

SOUTH AFRICAN



***CIVIL AVIATION
AUTHORITY***

**SPECIFICATION FOR THE INDEPENDENT CUSTOMER
SATISFACTION SURVEY**

RFP/ZD/CSSURVEY/CLIENTSERVICES/415/2023-2024

Closing Date and Time for Submission:

Friday, 22 March 2024, 11h00

TERMS OF REFERENCE FOR THE INDEPENDENT CUSTOMER SATISFACTION SURVEY

1. INTRODUCTION AND BACKGROUND

The South African Civil Aviation Authority (SACAA) is a Schedule 3A public entity in terms of the Public Finance Management Act ("PFMA"). It was established on the 1st of October 1998, following the enactment of the now repealed South African Civil Aviation Authority Act, 1998 (Act No.40 of 1998).

The Act provided for the establishment of a stand-alone authority charged with promoting, regulating, and enforcing civil aviation safety and security. It reflected the government's priorities and was in line with international trends in the aviation world, where more and more states are implementing this option.

The abovementioned Act was repealed by the Civil Aviation Act, 2009, (Act No.13 of 2009). The Act, provides for the establishment of a stand-alone authority mandated with controlling, promoting, regulating, supporting, developing, enforcing, and continuously improving levels of safety and security throughout the civil aviation industry. The SACAA is an agency of the Department of Transport (DoT).

The above is to be achieved by complying with the Standards and Recommended Practices (SARPs) of the International Civil Aviation Organisation (ICAO), whilst considering and adapting to the local context.

2. INVITATION TO BID

2.1 Purpose

The Customer Relationship section of the SACAA is entrusted with the responsibility of delivering on the organisation's strategic outcome on Client Centricity and the value of providing Service Excellence. To understand the needs and expectations of the SACAA clients, it is necessary for the SACAA to engage the clients directly by seeking feedback on, amongst others, the quality of the SACAA service offering and the responsiveness of the SACAA employees to the stakeholder needs. The SACAA previously conducted an independent benchmark customer satisfaction survey and has worked on the recommendations that were an outcome of that survey.

2.2 Objective

The SACAA intends to appoint a research company/ agency to conduct the second independent customer satisfaction survey. Emanating from the survey analysis and other information, the SACAA will develop a service delivery strategy to improve client experience. The SACAA will conduct the survey on an ongoing basis to gauge the efficacy of its service delivery initiatives.

To this end, the SACAA is hereby inviting research companies/ agencies to submit proposals to conduct an independent customer satisfaction survey. The survey is intended to measure the customer satisfaction index.

3. SCOPE OF WORK

The scope of work for the research company/agency shall include the following:

- a) Develop a methodology for conducting customer satisfaction survey which should be customised to the SACAA's operating environment and legislative framework.
- b) Develop a composite measure of customer satisfaction and use it to determine the overall customer satisfaction index.
- c) Develop and manage the tool that will be used for data collection.
- d) Determine the quality of service delivery as perceived by the customers.
- e) Identify gaps in service delivery.
- f) Identify the sources of customer complaints/dissatisfaction regarding service delivery.
- g) Incorporate in the analysis the result gathered from the internally conducted customer satisfaction survey.
- h) Identify the coverage and minimum sample size to be surveyed.
- i) Analyse the survey responses and generate insights (built-in-intelligence) based on responses.
- j) Propose service improvement measures.
- k) Identify and analyse customer satisfaction with the SACAA's strategic intent.
- l) Prepare and deliver a comprehensive report detailing the assessment's methodology, findings, and recommendations.
- m) Prepare and present a presentation on the understanding, methodology, tools, and interventions of the independent customer satisfaction survey.

- n) Conduct a training workshop for management on how to improve customer satisfaction.

4. DELIVERABLES

- a) Survey methodology and tools must be presented within 20 working days from the date of contract signing.
- b) Project implementation report must be submitted with timelines to outline the roll-out.
- c) Data collection and data analysis must be conducted.
- d) Final report on the findings and recommendations
- e) Highlight and present the result of the survey in PowerPoint format to the Communications and Stakeholder Department, the Executive Committee, the HRC, and the Board.
- f) Conduct a training workshop for management and staff.

