**ANNEXURE A**

**Service Levels**

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| **Service Level Description** | **Target** | **Frequency** | **Source Of Measurement/ Deliverable** | **Measurement Period** | **Weighting of Amount at Risk** | **Target To Be Achieved** |
| 1.Monitoring of Print Media | 1.1 The Service Provider should monitor Print Media using a combination of keywords provided by SARS. | On a daily basis at:  08h00  12h00  16h00 | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 1.2 The Service Provider should send by email all relevant and publicly available articles to SARS. | On a daily basis at:  08h00  12h00  16h00 | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 1.3 The Service Provider must provide access to digital and/or PDF versions of the articles provided to SARS | Daily and on a 24 hour basis (including weekends) | Encompassing Coverage Report | Monthly | …% | 95% |
|  | 1.4 Service Provider to provide technical support for the portal | On a 24 hour, 7 days a week basis, for all 365/6 days of the year | Encompassing Coverage Report | Monthly | …% | 95% |
| 2.Monitoring of Broadcast Media | 2.1 The Service Provider must monitor all Broadcast Media and provide to SARS, videos and clips onto a secure electronic portal for download | Daily | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 2.2 The Service Provider must provide a list of articles under headlines as they appear in the media with a short summary | On a daily basis at:  08h00  12h00  16h00 | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 2.3 The Service Provider must provide SMS notification to designated SARS officials about Radio or TV broadcasts, during their broadcast session, which broadcast relates to SARS, SARS senior officials, the Minister of Finance and the Deputy Minister of Finance, | As and when it happens | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 2.4 The Service Provider must provide upon request by SARS, copies of the Broadcasts in an electronic format | Within 6-12 hours of a Broadcast | Encompassing Coverage Report | Monthly | …% | 98% |
| 3.Monitoring of Online and Social Media | 3.1The Service Provider must monitor Online and Social Media including online versions of the Print Media | Daily | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 3.2 Service Provider to provide reports with headlines and summaries via email | On a daily basis at:  08h00  12h00  16h00 | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 3.3 Service Provider to provide electronic access to the reports | Daily | Encompassing Coverage Report | Monthly | …% | 100% |
|  | 3.4 Service Provider must provide access to SARS on to the social media tracking dashboard | Daily | Encompassing Coverage Report | Monthly | …% | 100% |
| 4.Media and Trends Analysis | 4.1The Service Provider must submit a qualitative and quantitative analysis report on all forms of media content and coverage and also report on trending topics related to SARS | On a daily, weekly, monthly, quarterly and annual basis.  Ad hoc requests may also be made by SARS | The analysis report with both quantitative and qualitative analysis | Monthly, quarterly and annually | …% | 100% |
|  | 4.2 The Service Provider must provide an annual review of media coverage | Annually and should coincide with the financial year end | Review Report | Annually | …% | 100% |
|  | 4.3 The Service Provider must submit the Analysis reports within the set time frames provided by SARS | * Daily monitoring report to be submitted on a daily basis; * Weekly analysis report to be submitted every Monday ; * Monthly report to be submitted 2 days after the end of the month; * Quarterly report to be submitted 7 days after the end of a quarter; * Annual report to be submitted 14 days after SARS financial year end; * Ad hoc reports to be submitted within 6 hours of request by SARS | Analysis Report | Monthly, Quarterly, Annually | …% | 100% |
| 5.Daily News Summary Report | 5.1The Service Provider must provide a qualitative summary report of daily news | Daily at 08h00 including weekends | Qualitative news summary report | Monthly | …% | 100% |
| 6.Special Analysis Reports | The Service Provider must provide the following special analysis reports:   * Report on annual tax season for individuals * Comprehensive tax season report on employers * Report on the annual revenue announcement * Campaign specific programs report; * Ad hoc reports | * For annual tax season (individuals and employers)- within 7 days of tax season end * For annual revenue announcement- within 10 days of the announcement * For campaign specific programs- within 7 days of the end of the campaign * For ad hoc reports- as and when required | Special analysis report | Monthly | …% | 100% |
| Technical training and support | The Service Provider to provide technical training and support on the access and use of the electronic portal, where there articles will be stored | For training…  For technical support- daily on a 365/6 day and 24 hour basis | … | Monthly | …% | 100%  98% for technical support |