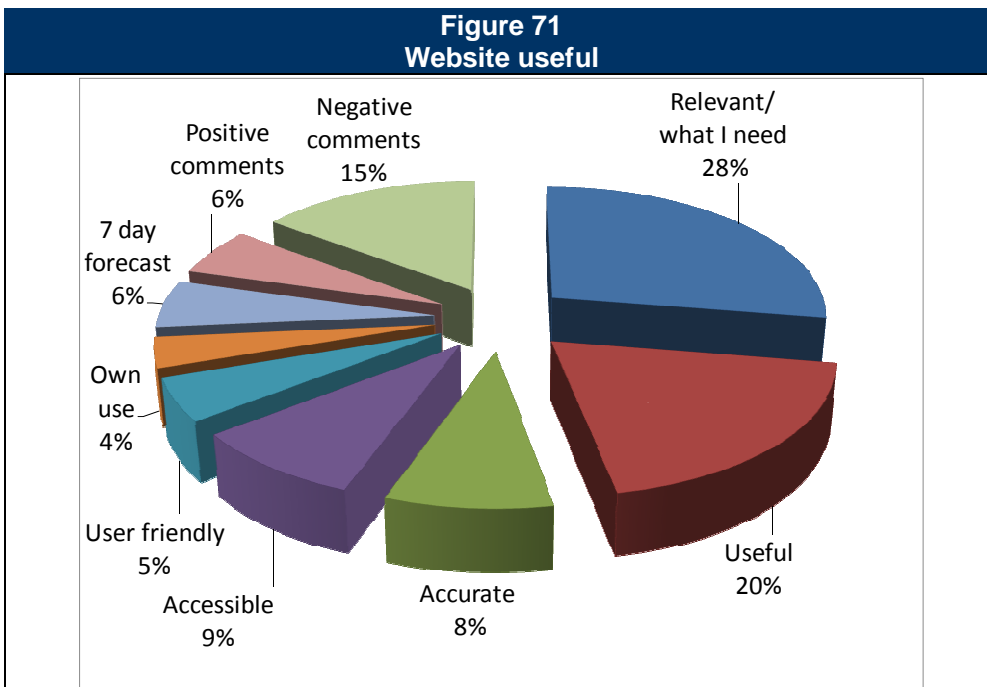
As evidenced by the above, almost a third of the sample who do use the website, access it on a daily basis. Sixty two percent (62%) of this sample access the site at least weekly (once a week, 2 -4 times a week or daily).

Respondents were then asked if the website is useful.



Source: BMI-T, 2009

The respondents who indicated that the website was useful gave their reasons as below.



Source: BMI-T, 2009

Relevant, what I need

- All the information I require is there
- Always find the relevant information I need
- Always get the relevant information that I need
- Am able to get what I need, sufficient information
- Can find all the information needed
- Find all the information you want
- Find detailed information
- Find the relevant information
- For information Yes
- Get all information needed on website for flight plans
- Get good information from website
- Obtained all information needed regarding lightning in a certain area
- Get relevant forecasting
- Good website but I do not need all the information
- Has all the relevant information that I require
- Information gathered is relevant and helpful
- I get the information I require
- We get all the information we need.
- Very good detailed information
- Relevant and factual information
- Relevant information is easily accessible
- Supplies us with information needed in a clear way
- Tells us exactly what we require
- I get wind and temperature from website - all I need
- Everything on website is part of operations
- Information needed can be found with a security password
- Saw information about wind aspects, rainfall etc which is relevant for the aviation industry
- The website specific to aviation. The information is relevant to see all sectors of aviation.
- Gives a lot of provincial options
- Shows everything we need to know about the weather
- Information & models into rainfall, wind direction, wind speed, high & low pressure areas
- Find information needed
- Find relevant information
- Find the information I need (x 4 responses)
- Find the relevant information
- Can find information needed
- Can find the information required
- Can find what I am looking for
- Can obtain required information
- Everything is there that we need
- All the info we require is available on the website
- I get all information required
- Information is relevant

- Information required can be found
- Generally find what I am looking for
- I can find all the information I need on the website
- I can receive all info I want from the website. 2 day; 5 day; 7 day and 15 day forecast.
- Has the relevant info on weather we are looking for
- We get the information we need
- You get all the information that you need there

Useful

- Very useful as I get all the information I need
- BUT I find this one useful
- Average rainfall data very useful - on website
- Constructive useful information
- For us it is particularly useful for observations of wind - speeds and directions, for temperatures, clouds, rainfall and general weather forecasts - climate data eg. El Nino. We compare this information with our own observations.
- Give us updated data that we find useful
- Useful information
- Useful information
- Useful for monitoring purposes and radar pictures.
- useful for weather reports
- Useful for what is happening in the various regions and Lesotho – weather wise
- It is very good and useful for me. It gives me pretty accurate information which is very important for my farming business
- Information is useful
- It is very useful for forecasting for satellite pictures and weather maps
- Lots of useful information relevant to our work
- It is useful to a certain extent. It is good to get a general overview of the weather conditions.
- Apart from specific needs it is informative
- I am happy with the information on the website. It is very useful.
- Helps me to prepare for necessary adjustments
- Helps you to plan
- Humidity also helpful - cover all bases
- I can extract early warnings in advance
- Temperature forecasts are useful to our listeners
- I can monitor the rainfall situation effectively
- Look at fire warnings
- Look at recent weather
- Look at wind for speed and direction and for fire and rain particularly in the dry season.
- Lots of meaningful information
- Rainfall data per 24 hours very useful
- It provides good information

- SA is a regional head like Nairobi, so they supply good, up to date useful information
- Data helps to strategise the meteorological climate services
- Inform us about severe weather conditions & how big threat is
- The useful basic climate data they offer
- Gives idea of weather very helpful, especially when making travel arrangements
- Once you find the information it is useful

Accessible

- Easy access in seconds
- Easy accessibility
- Easy accessible
- Easy to access (x 3 responses)
- Easy to find relevant information
- Easy to navigate
- Easy to navigate and presents all data needed
- Easy to use
- Get information easily
- Yes and easily accessible
- Very accessible and offer a whole range of services
- information is presented well and in an easy manner
- Easy access to information - readily available
- Access data. Initially battled to get old info when system changed. This has been retrieved
- Immediate access
- Info is easy to access and has data that is relevant to our needs

Accurate

- Information accurate and easy to use
- Information accurate and useful
- Information was clear, accurate and very useful
- We get rather accurate information from this website which is useful for our disaster management
- It is accurate and easy to use.
- Yes, Accurate
- I get relatively accurate forecasts from the website which is useful
- They are pretty accurate with their data.
- Correct information
- Gives correct forecasts
- Information is clear and reliable
- Provides real information
- The correct information is available
- The quality is good and very informative
- Exactly accurate - almost to the point of being uncanny
- They give accurate data (day to day) as well as historical data (previous 15 days)

User friendly

- User friendly (x 4 responses)
- Very user friendly
- It is user friendly
- ease of management and frienly what you are looking for
- It has a lot of features, lkie a radar forecast
- Information is there with a push of the button
- Good clarity of information
- User friendly

7 day forecast

- 7 day forecast is a bonus
- 7 day forecast is useful
- 7 day forecast useful for raincasting
- All products that SAA use from aviation link
- I can see 7 day forecast very quickly
- Gives me a 7 day forecast of weather patterns and weather from day to day
- Forecast is given days in advance
- They have a good 7 day forecast
- It gives a forecast of what to expect
- Daily update weather related
- It gives a good outlook what the future weather patterns hold

Own use

- Enables us to prepare a site more easily
- Helps me plan my daily flights
- I can see immediately what the weather will do
- We have a web page for all staff to see. We get very good detailed, up to date precise information from this website and put it then onto our webpage for all to be seen
- We use it for disaster management
- Can track temperature, storms, wind speed & direction for cricket matches
- For personal use for holidays, weekends etc

Negative comments

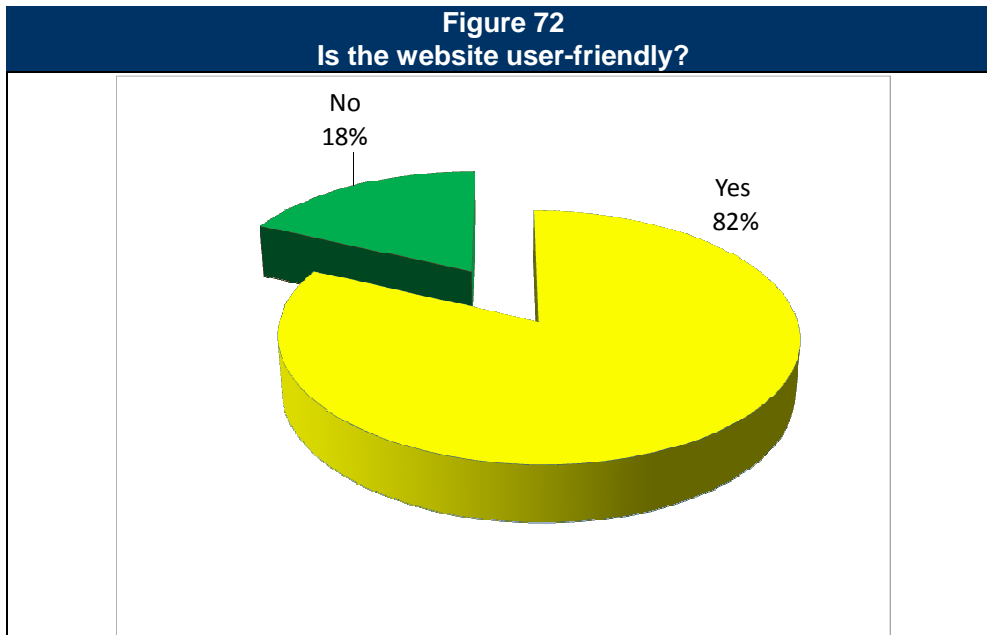
- Could improve
- Good things however have been removed. Now you have to pay for everything. I used to find meteorological synopsis for aviation observations and so could plan my flights properly. Cant access now
- Extra notes; The website has become irritating with too many commercial issues. e.g. advertisements. It is too cluttered. I want the core service
- Old website was much easier
- Prefer "old website" - showed up regions
- Previous one was much better
- Previous website was easier to use

