

**2015 User Satisfaction Survey**  
**Final report on OHIM's User**  
**Satisfaction Survey (USS)**  
**conducted in autumn 2015**



# Contents

<b>1. INTRODUCTION.....</b>	<b>4</b>
SUMMARY OF SURVEY RESULTS.....	4
<b>2. METHODOLOGY AND GRAPHS .....</b>	<b>5</b>
2.1    METHODOLOGY .....	5
2.2    2015 USER SATISFACTION SURVEY STRUCTURE .....	6
<b>3. SURVEY RESULTS.....</b>	<b>8</b>
3.1    OVERALL SATISFACTION.....	8
3.2    IMAGE .....	11
3.3    RECOMMENDATION .....	13
3.4    PERCEPTION OF CHANGE IN OHIM'S SERVICES .....	14
3.5    LEGAL PRACTICE.....	16
3.6    CORE BUSINESS .....	18
3.6.1    CTM.....	20
3.6.2    RCD .....	22
3.6.3    APPEALS .....	24
3.6.4    REGISTER .....	25
3.7    INFORMATION.....	26
3.8    INTERACTIONS WITH USERS.....	28
3.9    WEBSITE .....	31
3.10    OBSERVATORY .....	32
3.11    ACADEMY.....	33
3.12    AREAS FOR IMPROVEMENT .....	34
<b>4. ANNEXES.....</b>	<b>35</b>
4.1    OVERALL SATISFACTION PER PROCEEDING AND SEGMENT .....	35
4.2    GLOSSARY OF TERMS AND ACRONYMS.....	35
4.3    GLOSSARY OF FIGURES .....	35

# 1. Introduction

The Office for Harmonization in the Internal Market (OHIM) is the European Union agency that registers Community trade marks and designs, which businesses use to protect their intellectual property. The agency is constantly improving its services and in 2015 commissioned Deloitte to conduct a survey to find out the opinions of and levels of satisfaction amongst the Office's users. This report shows the results of the 2015 User Satisfaction Survey (USS) and compares them with previous annual surveys carried out since 2005.

As in previous years, the main aim of this survey was to measure the degree of user satisfaction with the various services offered by the Office.

In order to prepare this report, Deloitte conducted an online survey of the Office's users over a period of three weeks, ending on 27 November 2015. All 25 000 Office users were sent the survey and 7.78 % of them completed it. The survey was designed to be comparable with those of previous years and took into account best practices<sup>1</sup> among professional bodies that conduct quantitative surveys.

## Summary of survey results

- The level of overall user satisfaction increased from 81 % in 2014 to 91 % in 2015, with 95 % of Key Users indicating they were satisfied.
- In 2015, 85 % of users indicated they were satisfied with the Office's website, up from 71 % in 2014. The channel most used to communicate with the Office is its website, selected by 88 % of users.
- Of the 26 % of users who perceived a change in OHIM services, 84 % described it as 'somewhat better' or 'much better'. 30 % of users indicated they were aware of changes made as a result of the Office's Strategic Plan between 2011 and 2015, and 91 % of them said the changes were positive.
- 55 % of users said they were aware of the Office's Guidelines this year, and 74 % of them indicated they had consulted the Guidelines.
- The level of satisfaction with the Office's various services (CTM, RCD, and Appeals) increased compared with the previous year by at least 8 % for each service. Overall satisfaction with the CTM core process increased from 83 % in 2014 to 93 % in 2015.
- The level of satisfaction with Office staff had a direct influence on overall satisfaction with the Office. 88 % of users said they were satisfied with the Office's staff, and 92 % said they were satisfied with the level of service in their interactions with the Office.
- In 2015, the relevance of the Office's communications content increased by 24 percentage points, with 91 % of users considering it relevant.
- The two processes that users ranked as most in need of improvement were CTM registration (27 % of users) and CTM opposition (18 %).
- The two services that users ranked as most in need of improvement were harmonisation of trade mark practice in the EU (25 % of users) and user interaction with OHIM (16 %).

---

<sup>1</sup> Further information about best practices can be found in section 2. *Methodology and Graphs*.

# 2. Methodology and Graphs

## 2.1 Methodology

The 2015 User Satisfaction Survey (USS) was designed differently from those of previous years so that users could be segmented into three specific types (owners, agents, and Key Users), enabling conclusions to be drawn about each type based on their responses. This change meant the results were representative of how each group assessed each procedure. The use of this segmentation allowed for a higher level of granularity and increased confidence in the survey's conclusions.

A total of 25 467 surveys were sent out to users who had interacted with OHIM's services during the previous 12 months.

The completed response rates were as follows: 6.42 % for owners<sup>2</sup>, 9.77 % for agents<sup>3</sup> and 57.69 % for Key Users<sup>4</sup>.

In total, 1 981 users completed the survey: 971 owners, 860 agents and 150 Key Users. There were 1 337 partially completed responses, which were not included.

On CTM registration, CTM Opposition, RCD registration, and Register, the margin of confidence in the accuracy of the survey is of 95 % (5 % error margin).

In Appeals and CTM Cancellation, the margin of confidence is slightly lower, at 93.5 % and 92 % respectively. This is because fewer respondents used these procedures.

In RCD invalidity and Complaints, response levels were below what is required for statistical purposes; therefore the results must be read with caution. These cases are illustrated with a blue lightning bolt icon ⚡.

---

<sup>2</sup> Owners: Companies or individuals managing their IP rights directly with OHIM without a legal representative.

<sup>3</sup> Agents: Legal representatives (lawyers, authorised representatives and employee representatives) managing IP rights on behalf of others.

<sup>4</sup> Key Users: Users who use the Office's services the most.

