

Topline Research Solutions

www.toplineres.com



TRS in a Nutshell

www.toplineres.com

Topline Research Solutions (TRS) is a market research firm with client service centers in **Zimbabwe & South Africa** but works with associates across the continent.

Founded in 2007, TRS has gained extensive research experience in more than 15 African markets, mainly in the Southern African Development Community (SADC).

Africa is our inspiration!



Mission & Vision

Mission:

To provide complete, correct
& clear insights about Africa.

Vision:

To be the Go-To world-class
African research consultancy.

OUR SERVICES



Since 2007, TRS engages in **conversations** with customers, physically or online, to generate **insights** that seed into organizational **strategies**.



STRATEGIC & APPLIED RESEARCH

- ☐ Public Opinion & Social Research
- ☐ Brand Health Tracking (BHT)
- ☐ Stakeholder/Customer Satisfaction
- ☐ Customer Value Proposition Testing



government
communications
Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag 5745, Pretoria 0001, Tshwane House, off Frances Baard and Festival streets, HATFIELD, Pretoria 0008
Tel: (+27 12) 473 0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za Coordinates: 25.748086 28.232331

RE: REFERENCE LETTER FOR TOPLINE RESEARCH SOLUTIONS (TRS)

This letter serves to confirm that TRS conducted the following research work for Government Communication and Information System (GCIS) in the past 3 years in South Africa.

- In 2022 TRS conducted a national Customer Satisfaction Survey (CSS) on behalf of the Department of Home Affairs using quantitative face interviews, qualitative online chat groups and social media monitoring analytics.
- In 2023 TRS conducted a CSS on behalf of the Unemployment Insurance Fund (UIF) to assess beneficiaries' satisfaction levels at all service touch points with a sample of 16 In-Depth Interviews and 15 Focus Group Discussions.
- In 2025 TRS conducted a nationwide G20 awareness survey to gauge citizens awareness of South Africa's G20 Presidency ahead of the Global Summit in November 2025.
- In 2025 TRS also conducted the GCIS Annual Quantitative Tracker survey with a nationally representative sample of 3500 respondents – which gauges the mood of the nation on various services and programmes provided by the government.

TRS is one of the service providers on the GCIS panel of suppliers. In executing all the above studies TRS demonstrated high levels of competency and professionalism and consistently delivered to GCIS expectations. My team and I therefore do not have reservations to recommend TRS for similar assignments.

Yours Sincerely,

Dr Ntombifuthi Nala
Director: Research Services (GCIS)
Date: 14 January 2026



30 September 2022

To whom it may concern

Letter of reference: Topline Research Solutions (TRS)

This letter serves to confirm that Topline Research Solutions has conducted a number of research studies for Sanlam and that we strongly recommend them.

We are impressed with their research expertise and very satisfied with the quality of their work. The studies they conducted for Sanlam, met the objectives and provided us with valuable insight. Furthermore, we very much appreciate their commitment and effort to meet agreed timelines.

We will use Topline Research Solutions for future studies without any reservations and strongly recommend them.

Kind regards

Jean Domisse
Head: Client and Market Insights
Sanlam Client Experience

Sectors we serve



Private Sector Organisations

(ICT, financial, FMCG, infrastructure, media, retail etc.)



Government & Public Institutions



NGOs & Development Partners



Academic & Research Institutions

19 Freedom Drive, Sandton 2196
PO Box 794035, Sandton 2146, South Africa
Tel: +27 11 269 3000



28 April 2016

TO WHOM IT MAY CONCERN

TOPLINE RESEARCH SOLUTIONS (TRS)

This letter serves to confirm that we have commissioned Topline Research Solutions (TRS), under Mr Patson Gasura, during the past five years, to work on our national Stakeholder Satisfaction Survey as well as periodic Customer Satisfaction surveys to guide our strategic business plans. Stakeholder satisfaction is a key business imperative within the IDC.

We have been very satisfied with the way research assignments were handled by TRS, as well as effective handling of queries and professional conduct each time results were presented to the corporation. Their services ended at the expiry of the contract.

We therefore do not hesitate to recommend the TRS team for similar assignments

Yours faithfully


Sisa Mbuli

Head : Customer Relationship Management

Industrial Development Corporation of South Africa Limited Reg No. 1945/01401/06
Directors: B.A. Mkhurda (Chairman), M.C. Chuma (Chief Executive Officer), G.J. Duvvuri (Managing Director), J. Mkhurda,
J.P. Mkhurda, B. Duvvuri, N.D. Duvvuri, R.M. Duvvuri, D.S. Mkhurda, R. Mkhurda, M.F. Mkhurda, M.F. Mkhurda, M.F. Mkhurda,
Group Corporate Secretary: P.B. Mkhurda

To give us feedback on our service levels, please email your comments to service@idc.co.za



ECONET WIRELESS (PRIVATE) LIMITED
No. 2 Old Mutema Road
Msasa
Harare, Zimbabwe
Tel: +263 4 486121/6
Fax: +263 4 486120/486667
Email: info@econet.co.zw
Website: www.econet.co.zw

17/08/2022

To Whom It May Concern

Dear Sir/Madam,

RE: TOPLINE RESEARCH SOLUTIONS

We confirm that Topline Research Solutions has rendered services to Econet Wireless in the areas below:

- Brand Health & Customer Satisfaction Survey
- Brand Health & Customer Satisfaction Action Planning Strategy Workshop
- Product Campaign Effectiveness Dipstick
- Brand Name Research Insights

We further confirm that the said services were rendered to our satisfaction. The business always had excellent service and support from their team and recommends them to any organisation that would need them for similar services.