- Not accurate - out of 3 companies SA Weather service the poorest
- Not like the "old website"
- Could use more public photos
- Old website far more informative and more detailed
- Category spelling is incorrect; warnings are unclear; homepage is unclear; no search box; 6 clicks for monthly rainfall is tedious.
- Information is available but very difficult to find
- It is partially useful
- It is too confusing. Add more information geographically, e.g. special risks for specific areas
- Sometimes I cant find the climate data I need
- Sometimes its is useful sometimes not. It depends what information I need.
- Struggle to find all the information
- The website is too complicated to access
- The weather forecast is good. Info not as easy to find as before eg historical data, synoptic maps & satellite info
- It takes time to get this information
- I would like to see more specific areas and likely weather risks to occur. We need this detailed information for our area.
- Need forecasts for fire and floods to warn people
- The information with regards to specific areas (particularly our four areas) is not detailed enough for our disaster management.
- Need to find lightning and it is is not there
- Had to call for info which is not accessible on website
- The website is useless
- The website's information sometimes does not correspond with the forecast e-mailed
- Very useful for what we require (OLD SITE)

Positive comments

- Fun and colourful
- Gives peace of mind to know what to expect weather-wise
- I like the present website. It is well presented, clear and up to standard when you compare it with overseas weather websites e.g. the UK
- Improvement on previous site
- I know the website by heart and love it
- I like more detailed information about temperature, humidity & wind for the Lowveld (even whole country)
- New website is beautiful
- New website full of new products - no time to "check out" properly
- No problems with downloading information
- New design easy to work with
- Gives daily readings quickly

Respondents were then asked if they considered the website is user-friendly.



Source: BMI-T, 2009

easily accessible/easy to navigate

- Easily accessible (x7 responses)
- Easily find information I need
- Easily find what is relevant to us
- Easy and fast access to information
- Easy and simple to use
- Easy to access (x 9 responses)
- Easy to access, log on and navigate
- Easy to find information (x 7 responses)
- Easy to find information needed
- Easy to follow
- Easy to follow and find data
- Easy to follow, log on and acquire information
- Easy to log in & browse
- Easy to log on and find relevant information for what you need per region and country
- Easy to log on and to navigate. You get prompted. It is nicely displayed.
- Easy to log on (x 4 responses)
- Easy to navigate and understand
- Easy to understand (x 6 responses)
- Easy to understand
- Easy to understand and user friendly
- Easy to use, self-taught
- Easy to work through the website pages
- Even more easy to navigate now
- Accessible information in a clear format

- It is easy to choose what you need and e.g. in what province you need to get information from
- It is easy to find my way around and log in
- it is easy to log in and navigate with the website for me it is user friendly
- It is easy to log in and navigate.
- It is easy to login and move around. We have a password.
- It is easy to search for the information you need. Logging in is no problem and I can find quickly what I need
- It is easy to use
- It is quick to get to the relevant sectors. Easy to access and straight forward.
- It is very easy to navigate the website. The logging in is straight forward. Everything is clear
- Anyone can use and understand it
- For logging in I use my password and username, the website is pleasant to access.
- Its easy to see the data and get info from
- Very accessible for the public
- Very colourful
- Very easy to understand
- Very easy to use (4 x responses)
- With one easy step I can receive the info I require
- With one or two clicks of a mouse we see the info we require
- Very easy to work through website
- Make it easy to navigate, it is ok but it is not really directed at disaster management. I like to see more information prepared with more easy access to it.
- I always find it easy to search for any information
- Simple and effective to utilise
- Simple to get information
- Straightforward - easy logging in and navigation
- No hassles when searching for information
- No problems
- No problems extracting any data
- No problems logging
- Quick & easy to navigate
- Not difficult to follow instructions
- I use the drop box. I can easily login and navigate.
- Easy to navigate
- Easy to navigate, easy to find info your are looking for
- Easy to navigate (x 6 responses)
- Easy to read (x 9 responses)
- Easy to read - straight forward
- Easy to see what info is available and easy to navigate
- Easy to understand
- Easy to use (x 17 responses)
- Easy to use menu and page through website
- Easy to use with the menu
- Easy to work through website (x 4 responses)

user friendly

- User friendly (x 7 responses)
- User friendly and easy to navigate
- All information is well explained
- Can see the information we want
- If I can use it, it must be user friendly
- Image more user friendly
- Information is clear and straight forward
- Get everything I want with a click of the mouse
- Get the information I require
- Website is user friendly
- Provides data in a useful format
- I get all the information I need
- I have no hassles accessing it or using it
- Very user-friendly (x 4 responses)

Difficult to use

- Difficult to find the correct pages
- Difficult to work through website
- Cannot read all links - can't read pages
- Difficult at first but now I know how it works
- Difficult to begin with but now I understand it
- Not easy to find the correct information
- Not easy to find the information
- Not easy to use
- Not familiar with all the new links
- Not user friendly - too gimmicky
- Log in & navigation are difficult.
- It is difficult to navigate for us. It should be made a lot simpler.
- New site not easy to navigate
- New site too complex - old site quick to access special information
- Front end is not user friendly
- Time consuming
- Too many stops and options
- Registration is difficult & navigation not easy
- I would still like it simpler. IT is still a bit too cluttered and I would like an easier access to our specific areas without first having to go to general sites. It has to be simple for everyone to be able to use.
- We don't seem to be able to access the website
- Website is too cluttered and not quick enough. It is also more difficult to log in.
- Teething problems - too many skips & links
- Text only version can be read - too many options on the website
- Warnings are not real for me. It is just a map & difficult to understand

Prefer old site

- BUT previous website better - outlay +- 6 months back
- BUT - I prefer old site - easier to access
- I found old website easier to use
- I like the old site very much but the new site is growing on me. I have no problems with it, it works well.
- Old website was easier to navigate and more user friendly than the present website
- Old website was much better
- New one is too complicated - don't know where to go
- Yes - BUT old one easier to use
- Not as user friendly as previous website
- You need a degree in maths to access the new website
- Prefer old website - more user friendly
- However, change of current design a bit tricky

Negative comments

- Could improve
- Does not show 30 day forecast
- Can't register - have to pay first
- Always have to phone for help
- Am considering stopping using the website
- I can navigate easily but not for free these days. I can get better information about SA for free from the Swiss met website
- I require wind only info and website does not give me this option
- The academics are good. We cannot access important information anymore. Only the basic service is for free. You have to pay for everything extra.
- Need a better breakdown of the Little Karoo
- Need better indicators to find information
- Picture resolution too small; poor spelling; adverts too big & useless; things (types) don't fit into boxes;
- Prefer the SA weather website. It is easier for me. It is more simple, less cluttered and no log in is required