## 2.2 2015 User Satisfaction Survey structure

The 2015 survey included the following sections:

Sections	Questions	Content
General questions	Q1-Q7	Overall satisfaction, image perception, whether users would recommend the services, and whether users noticed a change in the Office's services
Information	Q8-Q10	How the Office communicates with users
Legal practice	Q1-Q12	User awareness and consultation of the Office's Guidelines and the Office's decisions
Core business	Q13-Q33	User satisfaction with each of the procedures and related aspects
Interaction with users	Q34-39	Satisfaction with staff, user services, Key User Management Programme and complaints
Website	Q40-Q44	Satisfaction with website tools and different aspects of the website Reasons why users use electronic filing instead of traditional paper-based filing
Observatory and Academy	Q45-Q48	Awareness and perception of impact of, inter alia, the Observatory, Enforcement Database, Academy and Office Academy Learning Portal

There are many types of graphs in this report. The following describes two types and how they should be interpreted.

In the 2015 survey, the value scale was standardised by using a 7-point likert<sup>5</sup> scale for the questions relating to satisfaction, agreement, and relevance. The use of this type of scale increases the granularity of the responses to obtain a better understanding of users' opinions.

Figure 1 gives an example of how satisfaction is measured. It shows the seven levels split into dissatisfied users (red), neutral users (grey), and satisfied users (blue). This example also uses what is known as a 'build-up waterfall' template to show the different user segments and total number of responses.

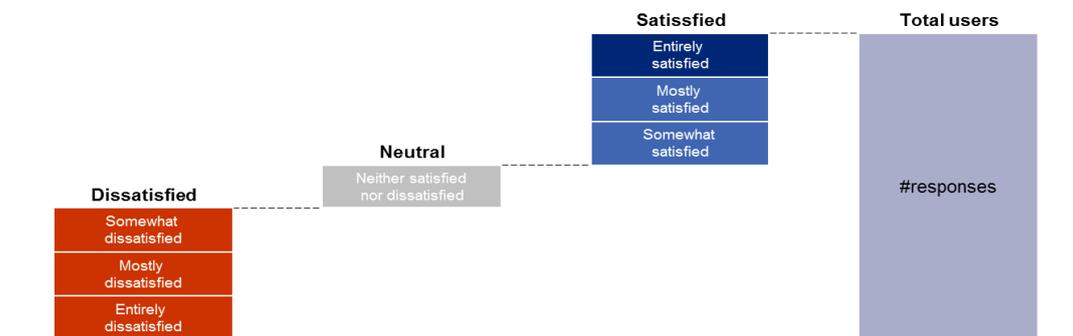


Figure 1 — Template satisfaction figure

<sup>5</sup> Bowling, A. (1997). Research Methods in Health. Buckingham: Open University Press

- 1 – Entirely dissatisfied
- 2 – Mostly dissatisfied
- 3 – Somewhat dissatisfied
- 4 – Neither satisfied nor dissatisfied
- 5 – Somewhat satisfied
- 6 – Mostly satisfied
- 7 – Entirely satisfied.

The report also uses the concept of supporters/detractors to indicate users' levels of satisfaction or dissatisfaction with precision. Those deemed detractors were those who chose the numbers 1 to 3; supporters were those who chose the number 7 (the maximum). Applying industry best practices, only those who chose the number 7 for 'entirely satisfied' were considered supporters. This methodology allowed a more granular assessment of satisfaction levels.

Use of the supporters/detractors concept enables accurate correlations to be made between the Survey variables to show their level of influence on general satisfaction for each of the different aspects evaluated in the survey (such as processes, staff, and website).

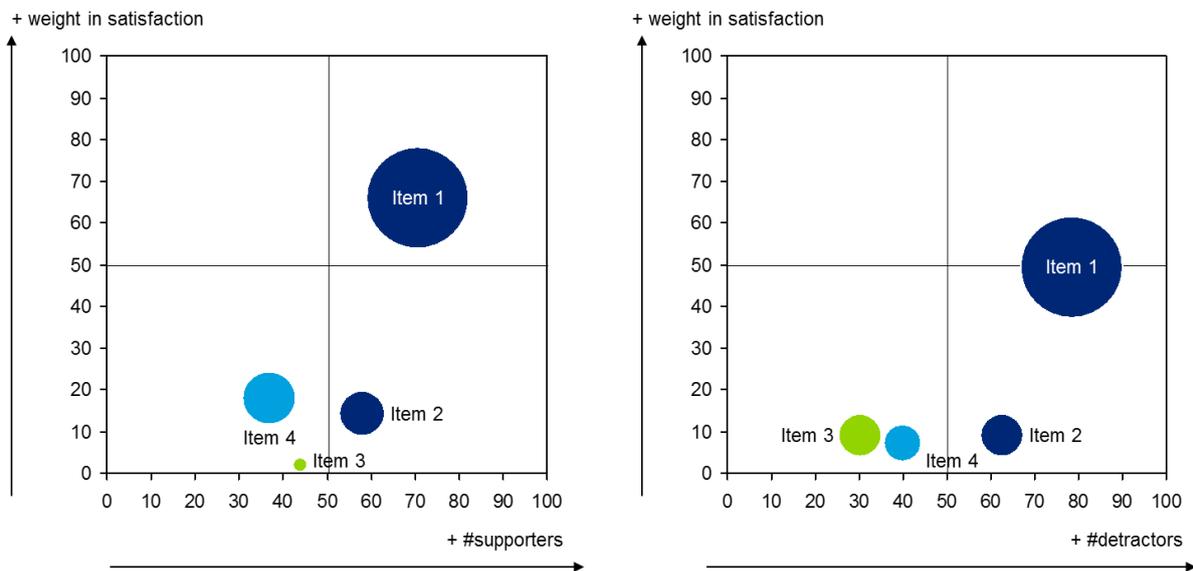


Figure 2 — Template influence matrix

Figure 2 illustrates how users' levels of satisfaction with certain procedures affect overall satisfaction rates. In the box on the left, the supporters of item 1 greatly influence overall satisfaction. However, in the box on the right, the detractors of item 2 have no influence on overall satisfaction. All circles of the same colour indicate aspects relating to the same business procedure or proceeding.

