



**GOAL 2.2  
NEW SERVICES TO INCREASE  
ADDED VALUE TO BUSINESSES**

**PROJECT MANAGER**

Margarita García

**TIMELINE**

January 2021 to December 2024

**INVESTMENT**

EUR 1 272 330

**STAFF INVOLVED**

8.73 Full-time Equivalentents (FTEs)

**MOST IMPACTED CAPITAL<sup>1</sup>**

Organisational

**MOST IMPACTED STAKEHOLDER**

Users

<sup>1</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

## CUSTOMER RELATIONSHIP MANAGEMENT

This project falls under the Customer Centric Approach Programme that lays down the foundations for the change of the Office's operating model in trade mark and design procedures and customer care, into a **customer-centric model** based on customer segmentation and its corresponding journeys.

In this context, the Office will implement a comprehensive **Customer Relationship Management (CRM) tool** to better visualise and interpret its overall interactions with customers. The tool is based on a methodology which comprehensively manages customer cross-channel exposure, interactions and communications with EUIPO and its services. It provides the Office the possibility **to anticipate the needs of its customers**. A new user-friendly and agile CRM tool will facilitate customer data gathering and tracking in one centralised place, and provide a valuable source of **business intelligence for reporting, communication and decision making**.

### EXPECTED BENEFITS

- Optimisation of resources involved in additional tasks and/or workload
- Detailed definition and analysis of the Office's customer segmentation