

Dear Sir/Madam

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

CIPC's mandate is the registration of companies, close corporations, cooperatives and intellectual property rights. Related services include the disclosure of information as well as dispute resolution arising out of infringements to these rights. CIPC is making progress towards being a customer centric organisation using relevant tools to achieve an organisation that is future fit and fit for purpose. It is for this reason that CIPC has over the past few years conducted surveys with the objective of understanding its journey and progress made.

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. As such, this letter serves to make you aware that CIPC has appointed a service provider, namely Redflank, to conduct stakeholder and customer segmentation, undertake a satisfaction survey and develop a report and framework for improvement and implementation for a 6-month period.

A key part of the scope of work required by CIPC to be performed by Redflank includes conducting:

- Virtual and telephonic interviews with 60 key customers and stakeholders (internal and external)
- 970 customer and stakeholder surveys using either electronic, telephonic or other type of survey methodology that best suit each customer's channel

KEY CUSTOMERS/ 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. CIPC customers who are currently reached through the various communication channels used by the CIPC, including but not limited to:
 - Website and transactional website
 - Call Centre
 - Collaboration partners
 - Self-service terminals
 - Service Centre

The CIPC therefore requests you to kindly assist Redflank, the contracted service provider, in this endeavour. You are welcome to contact Ms. Lalah Lesejane from the CIPC Strategic Communication Division by email llesejane@cipc.co.za in case of any inquiries you may have.

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



Adv. Rory Voller

CIPC Commissioner

Date: 5 Aug 2022