# 3. Survey results

## 3.1 Overall satisfaction

A historical analysis of the 2005-2015 period shows the trend in terms of satisfaction with OHIM services to be one of overall growth. After a 4-point drop in 2014, the satisfaction rate increased by 10 percentage points in 2015, when OHIM obtained the highest satisfaction level ever.

Key Users showed a 95 % satisfaction rate, agents 93 %, and owners 91 %.

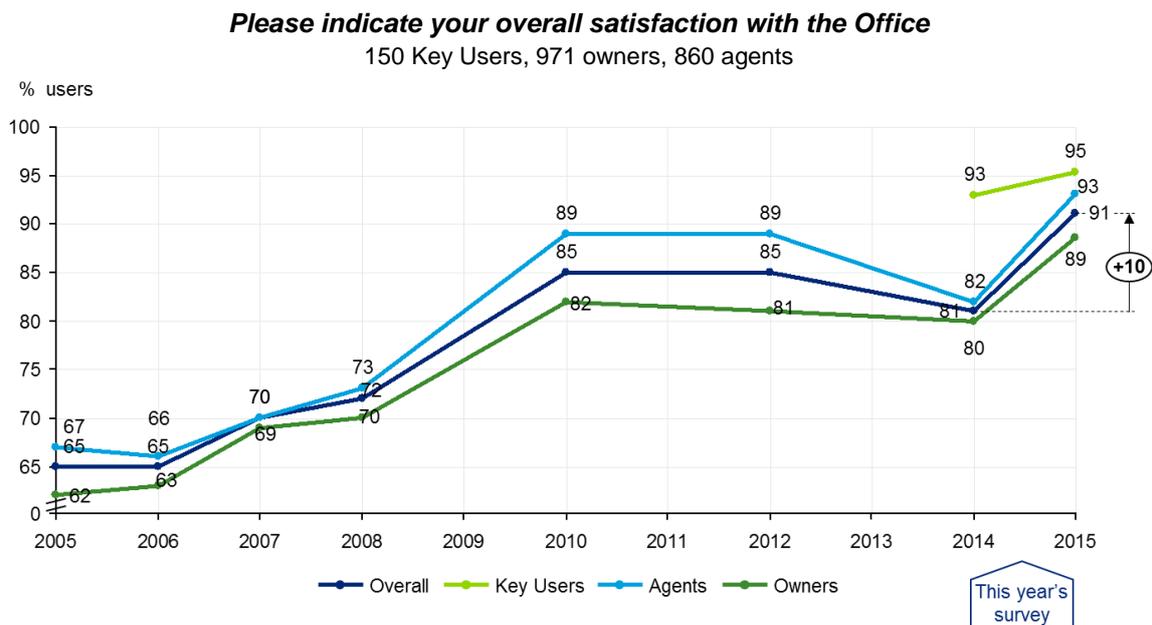


Figure 3 — Progression of overall satisfaction (2005-2015)

A more granular analysis shows that:

- 91 % of users are either 'somewhat', 'mostly' or 'entirely' satisfied. Almost half of users were 'mostly' satisfied (47 %).
- 6 % were 'entirely dissatisfied'.

The survey's 1 981 responses are represented in Figure 4 using the previously mentioned 7-point likert scale. This figure segments the three different user types and shows overall satisfaction levels:

- Key Users had the highest level of overall satisfaction (95%), followed by agents (93%) and owners (89%).
- 69 % of Key Users chose 'mostly satisfied' and 2 % chose 'somewhat', 'mostly' or 'entirely' dissatisfied.

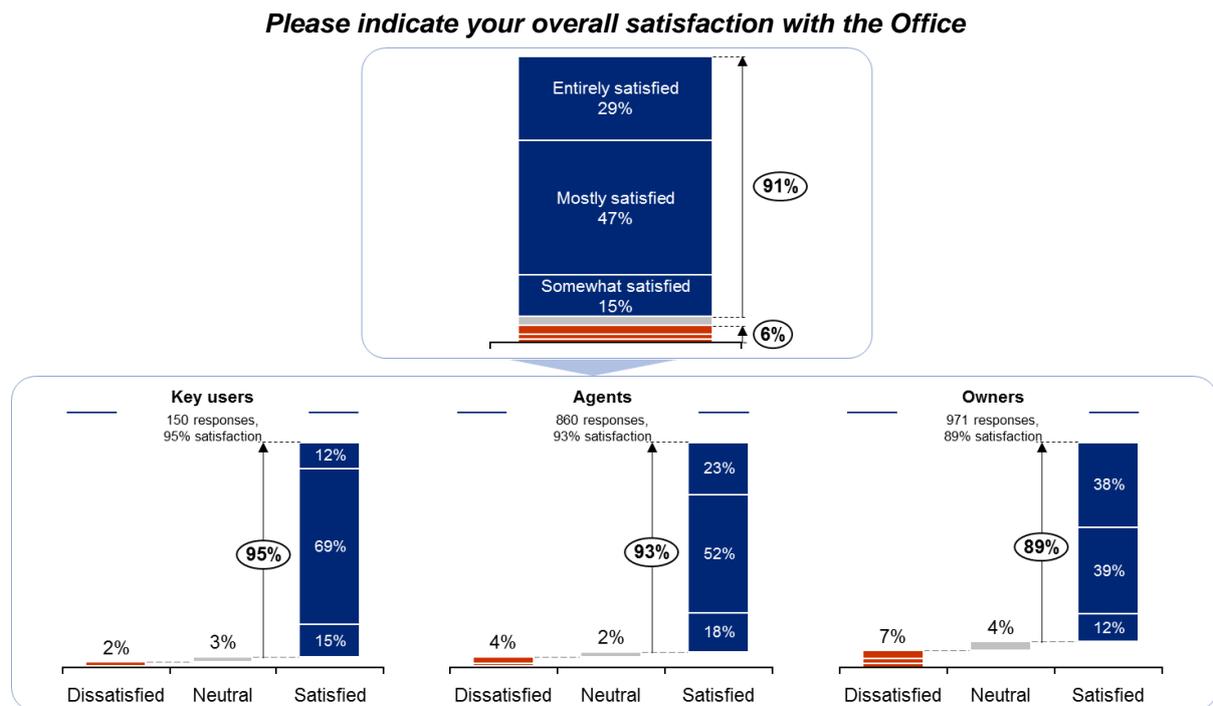


Figure 4 — Overall satisfaction per segment

Figure 5 considers three variables. The horizontal axis refers to the percentage of supporters and detractors, the vertical axis relates to the weight in overall satisfaction, and the size of the circle represents the volume of responses.