Positive/general

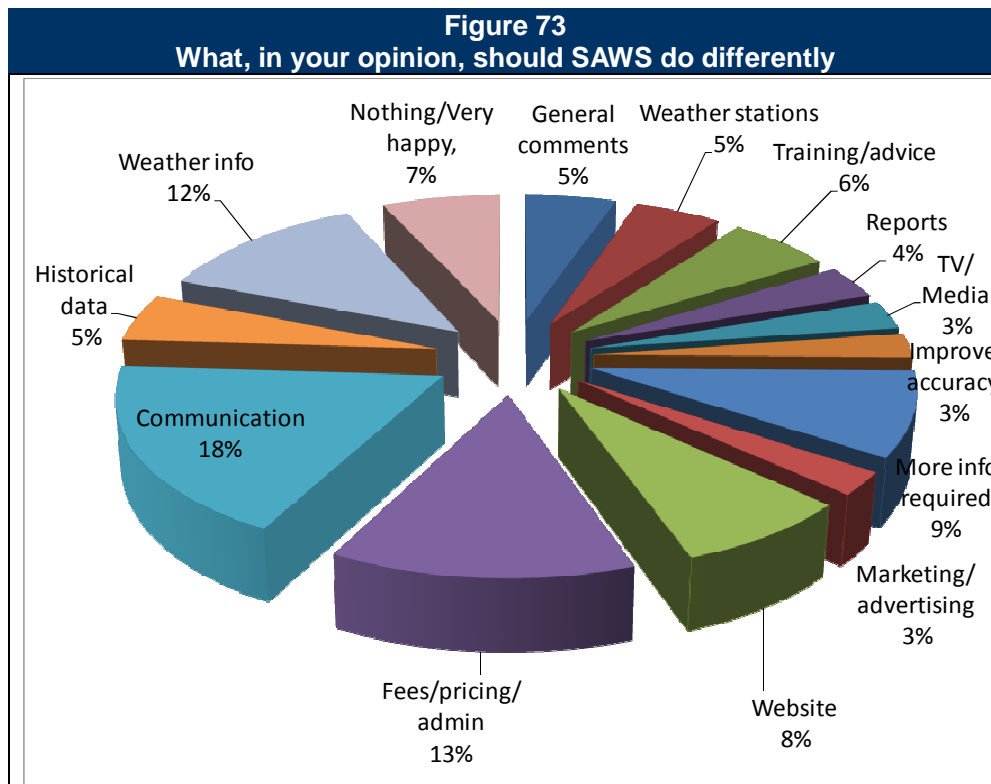
- Its a very pretty website
- New one prettier
- New design looks very good
- Yes - nice and colourful
- Very well designed web page
- The format is good
- Tables for certain areas are set out well
- Map good
- Navigate yourself
- Topic highlighted and easy to read
- Understandable format

10.5 What could or should SAWS do differently

Respondents were asked what they thought SAWS could do differently in the future. Respondents could give as many reasons as they liked. Some respondents had no comment as they thought SAWS did a good job already and did not need to do anything differently. This is a very positive reflection on SAWS' current service.

There were a number of diverse suggestions, as indicated by the small clusters of similar suggestions below. It is important to read all the suggestion which are quoted verbatim in this section of the report.

The diagram below represents the percentage breakdown of all responses, indicating the main suggestions for what SAWS could do differently.



Source: BMI-T 2009

Communication and similar suggestions

- Be more proactive in advance warnings of strong winds etc - give us a call to let us know
- Better aviation telephonic support
- Climate department could be more accessible
- Closer relationship - daily contact between them and us
- Communication - battle to get through on telephone
- Could build relationships with actual users
- Could inform us better by correspondence on their new products
- Develop skills in the SA Weather Service
- Have a direct line/contact for media people to get weather information
- Cater for Afrikaans speaking users as well
- Farmers stop paying attention if information is in English
- Improve the quality of your tape recordings, I cannot hear what they say, very

noisy in the background, poor articulation etc

- Improve customer care
- Information furnished should be in more simple English to make it easier to understand
- Information must be relevant to public
- Information not always easy to interpret
- Information should be in plain English for all to understand
- Keep in contact more regularly
- Keep me updated on range of products and services offered
- Phone me specifically
- Provide follow-up contact
- At present its difficult for us to get hold of the right person at SAWS who could deal with our issues, we therefores till use the Provincial office
- Direct it to relevant department, not through a 3rd party
- Explain warning signs in an easy language for anyone to understand
- Involve schools (students)
- Involve the community
- Make information more easily available to everyone in RSA
- Make information more easily available to people without internet
- Make information presented more attractive
- Not everyone understands SA Weather lingo
- Telephone recordings from SAWS in Bloemfontein sometimes not up to date - still for previous day up to midday
- Would like contact numbers to speak to a person if we have additional queries
- Would like more contact, more collaboration, more working together with SA Weather Service
- Be more involved with the community
- Provide early warnings in advance
- Provide information more quickly
- Pre-recorded voice is unclear, poor English. Met Border number I dial needs improvement
- Provide required information electronically (e-mail)
- Make information more accessible e.g. get stakeholders' e-mail addresses
- Give clear information
- Send emails/sms to subscribers like schools (at a low cost) for sports and planned events
- Send faxes through on time
- when supplying data ensure the average person can understand that
- SMS or e-mail with advance info - high tides, snow, strong winds
- Supply direct information to us not via the Provincial Disaster Management centre.
- Supply information by email about global warning, el Niño effects etc and the consequences for SA.
- Use more understandable language
- Would like a contact number or e-mail address to request this assistance
- Would like a direct line to a person for essential additional queries
- Work more closely with community with effects bad weather has on them

- Think of the wellbeing of the whole society. Make all website information available to the public. Don't be so commercially orientated. I do not want to pay for information that is for public interest.
- Try and establish a working relationship with all municipalities
- Currently use cellphone - would prefer landline contact
- Quicker response to queries
- Useful if they can supply us with material to notify the public in advance of any disasters
- Information to be available minimum 12 hours in advance but preferably 3-4 days
- Mention a contact number on recorded message
- Instead to fax information to the station it should be emailed on time in Afrikaans
- Have a contact system to inform farmers
- 082162 Service - should be able to import verbal forecast to your computer to use on a "live" broadcast
- Must be more accessible to the media
- Must have a liaison/marketing official to communicate with media
- Must have one person to deal with
- Contact us regularly to find out whether we need information
- More personal contact
- More personal contact - more training and more specific area forecast
- SAWS staff that go "on air" must be vocally coached to pronounce words correctly
- Send me sms's
- Should have a landline number not a cell phone number
- Keep it simple - in layman's terms
- Keep in contact with us
- Advise us what additional information they can offer

Fees/pricing/admin comments

- Improve accounts department
- Improve accounts side - put in reference number
- Improve admin
- Improve admin - speed up response to requests for invoices
- Improve admin of accounts - overdue statements
- Administration to be more efficient
- Charge less and maybe you will get more clients
- Cheaper rates
- Improve on their accounting side
- Improve quality of faxes
- Improve the accounting system
- Convey price changes well in advance to facilitate budgeting
- Correspondence by post is slowing down account processing
- Cost of reports is too high
- Could attach invoices to reports at time of supplying - cut down admin time & payment delays
- Give clarity to the price structure. How does the SA Weather Service work out their prices? They are not constant, in fact very irregular
- Explain the pricing structures. The prices are not consistent explain to us

why. Lately the prices have gone up too fast and no explanation has been given why

- Invoices and website should be more modern
- Look at pricing structure
- Price I get invoiced is quite different from price I budget for
- Price structure
- Prices are too high
- Pricing Structure
- Pricing structure too high, but nothing apart from that
- Payment has doubled for our type of information
- make data less expensive
- Place pricing on website to see what you pay for
- Keep the price down for the customers, then I can ask for more services
- Prepared to pay for more detailed rainfall figures
- Lately the price increased tremendously, please contain the costs
- Send account with report for immediate payment and to see the time
- Work on better admin structure
- Email increase in tariffs
- Every time there is a price increase, they could notify us a month in advance
- Expensive - eg R500 for one lightning report
- Could provide a breakdown of prices
- Allow user to pay for information on internet immediately
- Lower their charges
- If charging - prefer a one-off monthly charge - package deal would be more feasible
- When we ask for quotes - specific data - they should itemise pricing so we know the prices of the specific data
- On the admin side as far as payment invoicing is concerned they must wake up a bit
- Pay for this by EFT and make available immediately
- Presently pay a full annual amount for one month's information
- Price is a bit high
- Would like an account with them
- Send invoices out on time
- Invoice must be issued with the information
- Regionalise their account structure so queries can be handled by local branch
- Discontinue all documentation once you are a regular client
- Presently have to renew request for service each month
- Quote my reference on all their information

More information required

- As farmers living near the sea we very much would like to obtain information from SAWS i.t.o. sea conditions, moon phases and springtides. This is very important for us.
- Add temperature in words "hot" etc to make easy for customers not familiar with their services

- Aerial photos would be useful to us
- More easily available historical data - not just past 7 days
- More free information/predictions
- More information needed on hailstorms in certain areas
- More information on fire for the general public
- More information on the Western Cape risk programme
- Awareness of smaller airline requirements flying to smaller airports
- Give us an aviation update on a daily basis
- Give us more specific wind speed e.g. so many kilometers per hour - a year ago we got specified wind speed for our area
- For aviation - We need forecasting of wind speed and direction, humidity & temperature at ground level or at most 1000 feet above ground
- Could improve on environmental management e.g. issue products to quantify the effect of climate change
- Have more sites - because of variation in rainfall
- Make more information for ski boat fishing e.g. Press 1 etc for that group 1
- Would like more info on sea conditions for ski boating
- Would like more information on rainfall figures and dam levels
- Indicate 5 warmest and 5 coldest towns in their travel forecast
- Inform in time of weather threats
- Make specific for insurance industry
- Jack up the system for insurance companies
- Would like a direct number for specific information like wind speed & direction for the coast - a toll free or low cost number
- Would like a tide timetable and sea warnings - height of waves and roughness of sea & info about climate change & impending disasters
- Provide a map of the day - like SABC 3 News coverage with simple details
- Shorter prediction window - every 3 hours or so
- SAWS only supply windrose monthly - sometimes need it daily
- We also require higher resolutions forecasts. This will pick up smaller weather systems
- We can only see up to 60 degrees east (Longitude), we want it to be extended further east off the Indian ocean.
- We would like it if SA Weather Service could provide us with ocean forecasts, wind velocity and wind direction, sea waves, surfs, periods and heights state of the sea.
- Contracts with insurance companies for more specified information
- Custom make for certain individuals in certain departments
- Send insurance companies advance forecasts of floods & wind
- Understanding/consolidation of specific needs of industry eg certain data could be tailor-made
- Present information in a friendlier way
- Must be able to give us a variation of weather news
- Wind direction maps must indicate the direction more clearly