5. TARGET AUDIENCE

External – SACAA Customer (Clients)

- a) Aviation Personnel
- b) Aircraft Operators
- c) Airlines
- d) Airports
- e) Aviation Maintenance Organisations
- f) Aviation Training Organisations
- g) Aviation Screening Organisations
- h) DAMES
- i) Other

6. RESEARCH OVERVIEW

The main objective of this survey is to measure the customer satisfaction index.

Objective	Conduct an independent annual customer satisfaction survey to measure the customer satisfaction index.
Target Group	SACAA Clients – refer to point 5
Sample	To be determined by the research methodology

Methodology	Representative, panel based online survey
Field Period	The Survey fieldwork to be finalised at the end of the 2 nd Quarter of the SACAA financial period
Data Collection	To be conducted by the research company in the 3 rd Quarter of the SACAA financial year
Data Analysis, reporting, recommendation, presentation, and report	Feedback on data analysis, findings, and recommendations to be incorporated into the final report, which should be submitted to the SACAA at the beginning of the 4 th Quarter. Presentations must be conducted.
Privacy & data Ownership	The survey must comply with the POPI Act and the SACAA's information security policies to be provided before the contract agreement.
Operational	The SACAA's business hours are between 07h00 and 17h00, however the survey must be available to be sent 24/7.
Corporate Identity	The look and feel of the survey must align with the corporate identity and branding of the SACAA.
Support and Maintenance Services	The support and maintenance requirements must be in line with the SACAA's operational requirements.

7. RESEARCH APPROACH CONSIDERATION

It is recommended that the research is conducted online through “desktop” to align with the organisation’s strategic outcome of digitisation. Online surveys provide five key benefits, as outlined below:

- Efficiently develop and send multiple surveys or versions of your surveys.

- Distribute surveys/reports quickly via a browser to everyone who needs them (it is the cheapest way, and we would be able to reach everyone who is sparsely located if they have access to internet connectivity).
- Send reminders and track respondents with a click of a button (Instead of tedious phone surveys, paper surveys, mail options, online gives you more time-efficient results).
- Additionally, if we are low on numbers, we can simply send out a reminder to increase response rates.)
- Advanced security and confidentiality (we can create anonymous links and host data on secure servers.)

8. ASSESSMENT OF SERVICE PROVIDER

The following criteria will be used to assess the research agency's proposal:

- Understanding of the issues faced by the SACAA
- Demonstration of appreciation of dilemma and opportunities that the "brand" is exposed to.
- Demonstrating knowledge and understanding of the aviation industry, particularly the regulatory environment.
- Added value
- Costs
- Bidder's BEE status
- Demonstrate experience in conducting research in the aviation sector.

9. EVALUATION CRITERIA

Bidders will be evaluated in accordance with the Supply Chain Management Policies as well as the Preferential Procurement Policy Framework, 2000 (Act No. 5 of 2000) and the Preferential Procurement Regulations of 2022. The evaluation criteria will consist of the following three (3) phases:

9.1 PHASE 1: SUPPLY CHAIN MANAGEMENT (SCM) ADMINISTRATIVE MANDATORY COMPLIANCE REQUIREMENTS

Bids received will be verified for completeness and correctness. The SACAA reserves the right to accept or reject a bid based on the completeness and correctness of the documentation and information provided. The set of bid documents must be completed and submitted. **(SACAA reserve the right to request information/additional documents if there are any missing from the bidder(s) submission).**

Bidders are to ensure that they submit the following documentation / information with their bid.

Document	Comments	Compulsory requirement
Proof of registration on the Central Supplier Database (CSD) of National Treasury	Prospective bidders must be registered on the Central Supplier Database (CSD) prior to submitting bids. Please indicate / supply the supplier number.	Yes
SBD 4 (Bidders Disclosure)	Completed and signed	Yes

9.2 PHASE 2: TECHNICAL/ FUNCTIONALITY EVALUATION

Assessment of Technical/ Functional evaluation of the bid will be done in terms of the criteria as stated in the table below. Bidders should take note of the Criteria, Weighting and Scoring when responding to this bid.