These diagrams help identify the aspects of the Office that are most important for user satisfaction both by supporters (those most satisfied) and detractors (dissatisfied); elements falling in the top right quadrant tend to have the most influence.

The main findings are:

- Communications and CTM overall are the aspects that most influenced satisfaction with the Office, both for satisfied and dissatisfied users.
- The website is not a key influence for dissatisfied users but it is influential for satisfied users.
- Satisfaction with OHIM staff was the element that had most influence on the overall satisfaction rate. The 30 % of users who were dissatisfied with staff represented three-quarters of the Office’s detractors.

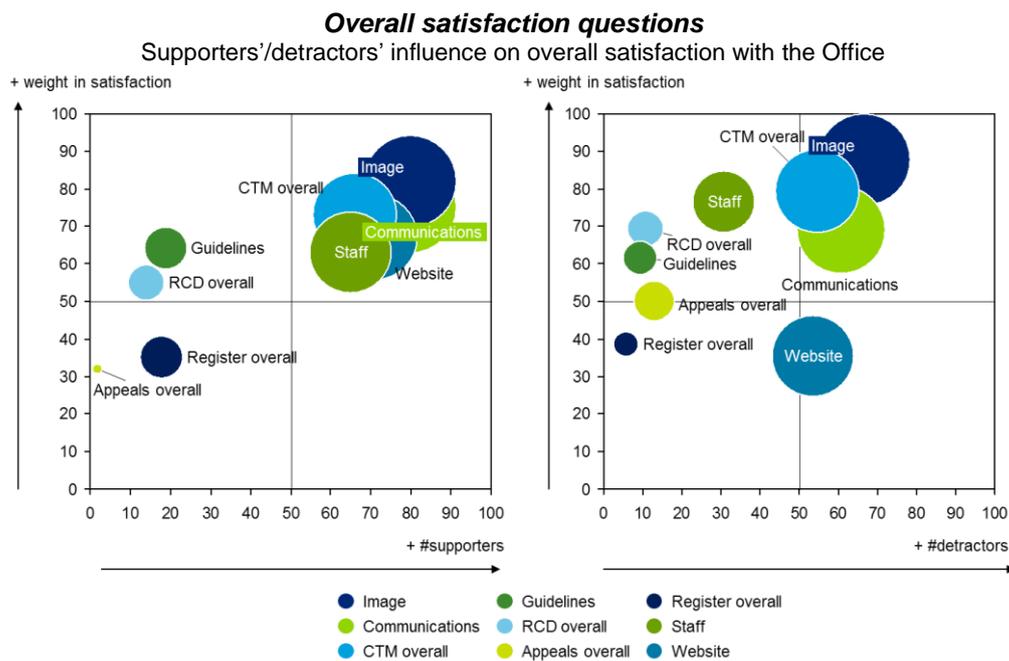


Figure 5 — Overall satisfaction influence matrix

### 3.2 Image

Unsurprisingly, the overall trend regarding OHIM’s image follows the same pattern as the overall trend for satisfaction. The following results are highlighted:

- In 2015, satisfaction with the Office’s image increased by 7 percentage points, with 89 % of users responding that they were satisfied with it.
- Both agents’ and owners’ satisfaction with OHIM’s image showed similar growth, with an annual increase of 3 % between 2005 and 2012.
- There was a slight decrease, less than one percentage point, among Key Users; however, the latter remained the user segment with the most positive perception of OHIM’s image, with 94 % indicating they were satisfied.

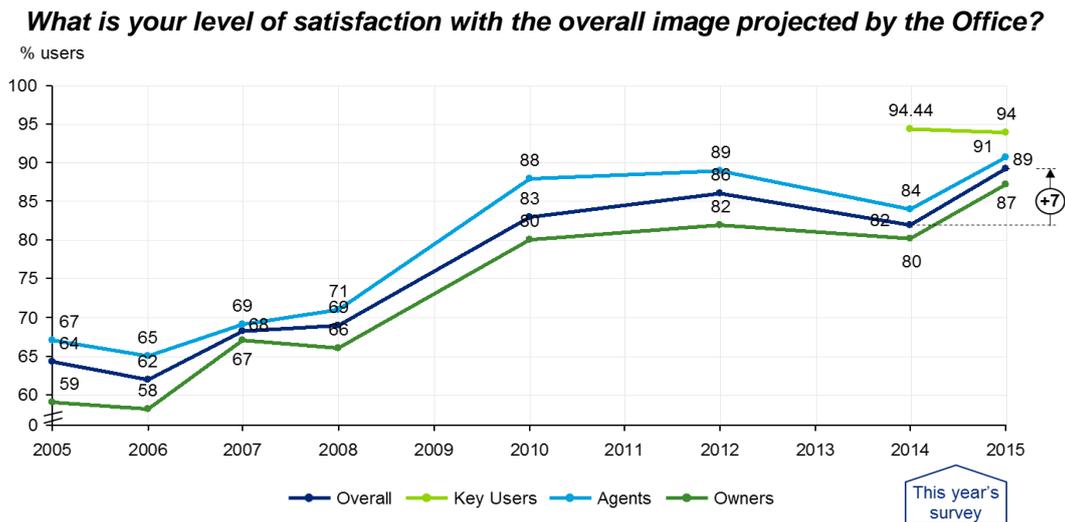


Figure 6 — Progression of satisfaction with image (2005-2015)

Figure 7 illustrates that:

- 89 % of users were satisfied with the Office’s overall image.
- 28 % of users were ‘entirely satisfied’, the highest satisfaction level.
- 4 % of users were dissatisfied with the overall image projected by the Office.