Training/advice

- A technical person to come and advise on interpretation of technical data
- Budget is very limited so would appreciate free training

- Build on relationship
- Give us training into disaster management for municipalities
- Look at their skills development
- Lots of politics in SAWS
- More staff training in certain specialised areas
- Look after staff, make them happy
- Run courses for general public to understand and interpret data
- Appoint people with skills and people skills
- Employ more staff to be situated in different regions, and must be technically minded
- Help us to educate community
- Knowledge of staff is not up to standard
- SA Weather service could increase their capacity for training. SA has more facilities to share with other SADC countries. I think training is very important as there are many challenges for aviation etc.
- Would like more exchange of technical personnel between us - to learn more skills & techniques
- Provide duty rosters with person responsible for information
- We need more training on all aspects of disaster management
- Too many managers at SA Weather Service - not enough qualified scientists, particularly atmospheric scientists
- We have a need for training from SA's more advanced weather services
- We would like to get training as a SADC country from the SA Weather Service - workshops
- We like to have a monthly meeting for management with SA Weather Services for industry specific issues (ours is Aviation) like Disaster Management. Important for us
- Get qualified people
- Get a scientifically qualified person in charge of Customer Liaison Division
- Allow technical people to meet clients and explain technical data, compatibility of software programmes

- **Historical data**
- Give an analysed review feedback of what really happened weather wise and why not only future forecasts
- Give better historical details for 10 year period in certain areas
- Have historical data available on internet
- Would like back dated data on website
- Historical data must be made more easily available
- Historical information must be more accessible
- Historical data in code form - too difficult to read - use same codes as in aviation
- Historical data must also be available telephonically
- Historical data should be on website with a function to pay by EFT before information is released
- Historical data, average rainfall and wind must be on the website
- Furnish historical and seasonal information more frequently - quarterly
- Improve the online service in respect of historical data
- Have a function on website to request historical data

- Have detailed records on internet of past weather
- Long periods of historical data must be made available on the website
- Put historical data back on website
- More historical data is needed especially for wind.
- Put the historical data on the website
- Access to weather archives by dates (online, contact person) going back 5 years
- They could give maximum weather events (wind speeds & tides) for 50, 100 & 150 year return periods
- **weather info/stuff**
- All I need is wind predictions for today and tomorrow
- All we want is accurate forecasts & frequently updated information
- 2 Week forecast would be better
- Clearer reporting from Gauteng weather
- Concern over rain gauge coverage - dropped from 4000 to 1500 stations
- Difficult to interpret rainfall map/data
- Don't share information - don't pass on "upper air" which we need for research
- Early warnings for flash floods are important
- Enlarge area of coverage - extend to 60 degrees East up to 0 degrees the equator
- Enlarge map prints & data please, especially wind direction
- Explain lightning detail in more detail
- Give temperature at the time
- Improve atmospheric readings
- Improve clarity of information
- Lengthen forecasts to 5 or 7 days if possible
- Lightning strikes/patterns could help us
- Long term weather forecasts
- Include wind & surf reports (I use windguru.com)
- Have a service to inform 10111 of abnormal weather and disasters
- More user friendly terminology for wind speed
- Must be updated more frequently - hourly
- Need more reports
- Need more specific days and time frames of rainfall
- Would be good to have the rainfall data also easily available
- No need to keep repeating its the earth African weather as we are all aware that we are in South Africa
- Rainfall data format too complex
- Tailor specific to hail
- Improve their models
- Can do more regarding climate changes
- Supply information about extreme heat, evaporation of water and the subsequent drought which can occur.
- They must provide us with rainfall figures on a daily basis
- Timely warnings will help prevention of damage

- Weather forecast should be extended from 2-3 days to 5 days.
- Wind speed information is complex - knots & kilometers hard to correlate
- Wind speed is very helpful to know for my farm
- E-mail any major weather changes
- Inform even sooner of unique weather patterns
- E-mail me with relevant information regarding activities
- Information must be obtained from a centralised office
- Would like to be able to get real time data
- Would like to have more specific forecast to an area and not just for example Gauteng if that is possible
- Making clients aware of what data (publications) are available on the website
- Send warnings earlier for extreme weather conditions
- Send warnings of any kind as soon as possible to the role players.
- Early warning to all flying instructions like the SAAF
- Automatically send a disaster report to our company (lightning, wind, storms etc) for specific areas
- Send early warning services by e-mail direct - not via Provincial Disaster Management centre
- Saws to alert customers to early storm/hail signs

Weather stations – more needed

- We would very much like to have (put in) a weather station in Somerset East. This area is very important farming areas in South Africa. The nearest weather station is in Grahamstown and Graaf Reinet and they have different weather patterns from us.
- Cover more areas outside Cape Town e.g. Grabouw
- Coverage of smaller areas
- Give more specific data for certain critical areas
- More clarity for Gauteng rainfall & surrounding areas
- More prompt updating of weather news in Bloemfontein
- Not enough operational weather stations
- Now using Hartebeesfontein (loss of Witbank, Middleburg) - does not reflect correct info for us
- Offer more different zones and weather stations
- Put up weather station in Uniondale for district management area
- Address stations no longer existing (Standerton) & provide alternatives - this is important for us
- Irene Station is pathetic - cannot provide adequate information on products
- Provide more weather stations in far away districts
- Get more data acquisition points/weather stations for more accurate weather information
- Could also include other countries
- More weather stations
- Think they need to increase the number of weather stations around the country. Not enough of them at the moment
- Too few and far apart

- Must have more weather stations to make data more relevant and accurate
- More rainfall stations around the country

General comments

- As we are going to install an automatic weather observation system we would like the SA weather service to assist us with establishing a proper link from this system to our offices, so we can easily handle our four areas.
- Data should be more meaningful to students (eg schools)
- Database of users would be useful to us
- Make sourcing information less time consuming
- Have a good governmental look at the SA energy market. We must work together as closely as they do with the national disaster management. It is imperative that I do not slip up in my forecasting
- Pull resources together with MASA to strategise weather for whole SADC community - to plan disaster management
- Push for more technology
- Re-install rain gauges for long term monitoring
- Reporting should be at 6 am, not later
- Streamline electronic data retrieval
- Students require user friendly information
- To not prejudice telephonic users with fees (double billing chargers)
- Try to have more interaction with other African Met services
- Try to have more interaction with operational needs
- We always like to see general updates
- With the forecasts I like the SA Weather Service to predict the worst scenarios for us. Give us a scale of the possibility of this occurrence when the chance is under 30%. This low risk (low frequency hit) can result in the worst.
- Would like a quicker presentation of data on request
- Would be helpful to receive co-ordinated information on a street map regarding specific address
- We would like SA Weather Service to become a stakeholder for us. We are right now getting our systems into place for disaster management.. After that we will establish a regular contact with SAWS
- We soon will go into a deeper relationship with SAWS. We met them at last years conference and only were involved in the registration.
- Regionalise area in collection of data eg Durban International instead of Johannesburg

Website

- Change front end
- Change new website
- Change the special resolution of the model grids
- Change the website to a more user friendly one
- Bring back satellite image on the website
- Improve the website (see above) - give public more warnings e.g. fire, agricultural & seasonal forecasts
- Improve the website/ give more details e.g. to special risks for special areas.
- Make website more user friendly

- Make website more user friendly
- Internet services are complicated and not easy to find
- Introduce us to their website and what their website has to offer
- Improve website
- Prefer the old website to come back again. Was easier for logging in and navigation. Keep it simple
- Website could be more user friendly
- Downtime should be kept to a minimum
- Just improve your website. Make it less cluttered and more simple.
- Make Climate data easily accessible on web and invoice us accordingly like underground
- Customise a website for each log on/company
- Standardise billing on lightning data reports
- The SA Weather Services website of 6 months ago gave more detailed rainfalls than the present website
- Simplify the website - easier access for disaster management for each area
- Size of website could be larger
- We get more information from USA website - free of charge
- Better methodology of providing info/data on website
- Make the FDI part of the main screen on the website
- Make website more user friendly
- Put real time data on the web
- Now and then find them a bit slow updating SAWS site
- Redo the website
- Website not professional. Worst in the world
- Always upgrade with technology as you do now

Improve accuracy

- 5% of their data is inaccurate. It is a small percentage but should still be improved
- Be more "specific" in way data is related
- Expand their network so that information is more accurate
- Sometimes forecasting is very off
- More accuracy
- More accurate temperature
- The information from the PE SAWS should be improved. It is not sufficient at all and not very accurate.
- Concentrate on accuracy and reliability of information
- More accuracy in their forecasting
- Improve on the accuracy of the forecasts

