



Companies and Intellectual
Property Commission

a member of the dti group

Dear Sir / Madam,

CONDUCTING OF THE COMPANIES AND INTELLECTUAL PROPERTY COMMISSION ("CIPC") ANNUAL CUSTOMER AND STAKEHOLDER SATISFACTION INDEX AND PREPARE A SURVEY REPORT ("Services")

During the financial year CIPC contracted a service provider to conduct a stakeholder and customer segmentation, satisfaction baseline survey, reports and a framework for improvement and implementation. The stakeholder and customer segmentation phase 1 workshop aimed at segmenting CIPC stakeholders and customers using qualitative methods. Phase 2 involved conducting a baseline customer and stakeholder satisfaction survey using quantitative methods.

One of CIPC outcome oriented goals is to facilitate the transformation of the economy to promote industrial development, investment, competitiveness and employment creation. A key strategic objective 1.3 statement aims at having an intelligent, innovative, high performance organisational environment that will provide on-line based and automated products and services; and also support a reputable Business Regulation and IP Protection System.

This letter serves to make you aware that CIPC appointed Redflank Solutions in May 2018 to provide Services to CIPC over the next 3 to 4 months. Part of the Services required by CIPC to be performed by Redflank Solutions includes amongst others conducting -

- a) 30 key stakeholder face to face interviews;
- b) 50 stakeholder telephonic interviews; and
- c) 1000 customer/ channel interviews using either electronic, telephonic, face to face or other type of interview methodology that best suit each customer/channel.

Key stakeholders / stakeholders include (not exhaustive):

- 1) The Minister of Trade and Industry and Members of the Portfolio Committee of Trade and Industry
- 2) the dti and COTII forum
- 3) Government cluster partners (Department of Justice and Constitutional Development; Department of Home Affairs, Department of Statistics, National Treasury, The Department of Justice (Master of the High Court and the High Court itself), The Department of Land Affairs – The deeds office, etc.)
- 4) Regulators and similar other institutions: SARS, Johannesburg Stock Exchange (JSE), FSB, FIC, Higher education institutes (universities, universities of technology, colleges), ICT, National Credit Regulator (NCR), Competition Commission, National Consumer Commissioner, Provincial Departments of Economic Affairs
- 5) National Economic Development and Labour Council (NEDLAC), Business Unity of South Africa (BUSA)
- 6) Banking Association of South Africa (BASA), Black Business Council (BBC) and banks
- 7) Chamber of Commerce
- 8) CLC – SAICA, SAIPA, Law Societies (customers or stakeholders depending on nature of engagement)
- 9) Currently CIPC customers are reached through the following channels:
 - Website and transactional website
 - Customer Notices
 - Call Centre
 - Collaboration partners
 - Self Service Terminals
 - Service Centres
 - USSD services

CIPC therefore requests you to please assist Redflank Solutions who are contracted service provider in this endeavor. You are welcome to contact Ms Lalah Lesejane (CIPC' Strategic Communications Division) on Tel. No. (012)394-5423 in case of inquiries you may have. A notice will also be placed on the CIPC website and Social Media indicating that a service provider is in the process of conducting an annual customer and stakeholder index and survey for CIPC.

Adv. Rory Voller
CIPC Commissioner
Date: August 2018

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