



Companies and Intellectual  
Property Commission  
a member of **the dtic** group

Dear Sir/Madam

## CONDUCTING OF THE COMPANIES AND INTELLECTUAL PROPERTY COMMISSION (CIPC) BI-ANNUAL CUSTOMER AND STAKEHOLDER SATISFACTION INDEX & PREPARE A SURVEY REPORT

During the financial –year CIPC contracted a service provider to conduct stakeholder and customer segmentation, satisfaction survey baseline survey, report and a framework for improvement and implementation.

One of the CIPC outcome orientated goals is to facilitate- the transformation of the economy to promote industrial development, investment, competitiveness and employment creation. CIPC's key strategic objective 1:3 statement aims at having an intelligent, innovative, high performance organizational environment that will provide on-line based and automated products and services; and to also support the CIPC in being a reputable Business Regulation and IP Protection System Organisation.

This letter serves to make you aware that CIPC appointed Redflank Solutions for a 3-5 weeks period to render the service of conducting research. Part of the scope of work required by CIPC to be performed by the Redflank Solutions includes conducting-

- Virtual and telephonic interviews to 30 key stakeholder and 50 popular stakeholders
- 1000 customer /channel interviews using either electronic, telephonic or other type of interview methodology that best suit each customer's channel

### KEY STAKEHOLDERS/STAKEHOLDERS INCLUDED (NOT EXHAUSTIVE)

1. The Minister of Trade Industry and Competition and Members of the Portfolio Committee Trade Industry and Competition ( **the dtic**)
2. The dtic and COTII forum
3. Government clusters partners (Department of Justice and Constitutional Development, Department of Home Affairs (DOH) The Department of Justice (Master of the High Court and High court itself) National Treasury, Department of Statistics, 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, college) ICT , National Credit Regulator (NCR) Competition Commission, National Consumer Commissioner, Provincial Department 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 (Customer or stakeholders depending on nature of engagement.
9. Currently CIPC customers are reached through the following channels;
  - Website and transactional website
  - Call Centre
  - Collaboration partners
  - Self-service terminals
  - Service Centre

The CIPC therefore request you, to please assist Redflank Solution who are a contracted service provider in this endeavor. You are welcome to contact Ms. Lalah Lesejane within CIPC Strategic Communication Division by email [llesejane@cipc.co.za](mailto:llesejane@cipc.co.za) in case of inquiries you may have.

A notice will also be placed on the CIPC website and Social Media platforms indicating that Redflank Solutions is in a process of conducting a customer and stakeholder index and survey for the CIPC.

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Adv. Rory Voller  
CIPC Commissioner  
5 February 2021

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