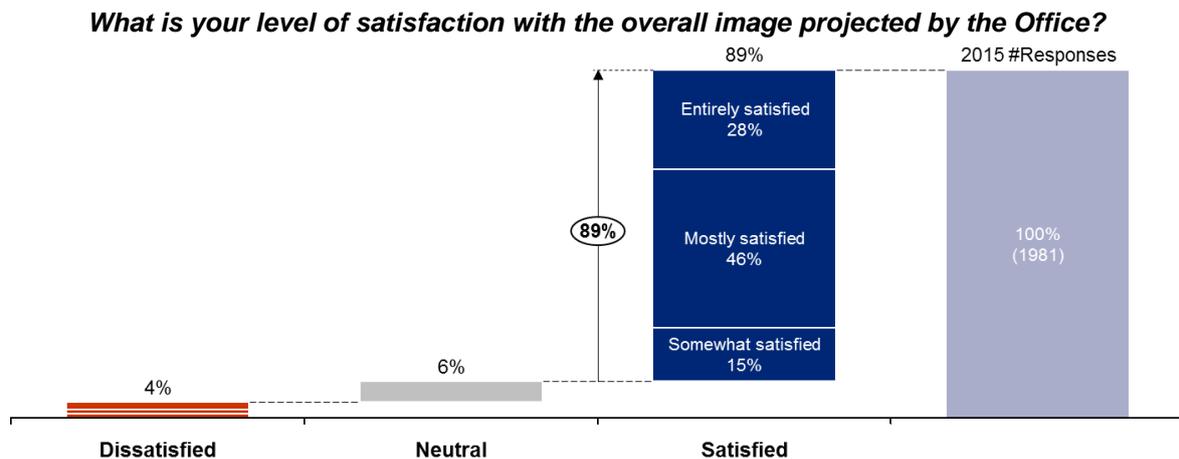


Figure 7 — Satisfaction with overall image (2015)

In Figure 8, users could choose up to three adjectives to best describe the Office's image.

- 'Accessible/Available' was the adjective picked most (956 respondents).
- 'Competent,' 'Efficient' and 'Professional' came next, with over 500 users picking them.
- 'Bureaucratic' and 'Difficult/Confusing' were the top two negative characteristics.

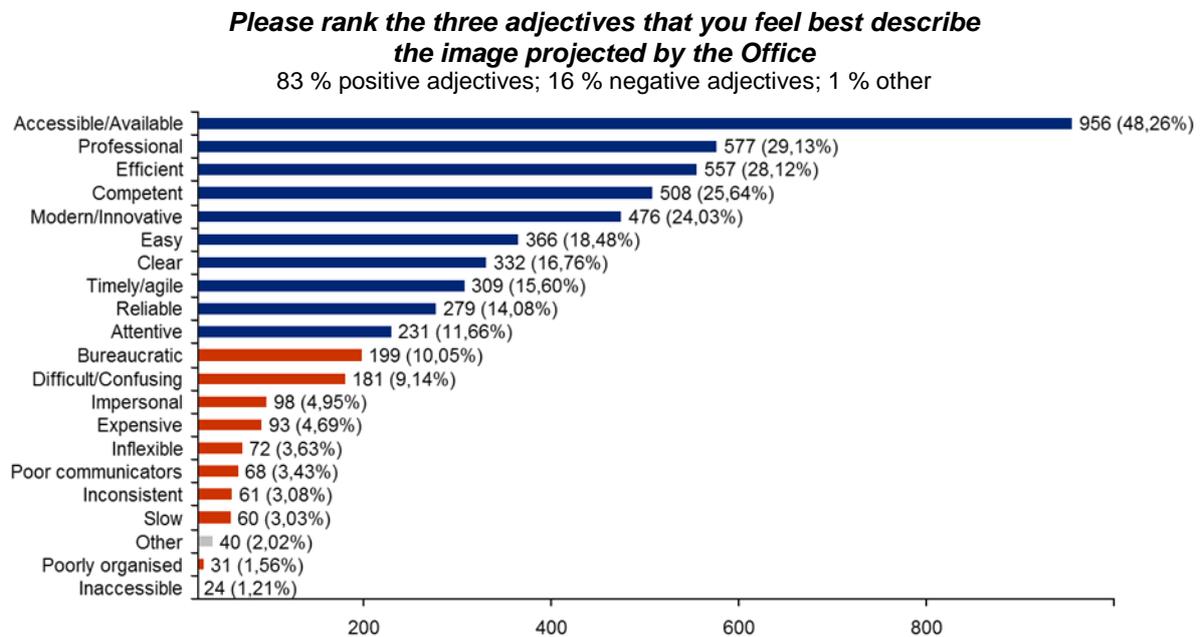


Figure 8 — Ranking of adjectives

### 3.3 Recommendation

Users have been asked since 2010 whether they would recommend OHIM.

In 2015, the survey shows that:

- 92 % of users would recommend using the Office’s services, an increase of one percentage point compared with the previous year.
- Key Users were the segment most likely to recommend the Office (97 %). However, the Key Users’ rate was one percentage point lower than in 2014.
- The recommendation rate for agents is 94 % — 2 percentage points higher than average —, confirming the trend observed during the previous user satisfaction survey.