TV/media

- Give a more detailed "episode" on television in the early mornings
- Give a report over the phone but confirm within 2 days
- If we can pay for their service they could think of a weather channel
- Improve accuracy of TV weathercasts (SABC)
- Present the weather with more excitement

- Some weather presenters on TV are gormless - could be a bit more lively
- Negotiate with TV stations (SABC 1,2,3 & ETV) to have more accurate maps for rainfall. These maps are often out : too far north
- Regular radio and sms updates
- Warning on TV - use different colours like advert from Eskom
- Stay in contact with Traffic Dept for reports on weather related accidents
- Must open media information days
- Make weather forecast more interesting for the media

Reports

- Keep reports in same format to make it easier to import to our database
- Reports must be more user friendly
- Reports should be more detailed
- Standardise the report to make it easier to import the information on our database
- Would like a verbal report then written confirmation
- Make reports more understandable - in English and in layman's terms
- The data they send must be more formulated and in a better user friendly format
- Provide information in simple terms - make easy to understand
- Make the data easier to understand. At present the data is confusing. The presentation is too advanced for me.
- It would be very helpful if we could get more user friendly reports that everyone can understand. This would rule out the probability factor
- Reports to be made more user friendly
- Add legends to your reports to make them more user friendly
- Reports should always be furnished in the same format
- Liaise and consult with Central Airspace Management Unit to get everything uniform
-

Marketing/advertising

- Better marketing
- better marketing
- Advertise the weather conditions well in advance for major events like soccer federation cup.
- Make the public aware of what they do
- Make themselves more visible
- More direct marketing approach
- Better marketing of any additional products/services they provide
- Better promotion of their website
- Inform us about website
- More public visibility - market themselves

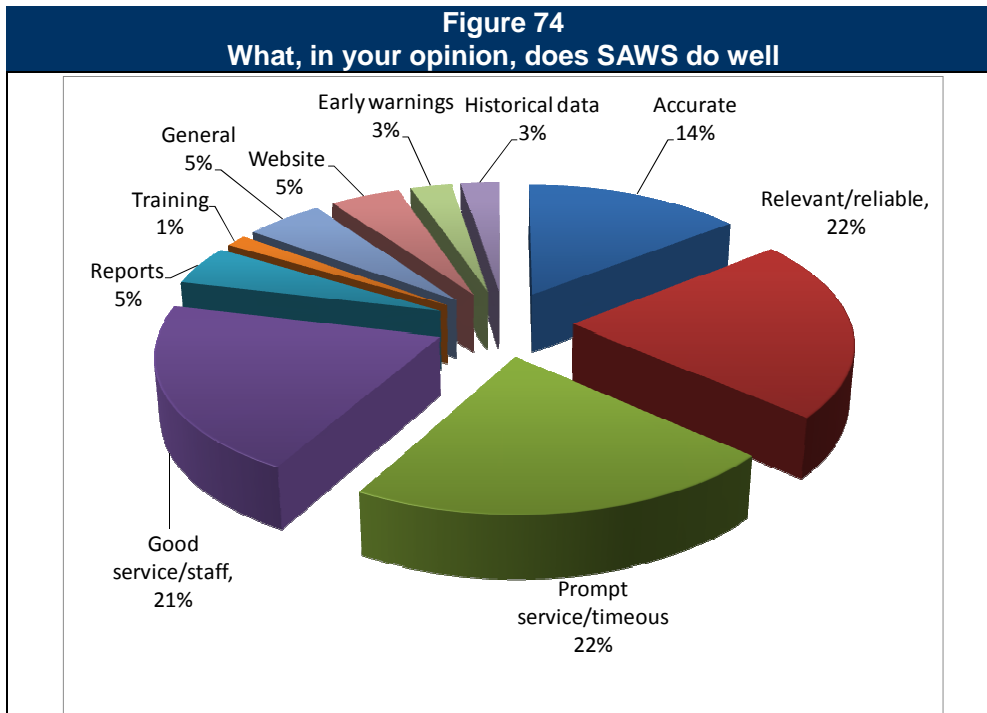
Very happy

- Happy as it is.
- Nothing x34
- Nothing - happy at present

- Nothing - I am happy
- Nothing - keep up the good work
- Nothing - keep up the good work
- Nothing - quite satisfied
- Nothing - use seldom for rainfall
- Nothing - very satisfied
- Nothing - very satisfied
- Nothing at the moment
- Nothing at this stage we are very pleased with our dealings with them
- Nothing except encourage use of technology
- Nothing particular comes to mind
- Nothing that has not been mentioned
- Nothing, it is excellent and I am happy.
- Nothing, everything is fine for me.
- Nothing, keep on doing what they are doing, keep up the good work
- Nothing.
- Nothing. Happy with the service
- Nothing. I get what I need.
- Fine as they are
- Fine now. Last year it was poor. Staff were rude and slow to assist. This year it is much better
- I am happy with things as they are at the moment
- Happy with their services

10.6 What does SAWS do well

Respondents were asked what they thought SAWS does well.



Source: BMI-T 2009

- Many respondents indicated that SAWS offers a very prompt service and that their data or information arrives timeously, some customers commenting that their data is sent to them almost as soon as it is requested. This is commendable service from SAWS and is something that enhances the overall positive perception that stakeholders have of the organisation. These stakeholders often rely on the information that they get from SAWS and prompt service goes a long way towards building a strong customer relationship.
- Another important point is that the data or information was considered by many respondents to be relevant to their needs, and reliable. It is particularly interesting that a number of respondents cited the accurate information that they received from SAWS.
- There are a number of reasons given for the good service and good staff that SAWS has, a few employees were mentioned by name. It is important that this information is fed back to staff and that they receive some acknowledgement for their excellent service and quick responses to requests. Given the negative perception that staff have of their own service to stakeholders – as evidenced by the comparative survey – it is imperative that such positive comments from customers are mentioned to them in order to raise staff morale and help them realize that they and their services are appreciated.

Prompt service

- Always on line
- Always quick to furnish requested information
- Always timeous response

- Always willing to help with our queries
- Accommodating with their responses & provide good information
- Excellent query response
- Excellent reaction time on requests
- Excellent relationship with Weather Bureau
- Excellent response
- Excellent response to requests for information
- Excellent service, great turnaround time
- Excellent turnaround time - often same day service
- Fast service
- Feedback from SAWS is very good
- Quick and accurate service
- Quick response
- Quick response
- Quick response - no time wasted
- Quick response on mail sent
- Quick response to client requests
- Quick response to information requests
- Quick service
- Quick service
- Prompt service
- Prompt service
- Prompt service - good synergy
- Promptness
- Data obtained promptly
- Data sent very promptly
- Data supply is fast and efficient
- All information is promptly given.
- Information on time
- Information provided promptly - accommodating and helpful staff
- Requests for data received within 24 hours - very prompt
- respond Quickly
- Respond quickly to requests
- Respond quickly to requests for information
- Response time on queries by media
- Responsiveness to queries
- Give out timeously
- Gives a lot of useful information in seconds
- Efficient in providing available information
- Furnish information timeously
- Get feedback in minutes if required
- Good response time
- Good turnaround time
- Forecast on time via SMS
- Early warnings sent by SMS - followed by telephone & e-mail confirmation - e-mail shows problem areas
- Superfast processing of reports

- Present data timeously
- Provide information quickly
- Provide information timeously
- Their service is fast and efficient
- Receive quick and efficient help
- Timely provisions of information
- Timeous
- Timeous response to queries.
- Very quick and efficient at supplying data
- Supply service and useful information on time
- They have the information ready for use every day
- Always furnished timeously
- Always get forecast on time
- Always receive data timeously
- Always receive it on time
- Always receive reports timeously
- Always receive requested information on time
- Always receive timeously
- Always respond quickly
- Respond quickly to any request
- Respond quickly to requests
- Respond timeously (x 7 responses)
- Respond to queries promptly and efficiently
- Response time to queries.
- Quick in getting info out
- Quick response times
- Quick response to requests
- Quick response to requests
- Quick response to requests - good relationship with SAWS
- Quick response to requests for historical data
- Quick to respond to request for information
- Receive information on time
- Receive requested information timeously
- Very prompt in dealing with requests.
- Very prompt with information
- Very quick with results
- Good reaction time on requests
- If I phone for information I get it back same day
- They are always quick to respond to queries
- Feedback when needed as promised
- Provide data very timeously.
- Provide lightning maps requested instantly
- They meet deadlines
- They respond fast, if you need guidance, they guide you along
- They respond quickly to e-mails
- They respond timeously - no delays
- Timeous information

- Turn about time good
- Prompt with information requested
- Furnish the correct information timeously
- Information updated every hour
- On time and accurate reports
- Weather on TV, temperatures are accurate

