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15 February 2024

### **Reference Letter for Data Management and Statistical Analysis (DMSA)**

I am writing to recommend DMSA for their excellent work in conducting an Employee Engagement and Culture survey for Business Leadership South Africa.

DMSA demonstrated a deep understanding of the importance of employee engagement and workplace culture. They worked closely with our team to tailor the survey to our specific needs, ensuring that the questions were relevant and insightful. Their attention to detail and commitment to excellence were evident in every aspect of the survey design and implementation.

The final report that DMSA delivered met our expectations and was comprehensive, well-organised, and provided us with valuable insights into our employees' perceptions and experiences. The recommendations provided were practical for applying interventions to address the findings.

Overall, I would not hesitate in recommending DMSA to an organisation looking to conduct an Employee Engagement and Culture Survey

Yours Sincerely,



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Busisiwe Mavuso  
Chief Executive Officer