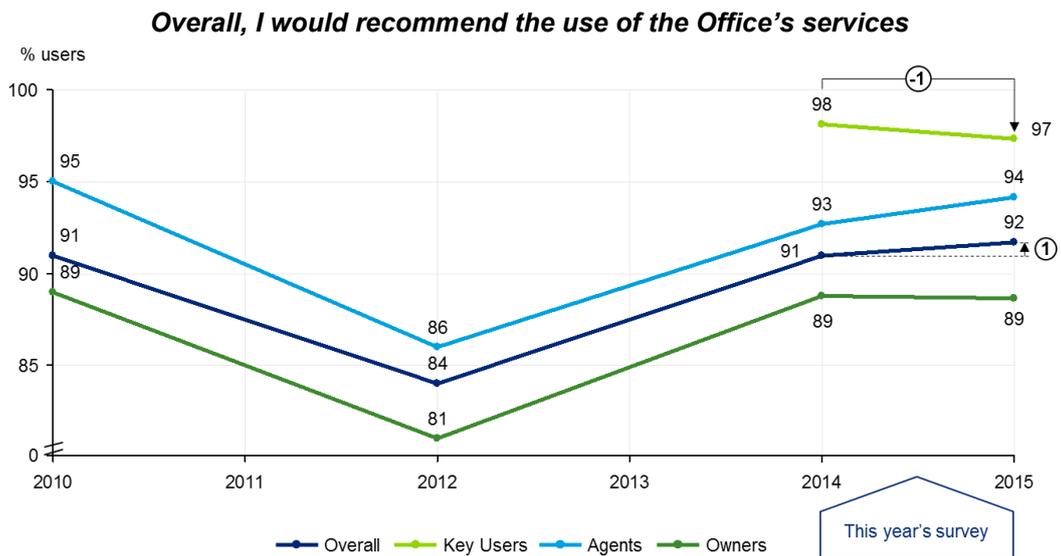


Figure 9 — Progression of recommendation (2010-2015) per segment

### 3.4 Perception of change in OHIM's Services

A quarter of users had perceived a change in OHIM's services:

- With 71 % of positive responses, Key Users perceived the greatest change.
- 3 % of Key Users, 27 % of agents, and 67 % of owners did not perceive a change compared with 2014.

**Generally speaking, have you perceived a change in the Office's services during 2015 when compared with 2014?**

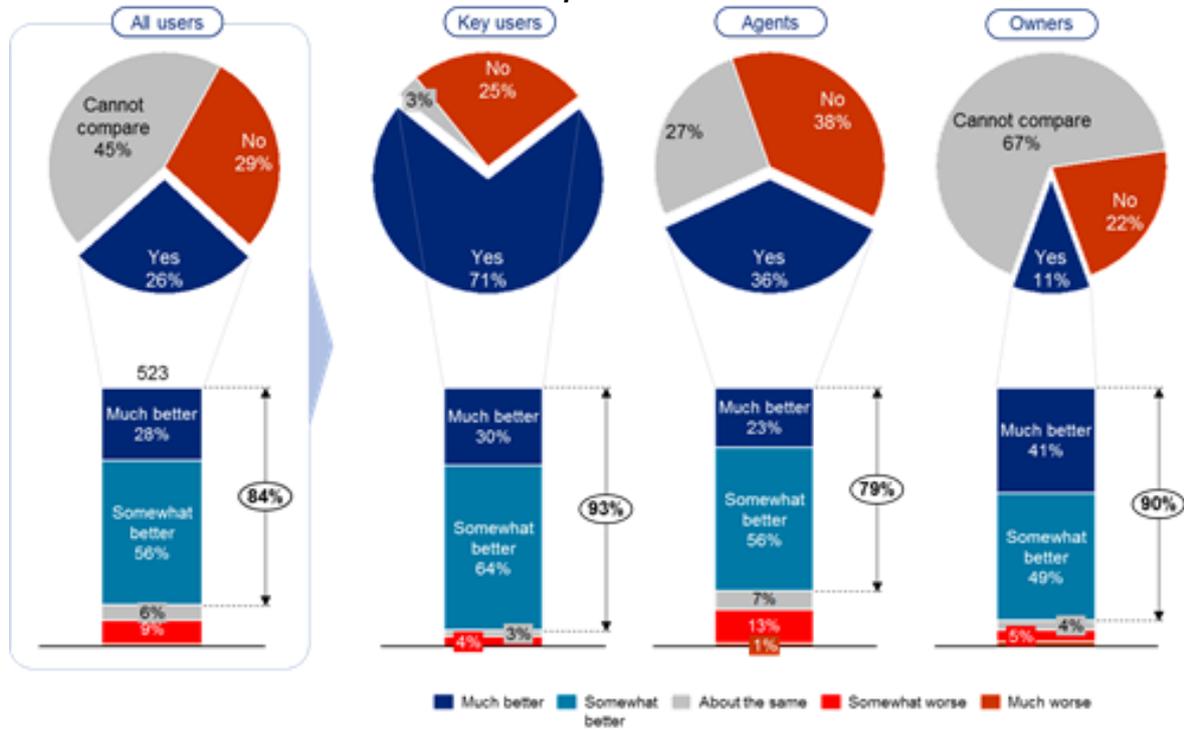


Figure 10 — Perception of change (2014 v 2015) per segment

In line with the increase in overall user satisfaction, the majority of users who had perceived a change in OHIM's services (26 %) described it as 'somewhat better' or 'much better'.

The analysis by user group segments reveals that:

- 93 % of Key Users perceived a positive change, making them the most positive, and 30 % of them described the change as 'much better'.
- Agents were the least positive group although 79 % still perceived a positive change.
- Although owners perceived the least change, 41 % of those who did indicated that OHIM's services were 'much better'.

Looking at the overall period covered by the Strategic Plan 2011-2015, shown in Figure 11, 30 % of users said they perceived a change as a result of the initiatives carried out under the Plan, with an increasing majority (91 %) saying the change was positive.