Relevant/reliable

- All services that they offer are good, at their best
- Clear and reliable information
- Comprehensive information and reports
- Correct data given
- Correct information for my needs
- Reliability
- Reliability
- Reliable
- Reliable and accurate information
- Reliable information
- Appreciative of the information/service provided
- Data and processes are good
- Data information good
- Data is up to date
- Data is very relevant
- Predictions are reliable
- Information is detailed
- Information is prompt and relevant
- Information is relevant
- Information is very clear
- Information is well laid out
- If they are spot on, the information is very useful.
- In general they give good weather related information
- In general, supply of weather data is fine
- Information
- Information very detailed
- Relevance of information
- Relevant information is good
- Relevant information to industry
- Do the confirmations well
- Do well in gathering of data
- Good all round
- Good and clear information supplied
- Good back logging of actual figures
- Good for holiday-makers
- Good forecasting
- Gives correct and good information
- Gives daily updates

- Gives factual information
- Good forecasting on TV
- Forecasting rainfall
- Forecasting temperatures
- Forecasts are well done
- Forecasts are very good
- Free good weather information
- Good, comprehensive information
- Have a good regional forecasting capability
- Make relevant information easy to understand
- Measure the weather well
- Min & Max temperature is easy to understand
- More reliable than any other resource
- Provide basic weather info to the public
- Provide data required
- Provide excellent data
- Provide exceptionally good data
- Provide good general weather information and on eTV swells and heights of the sea
- Provide good information
- Very helpful in providing forecasts for major events
- Very meaningful information
- Get it right the first time
- Very efficient in providing detail
- Predict the weather well
- Predicting the weather
- Predicting the weather and rainfall
- Regular broadcasts to keep everybody informed of weather situation
- Regular delivery of data
- Regular update of forecasts
- Service through MTN works very well, easily available
- Normal weather reports are good
- Keep us informed
- Keep us informed on a regular basis of any changes
- 7 day forecast great even though not accurate
- Only their windspeed prediction is good.
- Provide maps
- General short term forecasting is good however we need more specialised forecasting
- Give a general good idea
- They provide us with reliable information
- Up to date with all the information needed
- Upper air data is quite adequate for our purposes
- Useful data
- The information is good
- The weather that is on TV every day
- The whole country can be accessed

- They can forecast fine days as well as I can
- They give 7 day forecasts
- They give good weather data and forecasts
- They give reasonable wind predictions - I still prefer wind in km/hour
- They give very good seasonal forecasts
- They give you different weather data e.g. rainfall, temperatures etc
- They give lightning advice and that is all I need
- Data received is relevant and correct
- Information relevant and correct - Francis Motsetlo & Tonie Russouw do excellent work
- Information requested is relevant
- Information received is reliable
- Data is complete
- Data is correct
- Data is correct
- Data is relevant and correct
- Data is up to date
- Information provided is well explained and easy to understand
- Information is always correct
- Information is always correct and received timeously
- Information is relevant and accurate
- Information is relevant and accurate
- Info is always reliable
- Information has been good

Good service

- An efficient & professional Government department
- Client service is excellent
- Client services
- Excellent client liaisons
- Desire to satisfy the needs of industry - marketing efforts and passion for their work
- Customer satisfaction
- Friendly personnel on the phone at the weather service
- Generally good with clients
- Good personal communication/relationship with SA Weather staff - can iron out problems
- Helpful and friendly
- Helpful service
- Her service is good and fast
- Easily accessible - always willing to assist and give sound advice
- Mostly they are very good at everything they do
- Mr Bernardi is very happy with the regular contact he has with SAWS. They update him regularly too.
- SA Weather Service attends our advisory committee. We have developed a good relationship with them. They also provide a very good online service.
- SA Weather Service issues a solid, reporting system. They communicate well in general with the Aviation Industry and supply us with correct

information.

- Sales service good
- SAWS has credibility and a professional image
- SAWS personnel has expertise
- Person I deal with (Gail) is very professional
- Person that we correspond with does her best to send us the information
- Personnel are willing to assist
- Personnel very professional
- Staff always friendly and willing to help
- Staff available to immediately see to requests - Good service from Johan Stander
- They have a good relationship with the FPA, from whom we get our direct weather services
- PS Mofokeng & Evert Scholtz from the Pretoria office are brilliant at their work
- The Public Relations Officers are excellent
- Proactive & accessible staff - regular contact
- Professional - Keith Moir gives sound advice
- Professional company with good image
- Professional reputation and credible track record maintained
- Professional service
- We have a good relationship with them. We exchange data with them. They understand our needs.
- We communicate with them well - their exchange of information is excellent. We have two weather radars who network with SA weather Service, this is excellent.
- We get feedback from them
- We have an excellent relationship with them
- We have good communication with the SA Weather Service. We meet quarterly and I can see they do their best.
- Willingness to assist
- Have a responsibility to the country and do their best
- Interact with stakeholders
- It caters for everyone
- The Staff are brilliant
- Passing on info, customer satisfaction
- They are focused
- They are good in promoting weather forecasts on TV & Radio
- They are interested in service and feedback
- They are top of their game
- They are very good in their weather forecasting. We have excellent communication with them
- They are well organised. The data we receive is clear and useful
- They assist us on site too.
- They attend disaster management forum meetings
- They are A grade, respond quickly and provide accurate information
- They are always there when we need them
- They communicate well with their customers

- They produce good science, despite limited number of scientists
- They try to improve their service
- Tichafa Saruro - work is excellent
- Tony Rousseau is excellent - Bloemfontein office best in the country
- Very professional - information always on time
- Very professional - website & e-mail service work well
- Weather Services easy to contact
- Very reliable people
- Attend all our advisory forums - helps a great deal
- Some instruments are old but we are still happy - also very happy with 2 weekly seasonal forecasts from Willem Landman
- Set an example on how things should be done to the rest of South Africa
- SMS service is really good
- The SA weather service is more visible in the marketplace. There is better awareness these days
- Generally cater for our needs
- Generally happy with the service
- Good communication with SAWS - quick response to requests
- Good service to the public
- Helpful, friendly service
- Their service is excellent
- They are professional
- They communicate, are professional and delivery timeously
- Reliability and dependability of service
- Professional organisation
- Professional service
- Professional staff
- Communication and accessibility
- Communication is good
- Easily accessible
- Customer relations
- Customer relationship
- Provide a good service
- Provides excellent service
- Service delivery is good
- Service delivery, good and relevant information
- Service is great
- Service is very good - good information
- Service levels
- The lady I deal with is very friendly and helpful
- Staff like Colleen de Villiers go out of their way to be of assistance
- Staff members very loyal to SAWS - will not bend the rules
- A very reliable company
- We know we can always count on them
- Very helpful with info when we are doing a story concerning weather
 - Accessible and affordable for relevant information we receive
 - Accessible website information

- Accessible, user friendly and reliable website
- Good accessibility
- Good accessibility - always someone to assist with information
- Availability of service
- Availability of weather service
- Efficient website - information easy and quick to obtain
- User friendly and professional service
- User friendly for all age groups
- Very accessible
- Very accessible information on website
- Present highly professional weather reports on national television channels
- Print out charts easy to access and use

Accurate

- Accuracy (x 5 responses)
- Accuracy and very helpful people
- Accuracy of data
- Accuracy of information
- Accuracy of reports
- Accurate and convenient
- Accurate data (x 7 responses)
- Accurate data and supply on information
- Accurate forecasting
- Accurate information (x 4 responses)
- Accurate information - 90% of the time
- Accurate information on weather
- Accurate reports provided timeously
- Accurate weather predictions
- Always accurate results
- Data received is accurate
- Information accurate
- Information furnished is relevant and accurate
- Information is accurate
- Information received is very accurate and helpful
- Very accurate (x 3 responses)
- Very accurate information
- The SA weather service gives us good weather forecasting on the TV. In the last year it has become more accurate.
- Generally satisfied with accuracy & usefulness of weather forecasts
- Good accuracy of information
- Good, accurate information from Bloemfontein office
- Most details are accurate
- The SA Weather Service provides accurate forecasts. Timeously and professionally.
- Weather predictions are quite good and accurate
- Weather predictions very accurate
- Weather reporting is accurate

- I phone in and they give accurate weather information which is important and very relevant to me.
- Long term forecasts are accurate
- Provides good, accurate weather information
- The information is accurate and reliable
- Rainfall information is accurate & useful for planning projects
- Predictions are fairly accurate & reliable
- Telephonic forecasts provided are accurate
- Accuracy
- Accurate data relevant to our industry
- Information is accurate (x 7 responses)
- Forecast is accurate
- Forecasts are fairly accurate and on time
- Data is accurate
- Consistent and accurate information
- Data is very relevant and accurate
- Information provided is accurate and useful
- Projected forecast is accurate and well presented
- Provide a very accurate and detailed chartered report of lightning and wind service
- They give very accurate weather forecasts on the phone
- Information requested and forecasts are very accurate
- Providing accurate forecasting for me
- Record keeping is very accurate

Reports

- Report comes to us at 10 o'clock sharp
- Report content 100% accurate
- Report is well detailed when eventually received
- Reports are accurate (x 4 responses)
- Reports are excellent and accurate
- Reports are excellent and accurate
- Reports are fast
- Reports are good (x 3 responses)
- Reports are received quickly and on time
- Reports are timeous (x 3 responses)
- reports received on time
- Efficient in delivering reports on time
- Excellent lightning data reports
- Provide relevant reports to many business operations - data is accurate and invaluable
- Provide speedy reports
- Very clear and concise reports
- Very complete reports
- Reports are on time and accurate