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Technical Approach and Methodology	<p>Submit a proposal outline the technical approach, methodology, work plan, organisation and staffing for the project.</p> <ul style="list-style-type: none"> • Technical Approach and Methodology Assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output – 20 points • Work Plan Proposed work plan should be consistent with the technical approach and methodology – 10 points • Organisation and Staffing Provide the structure and composition of the suggested team – 10 points 	30	40
Project Plan	<p>Provide a detailed project plan to outline timelines for all activities to be undertaken in conducting the survey.</p> <ul style="list-style-type: none"> • Detailed project plan submitted – 10 points • Detailed project plan submitted with stipulated reporting timelines – 15 points 	10	15

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
<p>Company Experience in conducting customer satisfaction surveys and research</p>	<p>Previous experience in conducting customer satisfaction surveys and research, including the analysis and presentation of same</p> <ul style="list-style-type: none"> • A minimum of 3 - 5 years' experience in conducting customer satisfaction surveys and research, including the analysis and presentation of same environment. – Please provide a minimum 3 letters of reference indicating from businesses for which similar contact centre consultancy services were rendered – 20 points • More than 5 years' experience in conducting customer satisfaction surveys and research, including the analysis and presentation in the aviation sector – Please provide a minimum 5 letters of reference indicating from businesses for which similar research and survey services were rendered – 30 points <p><i>The references should include client business name, description of the service rendered and contact information.</i></p>	<p>20</p>	<p>30</p>

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Personnel Experience in conducting customer satisfaction surveys and research	<p>Personnel experience in conducting customer satisfaction surveys and research, including the analysis and presentation of same.</p> <ul style="list-style-type: none"> A minimum of 3 - 5 years' experience in conducting customer satisfaction surveys and research, including the analysis and presentation of same environment. – 10 points More than 5 years' experience in conducting customer satisfaction surveys and research, including the analysis and presentation of same environment. – 15 points. <p><i>Submit Curriculum vitae of the personnel to be assigned to this project (experience, qualification and the number of personnel should be outlined)</i></p>	10	15
TOTAL POINTS FOR TECHNICAL EVALUATION		70	100

Bidders who score 70 or more points on functionality will be considered for presentation evaluations. Any bidder scoring less than minimum 70 points will not be considered further.

10. PRICE AND SPECIFIC GOAL EVALUATIONS

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, (Act No 5 of 2000).

For this bid 80 points will be allocated for Price and 20 points for Specific Goal.

10.1 This tender will be evaluated using the 80/20 preferential point system. The following PPPFA formula will be used to evaluate price:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

P_s = Points scored for price of the bid under consideration.

P_t = Rand value of bid under consideration.

P_{\min} = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system as follows:

Points for this bid shall be awarded for:

- (a) Price; and
- (b) Specific Goal.

The maximum points for this bid are allocated as follows:

Price & BEE	SCORE
Price	80
SPECIFIC GOAL	20
Total points for Price and SPECIFIC GOAL	100

POINTS AWARDED FOR A SPECIFIC GOAL

In terms of the Preferential Procurement Regulations 2022, points will be awarded for specific goal in accordance with the table below:

SPECIFIC GOALS	Number of points
100% Black ownership	20
51% Black ownership	10
50 - 30% Black ownership	5
0% Black ownership	0

11. Submission of Bid Document

11.1 The bid submission must be hand delivered to the tender box as follows.

11.1.1 Envelope 1

- All administrative documents on Phase 1.

11.1.2 Envelope 2

- Technical / Functional proposal on Phase 2 (Part 1).

11.1.3 Envelope 3

- The pricing schedule shall be submitted on a separate envelope from the technical proposal for ease of evaluation, as these will be evaluated separately (1 original and 1 copy). Bidders are required to submit their prices as indicated in Annexure A (price schedule breakdown).

12. Bidders are required to submit neat and paginated electronic file documents as SACAA will not be held responsible for any loss of documents whatsoever.

13. All submissions should be hand delivered our offices, labelled with reference number on cover page, deposited in the tender box at the SACAA Offices, Building 16, Treur Close, Waterfall Office Park, Bekker Street, Midrand by Friday, 22 March 2024, 11h00am.

Annexure A

Item	Description	Unit Price	Quantity
1			1
Total Excluding VAT			
15% VAT			
Total Including VAT			