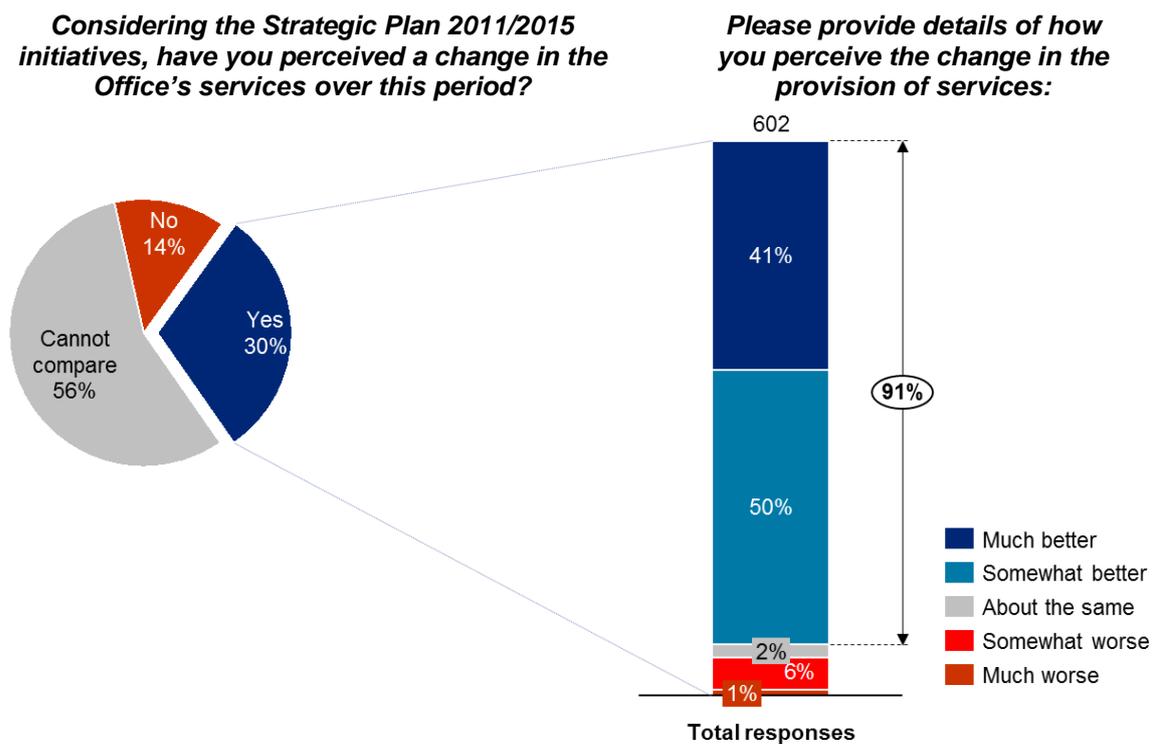


Figure 11 — Perception of change relating to Strategic Plan (2011-2015)

### 3.5 Legal practice

An analysis of user awareness and use of the Guidelines shows the following:

- Of the 55 % of users who were aware of the existence of the Office’s Guidelines, almost three-quarters said they had consulted them, and the majority (93 %) said they were satisfied with them.
- 87 % of Key Users were aware of the Office’s Guidelines, followed by 72 % of agents and 36 % of owners.

