



**GOALS 2.1 & 2.2  
IMPROVE USER EXPERIENCE,  
QUALITY AND EFFICIENCY &  
NEW SERVICES TO INCREASE  
ADDED VALUE TO BUSINESSES**

**PROJECT MANAGER**

Jorge Zaragoza Gómez

**TIMELINE**

July 2020 to June 2025

**INVESTMENT**

EUR 506 300

**STAFF INVOLVED**

16.88 Full-time Equivalents (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 SUCCESS SOLUTIONS

The objective of the **Customer Centric Approach Programme** is to lay down the foundations to change the Office's operating model in trade marks and designs procedures and customer care, into a customer-centric model based on **customer retention and segmentation** and its corresponding journeys. It will entail substantial challenges, focusing on implementing different approaches based on segment specific needs, expectations and ambitions, while maintaining the **highest standards of legality and equal treatment** for all customers. It will also enhance, in a sustainable manner, the volumes of EUTM and RCD applications as well as renewals with **new business development initiatives**.

In this context, the **Customer Success Solutions** project will provide the Office's customers, including SMEs, large businesses and intermediaries, with the essential **state-of-the-art tools, services and guidance** for an optimal customer experience.

The project will strive to increase customer satisfaction on the one hand while improving the quality of the files (straight-through files) and identifying opportunities for growth and improvements, on the other.

### EXPECTED BENEFITS

- Increased user overall satisfaction and perception
- Increased volumes of EUTMs and renewals