

CIPC launches USSD Solution

The Companies and Intellectual Property Commission (CIPC) has introduced an Unstructured Supplementary Service Data (USSD) for assisting with resolving customer queries. Research into CIPC customer queries revealed that most customers try to contact the organisation to follow up on the status of their application and/transaction. To this end, CIPC sourced the services of a service provider to develop a USSD solution in order to be able to address the most prevalent queries. According to the CIPC Acting Commissioner, Adv. Rory Voller “this is just one of several planned innovative avenues that is geared to complement others that are available such as the recently re-introduced Call Centre”.

Customers can access the USSD solution from any cellphone handset at a cost of 20c per 20 seconds. The solution is open to all cellular networks. The USSD solution enables customers to enquire about company application status, name reservation application status, balance enquiry, CIPC banking details and Password reset. In order to reset password customers need to have previously logged onto e-services to create security question. The number to dial from cellphone is ***120*2472#**.

CIPC acknowledges the significance of providing its services to a wide range of customers who are scattered throughout South Africa. In view of the organisation’s continuous efforts to reach the length and breadth of the country, it is essential that innovative ideas are implemented while strategic partnerships with private and public entities are formed and harnessed.



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“Innovation and collaboration efforts are geared to ease access to our services and the manner in which CIPC renders its business to customers”, states the Senior Manager-Innovation and Collaboration, Ms. Rehelda Williams. Thus, the USSD service is one of the means through which the organisation’s service delivery can be improved. Indeed, instant communication is fundamental to the organisation’s customer service. The deployment of USSD services is intended to alleviate the high rate of call centre calls, most of which are about the status of an application and /or transactions.

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