Training

- Believe their training in Pretoria is very good - would like to attend these sessions
- Training of our staff is excellent and very cordial

- I received excellent training in Pretoria. We need good training for our air traffic control and safe flying for our pilots
- Get information & training from Provincial Management Disaster Centre
- They have very good training programmes and they are very professional, every year we send someone from the Seychelles to their training workshops in Pretoria
- They give good training to our technicians on the radar
- Really appreciate practical training - upgrades our staff

Database/historical

- It gives me value climate records and data
- Keep good data base of the weather
- Division of usable data
- Keep weather stats for a long time
- They provide good historical data
- They have a good storage of data
- They maintain records
- They do good documentation of past and present weather measurements and they store it well. They must have a good data storage system which is easy to access because their service is good and fast.
- Useful data provided for settling disputes and facilitating claims processing
- Historical data is correct and relevant
- Historical data reports
- Respond efficiently for requests of historical data

Website

- Keeping website updated
- Particularly happy with website - good information for Kimberley region which is important for our spectators
- I like the diversity of the website
- The website is up to date
- Their website is very informative
- Their website is well set up, clear and user friendly
- So far I mainly deal with their website which gives me good information. The other information I get from the Provincial Office for Disaster Management
- They have a good website I like, I am satisfied overall with their services
- They have lots of technology and programmes
- Very good website, easy to access & navigate & very useful
- Weather forecast on website is good
- Web application
- Website is done very well
- Website gives up to date weather related information
- Website is very useful
- Their website is very useful for the public
- I get valuable information from the website which is about 80% accurate
- Overall layout is easy
- Web site is good
- Web site very helpful
- Website very good
- Website well designed and responsive

Early warnings

- Their early warnings are excellent
- They give early warning forecasts
- They give early warnings on any weather conditions
- They give good early warning signs
- The warning system is good
- The warnings are effective
- The warnings are set out in advance
- Early warning data is always in advance and accurate
- Weather warnings are well in advance - much appreciated
- Warnings are timeous
- They give you a 7 day warning period
- Early warning seems to work quite well
- The necessary "storm" warnings come through in time

General

- Attractive logo/image
- Beautiful sites for provinces as a whole and for cities specific in these provinces
- Broadcast well
- Cost effective
- Educational seminars are extremely enlightening & informative - should be more to educate public on climate
- Academically SAWS is good. They are still participating in scientific studies. They still advertise for new meteorological employees. I am proud of them.
- Radar information helps to see how the clouds are forming and how deep it is
- High and low tides are easy to see
- ease of purchasing product
- Easy to understand
- SA Weather service has good TV presenters
- Advertise their service, and are pro-active
- Payment terms are very relaxed - allow 30 days to pay - no credit screening required
- They explain what they charge you for in their invoices
- The forecasts on the TV are very good and valuable
- They service our technical equipment. Radar and automatic weather observation system - very well
- They have very good weather monitoring systems. Their stations are everywhere in the South.
- They hold a good infrastructure.
- Always upgrade technology
- Modelling data.
- Monthly data reports
- E-mail service is efficient for our purposes
- Aviation weather provision
- Gets involved in aviation industry, visible
- They provide an excellent aviation website. We get what we need on the website. It is quick to access and easy to follow. There is no unnecessary clutter.

Appendix A: respondent list

Respondents Interviewed

Name	Company
Lan O'Connor	94.7 Highveld Stereo
Vinesh Jagaroo	ABI
Tebogo Mashiloane	ABSA
Rhonwyn Hanbidge	ABSA Insurance Company
Pride Shabalala	AER
A Drever	African Rand
Yvette Kirstein	African Rand
Mrs Tubake Mokalapa	Ages Group
JS Bothma	Agri Westkaap
Christine Engelbrecht	Agriculture Research Council
Gert Denysschen	Agriculture Research Council
Chris Zweigenthal	Airlines Association of Southern Africa
Patricia Mashilo	Airshed Planning Professionals
Rochelle Borman	Airshed Planning Professionals
Bertha Kruger	Alexander Forbes
Tina Petersen	Algoa Flying Club
Jacqueline Fourie	Almega Finance
Melissa Niemand	Amandla Construction
Shaun Tischendorf	Anathi Consulting Engineers
Andre Kellerman	Andre Kellerman Assessors
Deon Lombard	Andrew Wevers & Associates Inc
Johan Nesor	Anglogold Air Services
Zoleta Mpina	Annegarn Enviro
Chris Myles	Annegarn Environmental Research
Ross Weedon	Associated Loss Adjustments
Connie Hoffmann	ATNS - Isando
Jan van der Linde	ATNS – Port Elizabeth
Matthys Horak	ATNS - Bloemfontein
Sabrina Valentine	ATS Helicopter
Jurie Vermaak	Aurecon
Rina van Zyl	Aurecon
Nadine Martin	Auto Assessors
Mr D Chandler	Avex Air Training
Russel Patterson	Awesome Aviation
Allan Moore	BARSA
Mr Francois Joubert	Bateman
Amanda Botha	BC Building Contractors
Fanie van Rooven	Beeld
Fanie van Rooven	Beeld
Leemisa Matsela	Begin Africa
Vauneen Teasdale	Bevers & Kerrin
Rod Bouwer	Bloch Quarmby Higgs
Bob Hayes	Bob Hayes Consultants
P Morare	Boianala Platinum District Municipality
Christi Van Der Ryst	Boogertman Smit Building

Keith White	Brackenridge and White Loss Adjusters
Elma Groenewald	Broker Help Pretoria
Bernadene Potgieter	Brolink
F Ferreira	BUI Consulting Engineers
Andre Greyling	BVI Raadgewende Ingenieurs
Kim Garringe	CAASA
Z. Erasmus	Cape Nature
Charles Morgan	Charles Morgan Fila Allsa
Frans Maganie	City of Tswane
Lynette Milton	Civil Consulting
Nogusma Kiiiko	Classic FM
Clive Turner	Comair
Peter Dryer	Commercial & Industrial Acceptances
Wentzel van der Merwe	Commercial & Industrial Acceptances
Elsa Botha	Commercial and Industrial Acceptances
Simone Roussouw	Comprehensive Loss Adjusters
Lindiwe Kudumba	Constantia Insurance
Jaco Gouws	Co-operative Governance & Traditional
Zelda Grobler	Corporate Insurance Consultants
Andreas True	CSIR
Phillip Frost	CSIR - Meraka Institute
Warren Dunn	C-Sure Management (Pty) Ltd
Christo Groenewald	CSV Construction
Lina Venter	Culture Sports and Recreation
Marilyn Pilkington	Cunningham Lindsay & Associates
Mary Beckett	Cunningham Lindsey
Gawie Nothagel	D2C Assessors
Mrs Evelyn Swart	Dan's Assessments
Mr David Bell	David Bell Loss Adjusters
Marius Nel	Deloise Construction
Schalk Vorster	Department Agriculture - MMBatho
Bongane Ngwengama	Department of Agriculture - Pietermaritzburg
C van den Heever	Department of Agriculture
JP Kaphe	Department of Education
Wiseman Mkhonza	Department of Local Government
Clement Boyce	Department of Meteorological Services - Malawi
P Phage	Department of Meteorological Services - Botswana
Moila Percy	Dept Agriculture - Genetic Resources
Kentse Setshedi	Dept of Agriculture - Pta
Douglas Chapman	Dept of Agriculture Environment - Pietermaritzburg
Mr Mahema	Dept of Environment and Tourism
John Cross	Dept of Human Settlement
Sydney Mocnaego	Dept of Police, Roads and Traffic
Elias Nel	Dept of Water Affairs
Bianca Michau	Diagonal Insurance Solutions
Jav Kaloo	Diagonal Insurance Solutions
Jorisna Bonthuys	Die Burger
Henry Landsown	Disaster Management
I Groenewald	Divair