We regard the service provided by Topline Research Solutions as value adding and contributing to the Econet Wireless' strategic objectives.

Should you have any enquiries, please do not hesitate to contact me.

Yours Faithfully,

Kudzai Munemo
Brand Manager
0774222872



DocuSign Envelope ID: 8BACA089-1885-4BC2-93AF-7C323A10AF55

GRAÇA MACHEL TRUST

24th January 2025,

To Whom It May Concern,

Job completion / Recommendation for Topline Research Solutions (TRS)

The Graca Machel Trust is pleased to confirm the successful completion of the Women and Youth Entrepreneurship Ecosystem Assessment of the **Women Creating Wealth – Intergenerational Edition (WCW-I) Program in Malawi, Kenya, Tanzania, South Africa, Senegal and Zambia** funded by the Mastercard Foundation.

Topline Research Solutions (TRS) served as our endline evaluation partner and learning agenda researcher for this project between October 2024 and January 2025, and their performance was nothing short of exceptional. The TRS team consistently demonstrated a high level of professionalism, expertise, and commitment to excellence throughout the evaluation process.

Their timely delivery of outputs, combined with meticulous and insightful analysis of the assessment, surpassed our expectations. The findings provided by TRS were instrumental in shaping the future of our WCW initiatives, allowing us to leverage evidence-based insights for business development and expansion across other regions.

Please do not hesitate to contact us at sylvester@gracamachetrust.org or +263 77 325 6094 should you require further information.

Yours sincerely,


Sylvester Runyanga
MERL Specialist
1/24/2025

Delivery reputation testimonies

Why TRS

Regional market expertise

(Regional benchmarking is a strategic imperative)

Best practice modus operandi

(Four-step digital research value chain. Digital Toolkit.)

Strategic **insights** reputation

(We deliver compelling customer, product & communication insights.)

Industry **skills** & accolades

(Qualified & experienced Project Managers, SAMRA Accreditation & MAZ Award)

This certificate is issued with an electronic signature, which will not show in print if the certificate is changed in any way. Only copies printed from the original electronic version are valid, and photocopies are prohibited.

Directors: Shaun Naidoo (Chairman), Arnold Samuels, Elsa Thirion - Venter, Lebogang Motshegoa, Nuala Harris-Morele, Grant Lindhorst, Jacolize Poolsee. Proud partner of ESOMAR, the Global Insights Industry Association.

CERTIFICATE

OF ORGANISATION MEMBERSHIP

The Southern African Marketing Research Association hereby confers upon

TOPLINE RESEARCH SOLUTIONS CC
Registration Number 2007/040835/23

All honours, rights, privileges and obligations of the SAMRA Organisation Membership for the membership year ending on the 28 February 2026.


Grant Lindhorst
SAMRA Chairman 2024-2025

This certificate is valid until 31 March 2026

Issued on 26 March 2025



This certificate is issued with an electronic signature, which will not show in print if the certificate is changed in any way. Only copies printed from the original electronic version are valid, and photocopies are prohibited.

Directors: Grant Lindhorst (Chairman), Arnold Samuels, Elsa Thirion-Venter, Lebogang Motshegoa, Nuala Harris-Morele, Jacolize Poolsee, Jillian Solomon, Faye Joubert, Charles Sebode. Proud partner of ESOMAR, the Global Insights

CERTIFICATE

SAMRA ACCREDITED RESEARCHER

The Southern African Marketing Research Association hereby confers upon

PATSON GASURA

All honours, rights, privileges and obligations of professional status as SAMRA Accredited Marketing Researcher (SAR) until 28 February 2028.


Grant Lindhorst
SAMRA Chairman (2024-2025)

This certificate is valid until 31 March 2028
Membership fees are payable annually.

Issued on 26 March 2025

KEY MILESTONES (2007-2025)

1133: research mandates delivered

24: African countries covered

239: Clients (Public, Pvt & NGO organisations)

91%: Client Satisfaction Index (CSI)

Some of TRS Clients



Contact Us



South Africa: Building 1 Prism Business Park
1 Ruby Close: Fourways 2191: Johannesburg.

Zimbabwe: Zim Agricultural Society (ZAS) ,
Corner Samora Machel & Rekai Tangwena, Harare

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