

TERMS OF REFERENCE:

1. PURPOSE:

The purpose of this document is to invite suitably qualified service providers to submit the proposal and pricing to conduct the annual Customer Satisfaction Survey on behalf of SANAS for a period of three (3) years (2024, 2025 and to 2026) subject to annual reviews.

2. BACKGROUND:

The South African National Accreditation System (SANAS), a schedule 3A public entity established in terms of the Accreditation for Conformity Assessment, Calibration and Good Laboratory Practice Act, 2006 and a member of the Department of Trade and Industry and competition “**the dtic**” COTII. SANAS is responsible for promoting accreditation aimed at facilitating international trade and the enhancement of South Africa’s economic performance.

SANAS currently provides accreditation services to organisations in the areas of Blood Transfusion Services, Calibration Laboratories, Certification Bodies, Certified Reference Material Producers, Forensic Laboratories, Good Clinical Practice (GCP) compliant facilities, Good Laboratory Practice (GLP) compliant facilities, Inspection Bodies, Mechanical and Physical Testing Laboratories, Chemical and Microbiological Testing Laboratories, Medical Laboratories, Pharmaceutical Laboratories, Proficiency Testing Scheme Providers, Verification Agencies (B-BBEE), Verification and Repair Bodies (Legal Metrology) and Veterinary Laboratories. As well as numerous applicants in the process of obtaining accreditation.

The objective of the Customer Satisfaction Survey is to determine -

- the level of satisfaction of SANAS’s clients with the overall performance in delivering an expert accreditation service; and
- the perception of SANAS’s clients as to the effectiveness in SANAS’s service delivery system in meeting their expectations.

3. SCOPE OF WORK

The three (3) annual Customer Satisfaction Surveys are to commence at the end of each financial year, i.e.:

- In 2024 – for assessments that took place during the 2023/24 financial year.
- In 2025 – for assessments that took place during the 2024/25 financial year; and
- In 2026 – for assessments that took place during the 2025/26 financial year.

The survey must generate information sourced from relevant representative sample of SANAS' conformity assessment bodies (CABs) across the business units, that underwent SANAS assessments in the specific financial year.

The 2023 annual survey sample composition consisted of 349 participants, and these were from the organisations that were assessed during that financial year (2022-23). The total number of assessments conducted may vary with more or less 15% per annum.

The survey should focus on generating data sourced from a representative sample of SANAS accredited organisations from the eight (8) accreditation programmes.

The survey must provide information of the SANAS overall performance, as well as the performance of the individual business units in the following areas:

- Description of Respondent
- Accreditation Process
- Finance
- Level of Communication
- ICT and On-line Application Process
- Other Services (Website, Knowledge Transfer, Complaints Process and Quality)

The survey questionnaires gets prepared by SANAS, with the purpose of comparing the survey outcome from the previous surveys conducted, as far as possible.

4. OBJECTIVES OF THE SURVEY

- a) When the Service Provider conducts the Customer Satisfaction Survey they will be required to determine -
 - A Customer Satisfaction Index;
 - The current level of satisfaction of SANAS's clients with the overall performance in delivering an expert accreditation service;

- SANAS's clients perception of how well SANAS currently meets their expectations and requirements in providing an accreditation service;
 - SANAS's clients experience with the use of the SANAS website and On-line Application system (Shanduka);
 - SANAS's clients experience with SANAS' overall processes;
 - The cause(s) of dissatisfaction, where encountered;
 - The critical areas where SANAS can improve on; and
 - Recommendation(s) for the achievement of accepted customer satisfaction levels.
- b) In order to achieve the objectives of the assignment the service provider must:
- Identify the appropriate indicators of customer satisfaction that will be applied in gauging the levels of satisfaction and sustainable methodology for measuring baseline levels and progress in improving them over time.
 - Use appropriate data collection and analysis tools to accurately measure the level of satisfaction of SANAS customers with SANAS' overall performance in delivering an expert accreditation service.
 - Document and present the findings of the Customer Survey to SANAS
 - Provide a comparison of the outcome of the Customer Survey to the outcome of the previous year's survey, as far as possible.

5. SERVICE PROVIDER'S OBLIGATIONS

The followings outputs are to be submitted by the service provider:

- a) Within two (2) weeks of the commencement of the assignment:
- Develop an overall project plan with specific deliverables and timelines;
 - Clarify the questions and expected outcomes for the survey with the Communications and Marketing Manager;
 - Provide the Communications and Marketing Manager with the sample sizes to be used in carrying out the survey.
- b) Within 8 weeks after the commencement of the assignment:
- Document findings in a comprehensive report, in Power-point format, containing simple graphics /models that can easily be interpreted by SANAS and its customers.
 - Submit an electronic copy of the comprehensive report to the Communications and Marketing Manager;

- Submit an executive overview presentation of the survey's methodology, key findings and recommendations of specific areas for management interventions.
- The final report must include an accurate measurement on the level of satisfaction of SANAS customers with SANAS' performance in delivering an expert accreditation service, as well as a comparison against the previous year's findings:
 - Performance from all accreditation programmes in the following areas:
 - Accreditation Process
 - Finance
 - Level of Communication
 - ICT and On-line Application Process
 - Other Services (Website, Knowledge Transfer, Complaints Process and Quality)
 - SANAS' overall performance
- c) Present the findings, in PowerPoint format, to the SANAS executive committee and to the SANAS staff on dates to be determined by SANAS in 2024, 2025 and 2026.
- d) Prepare and present an "overview" report, in PowerPoint format, to the SANAS Board of Directors on dates to be determined by SANAS in SANAS in 2024, 2025 and 2026.

A month before the commencement of the survey SANAS will provide:

- a) A database of clients that were assessed by SANAS in the respective financial year.
- b) The questions to be used for the survey.

6. SUPPORTING DOCUMENTATION REQUIRED

The following supporting documents will form part of the evaluation criteria:

- a) A Comprehensive Company profile that details the company experience (minimum five (5) years) in the conducting of customer satisfaction surveys;
- b) **Technical Approach:** The service provider must provide a clear descriptive analysis to be used:
 - Detailed description of the proposed methodology and statistical methods of data analysis such as qualitative, quantitative or mixed method that will include (as a minimum) other elements such as quality assurance, reliability and validity of the data);

- Detailed implementation plan that includes the timelines, deliverables and Resource Allocation both from SANAS and the bidder for each of the deliverables;
 - Sample of customer survey report previously generated in the past two years.
- c) **Project Resourcing:** Details of qualifications and experience of the project team members across surveys, research, stakeholder engagement and comprehensive report writing.
- d) Three contactable references for the customer surveys previously conducted (not older than 3 years).

7. PRICING

- a) The service provider must provide a **detailed cost break-down** per annum, regarding the work to be undertaken for the full duration of this project in line with the expected output under section 5 above.

DELIVERABLES	YEAR 1 (2024)	YEAR 2 (2025)	YEAR 3 (2026)
In line with the expected output under section 5 above.			
Sub-Total			
Vat @ 15%			
Total Price (including VAT)			