David Kriel	DK Insurance Assessors & Loss Adjustors
Charlotte Powell	DMC Goodwood
Mr Don Farr	Don Farr & Associates
Mr Ikaneng	Dr RSMD Municipality
Richard Lesar	Dr. K. K. D. M Municipality
George Meiring	DSM Consulting Engineers
Lettie du Preez	Du Preez and Partners
Evelyn Pillay	Durban Maintenance & Building
Mal Reddy	Durban University of Technology
Ms Diane MacPherson	East Coast Radio
Duart Hugo	Economic Development Tourism and
Helen Hill	Ecoserv
Wayne Young	Eden Fire Department
Gerhard Otto	Edenvale District Municipality
Wendy Young	Edenvale District Municipality
Pat Msedi	Ehlanzeni District Municipalities
Anthony Keston	Ekurhuleni Disaster Management Centre
Bafana Masibuko	Ekurhuleni Disaster Management Centre
Oupa Kgole	Ekurhuleni Disaster Management Centre
Andre Ludik	Electro Tech Assessing
Bennie Strydom	Emnambithi Municipality
Henco Linde	Empa Structures
Rakhi Mistry	Environmental Impact management
Warren Carter	Environmental Science Associates
Mona Nortter	Episode Media
Leon Kriegler	Ero Engineers
Omar Jonker	ERO Engineers
J Janse van Rensburg	Eskom - Germiston
Meryl Govender	Eskom - Westville
Louise van der Westhuizen	Eskom - Western Cape
Hakeem Mahlatsi	Ezingolweni Municipality
Paul Klopper	Farmer
Leonie van der Linde	Ferret Mining and Environmental Service
Kyle Menin	Forty Three Air School
Renier Richwag	Freeze Films
Lyndon Johnstone	Gendermark
Lourens Magagula	Gert Sibande District Municipality
Mr Hannes Botha	GijimaAST
Derick Lawson	Goba Consulting Engineers
Michael Leviton	Gondwana Environmental Solutions
Craig Faure	GRD Minproc Pty/Ltd
Mr Brian Kidson	Griqualand West Cricket Board
Hanrie van Jaarsveld	H2ON Environmental Specialist
AJ Drever	Health and Social Services
Anneke Claassen	Hendrik Louw Primary
Haroon Lahal	HLL Insurance Brokers
Tony Jackobs	HMG Joint Venture
N Govender	HT Civils
Alex Mthivana	Igagasi 995 FM

Natalie van As	Ikapa Construction
Niadene Miles	Iliso Consulting Engineers
Fundiswa Xaba	Imbokodo FM
Dawid Kemp	Incine Argitekte
Deidre Roberts	Insguard
S Pillay	Institute of Meteorological Services
Luis Constantino	Instituto Nacional de Meteorologia e
Vernon Williams	Insurance Loss Adjustors
Leon Laubscher	Ivovo - PDC
Renee Francis Steele	Ivuzi Environmental Consulting
Mike Nichol	Jacoby Nichol Construction
Joyce Pillay	JJS Construction
Jon Buzzard	Jon Buzzard and Associates
Mpho Raphata	Kava FM
Audrey Sloane	Ken Sloane and Associates
Lindohuhle Ngubane	Kenneth Kaunda District Municipality
A Bosman	King Civil Engineering
Kim Roehl	KP Construction
Rowan Torr	Kruger Mpumalanga International Airport
Elize Louw	KV3 Engineers
Brandon Isaac	Kwezi V3 Engineers
Simon Thomas	KZN Fire Protection Association
Bennie Roode	Laben Trust Assessors
Yolandi Koorts	Landmark Underwriters Authorities
Gavin Savce	Lanseria
Nosiphelelo Mchana	Local Govt. Traditional Affairs
Adri Ryneke	Lowveld Fire Protection Association
W Pickman	M Hurworth & Associates
Jamie Smith	Made in Africa Films
William Welkom	Makana Fire Department
Freek Meyer	Mangaung Local Municipality
Sazi Petela	Manlong Associates
Ewert Steyn	Margot Saner and Associates
Andile Maki	Marine and Coastal Management
Mark Norman	Mark Norman & Associates
A Avenant	Martin & East
Julia Morabane	MCB
Ursula Janse van Rensburg	MCB
Jaco Kalhelhoffer	McIntyre & van der Post Lawyers
Luke Wiles	Metago Environmental Engineers
Bruno Sekoti	Meteorological Institute of Lesotho
Grahame Britchford	Metix
Nsadis Faka	Mettelsat
Ronel Chengan	MIA Luxurv Night (Films)
Garv Ainsworth	Moore Spence Jones
Matizana Machogo	Motheo District Services
Tamilyn Raats	Mudau Assessors and loss Adjustors
Alida Scherman	Mutual and Federal - Bloemfontein
Irmie Frantz	Mutual and Federal - Port Elizabeth

Franz Uirab	Namibia Meteorological Services
Leonie Gerber	Nelspruit Loss Adjusters
Donovan Henning	Nemai Consulting
Mr Stemmer	Ngaka Modiri Molema District Municipality
Mr Nkosi/Mr Jack Bernardi	Nkangala District Municipality
Johan le Roux	Northern Natal Fire Protection Association
Lorato Tigedi	NSUT
Nomusa Mhasango	Office of the Premier
Marietjie Gericke	Ons Stad
Reinhard Geldenhuys	Overberg District Municipality - Bredasdorp
Suretha Visser	Overberg District Municipality
Rynhard Geldenhuys	Overberg Municipality
L.H. Dyer	Pentagon Assesors
Riaan Moller	Power Construction
H Moolman	Private individual
J Lentz	Private individual
Jacques du Preez	Private individual
Joseph Chisle	Private individual
Mr J Haffeiee	Private individual
Mr Juan van Rooyen	Private individual
Mrs C Rosalie	Private individual
Rolf Bezuidenhout	Private individual
Koster	Private person
Elmien Stevn	Provincial DMC
Terence April	Radio Sonder Grense
Angela Reed	Radio Impact
Fraan Rabie	Radio Pretoria
Armand Cloete	Radio Rosestad
Retha Loubser	Radio Rosestad
Tebogo Serote	Radio TUT
Avanda Paine	Rainbow FM
Bert Koster	Rand Water Board
Annerie du Toit	Rapport
Lizelle van Niekerk	Rapport
Mbuso Mtembu	Red Cross
Neil Bekker	Reliable Transformers
Graeme Reid	Rennie Murray & Co
Karen Noordman	Rinor Civil & Trenching
Kobus Rudolph	Ripple 90.5
G Fisher	RJ Mullins Civils
Alec Gumbre	Roosevelt High School
Tanya Applewhite	Roy Smith Loss Adjustors
Demcy Naidoo	RSR Computer Systems
Charles Carv	Rural Metro
H Bezuidenhout	Ruth Segomotsi Mompoti District
Chris van den Berg	SA Express Airways
Capt F. Venter	SA Police Service - Bloemfontein
Karen Jacobs	SA Police Service - Pta
Godfrey Moshoeette	SA Red Cross

NZ Neti	SA Red Cross
Gavin Kovacs	SAA
Lt Palesa Fisher	SAAF
Senta Baasch	SABC
Koos Pretorius	SACAA
Capt Hewets	SANDEF - Mmbatho
Col Matswaka	SANDEF - Mafikeng
JJ Geldenhuys	SANDEF - Durban
Nick Zambatis	Sanparks
Zeldine Crowder	SAPCOR
Supt Paul Schilling	SAPS
Gavin Fourie	SAX (South African Express)
Mr H Rust	Sentraal Karoo Municipality SKDM
O Kilan	Silver Cross Helicopters
Brian Neale	Sivest Civil Engineering
Denise Ratheepaul	Sivazama Housing
W. Burger	South African Airforce
Jeffery Griffiths	Southern Cross
Murray Hayes	Specialist of Commercial loss adjustors (Pty)
Dhiren Naidoo	SRK Consulting
Phillip Hull	SRK Consulting
Zika Austin	Standard Bank Insurance
Penny Peach	Standard Ins Ltd
Dr Themmin Potgieter	Stellenbosch Mediclinic
Preeti Maharai	Structocon
Shaun Theodore	Swellendam Municipality
Wilke Brink	Switch Properties
Riette Mohr	SWP Civil and Structural Engineers
Steve Vrieling	Syndicated Loss Adjusters
Divan van der Merwe	Synergistics Environmental Services
PF Tibaiiulia	Tanzania Meteorological Government
Marco du Preez	Tau Pele Construction
Zamindlela Zama	Telkom
Karen Samouilhan	Terratest
Steven Tau	The Citizen
Aileen Greef	The Insurance Man
Noleen Pauls	The Mineral Corporation
Tanva Hayes	The Summer Place
John Tsatsi	The Times
Nikki Binge	TJH Financial
Kevin Lussi	Trans Africa Projects
Elvin Josephus	Transnet - Bloemfontein
Eric Theron	Transnet - JHB
Johan Jensen	Transnet - Kimberley
Mduduzi Guubi	Transnet - Bloemfontein
Mr Hamish Otto	Transnet - Pietermaritzburg
Sthembiso Ngcama	Ugu District Municipality
Ntseketsi Momale	Umhlaba Environmental Consulting CC
Mark Lunckel	Umoya Nilu Consulting

Reuben Ndlovu	Umuziwabantu Municipality
Eumain Kapel	Umzamo Civils
Peter Johnston	University of Cape Town
Adel Aswegen	University of Free State
Kobus Kolver	University of Free State
Shaun Hoffman	University of Free State
Prof. Edwin Bbenkele	University of Johannesburg
Hannes Rautenbach	University of Pretoria
Liezel Dvson	University of Pretoria
Prof. Zan Mickeljohn	University of Pretoria
JA du Plessis	University of Stellenbosch
Michael Weston	University of Witwatersrand
Gerda Weman	Urban Dynamics
Mr Dadior	Virginia Airport Control Tower
Karen Ebersonn	Volksblad
Mussa Mustafa	Weather Service/ Meteorological Institute
Gerard van Bilion	Working on Fire
Barrv Roberts	WSP Group - Environmental
Trevor Wilson	Zululand Fire Protection Association