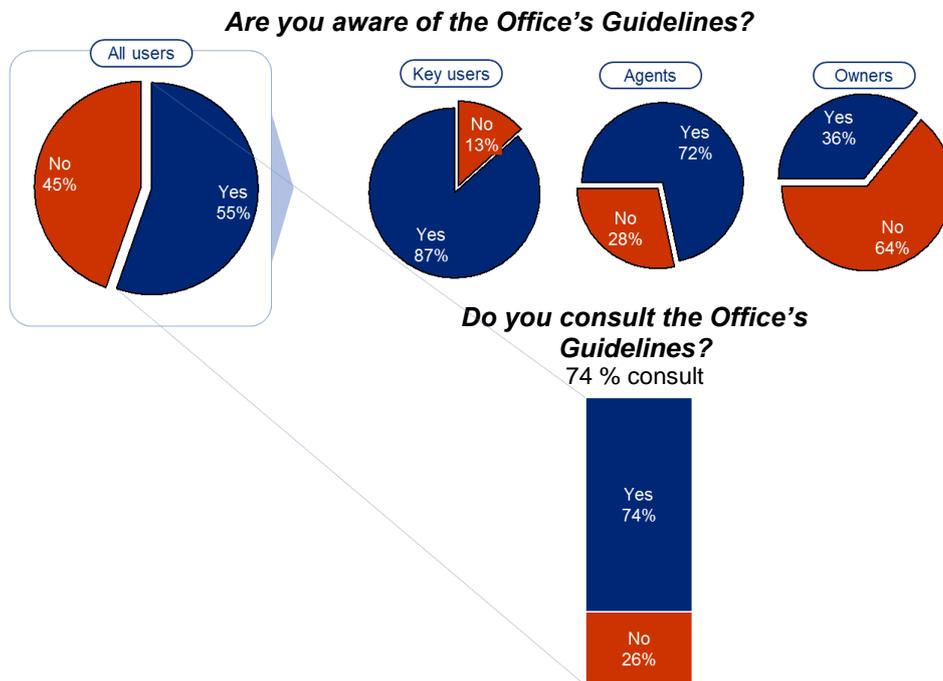


Figure 12 — Awareness and consultation of Guidelines per segment

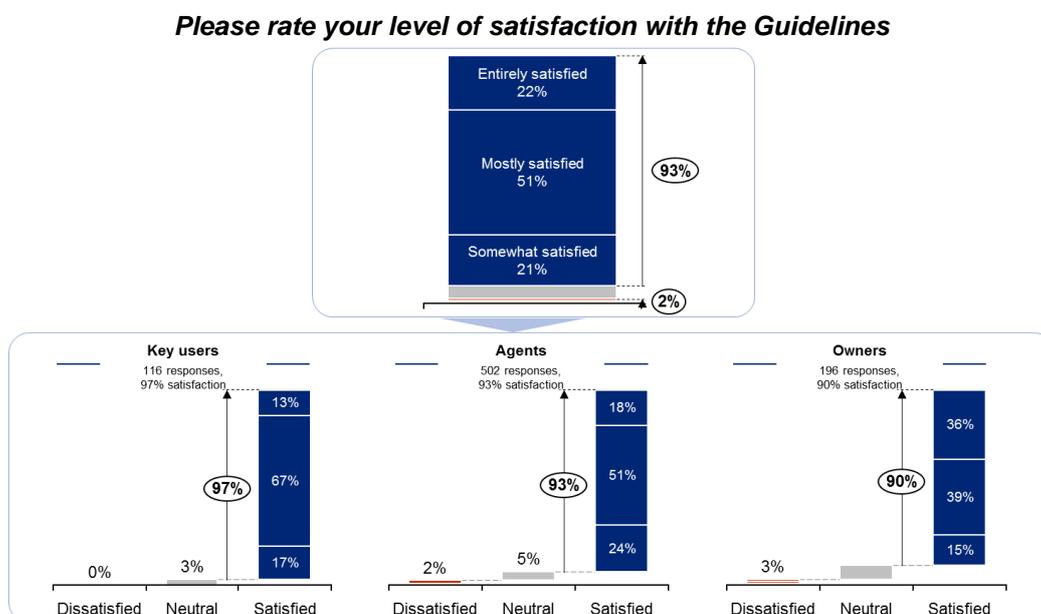


Figure 13 — Satisfaction with information (2015)

In terms of correctly applying OHIM's guidelines:

- The Register procedure ranked highest, with 91 % of users indicating that Guidelines were applied correctly.
- 88 % of users considered that the Guidelines were applied correctly for CTM opposition and RCD registration procedures. For CTM cancellation, the figure was 87 %, followed by CTM registration (86 %) and RCD invalidity (81 %).

**Generally, I consider that the Guidelines are correctly applied during the following Office procedures**  
 (error margin 8 % for CTM cancellation, no representativeness for RCD invalidity)

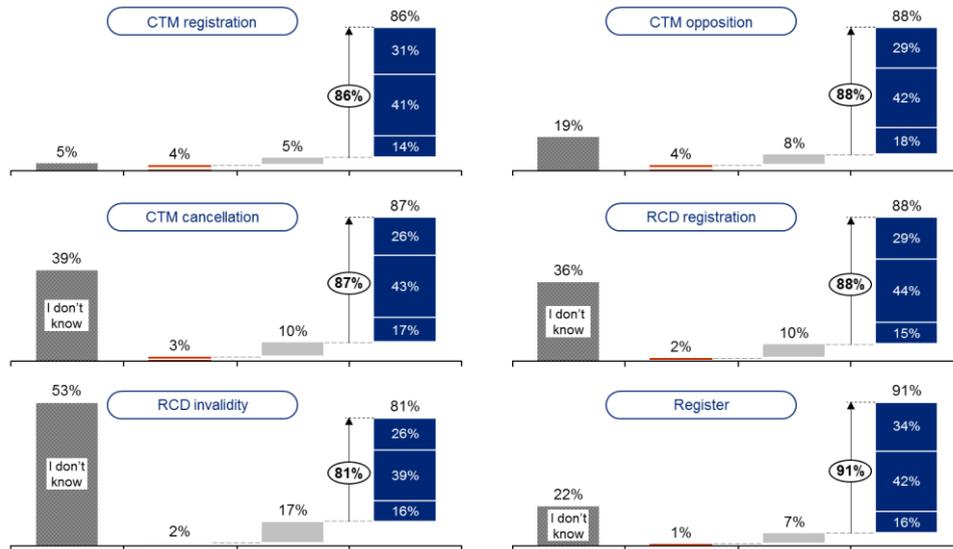


Figure 14 — Correct application of Guidelines

Looking at the elements that users found most important for their satisfaction with the Office's decisions, the highest priority was given to 'Reasoning of decisions' (95 %), followed by 'Correct application of the guidelines', 'Outcome of the decision' and 'Timeliness of the decision', all ranked equally at 92 %.

**Which of the following elements do you consider most important for your satisfaction with the Office's decisions?**

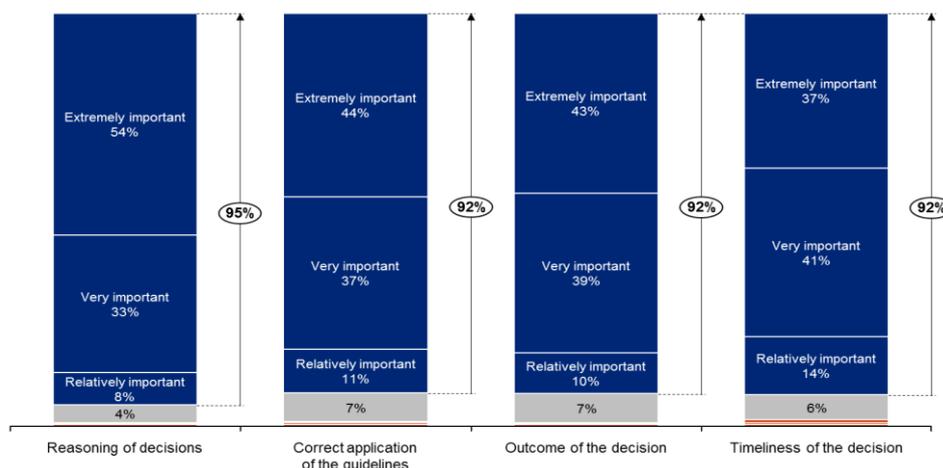


Figure 15 — Relevance for satisfaction with the Office's decisions

### 3.6 Core business

The core business section covers the following procedures offered by the Office:

Service	Procedure
Community trade mark (CTM)	Registration (User files an application to register a CTM) Opposition (User opposes a published CTM application) Cancellation (User requests the cancellation of a registered mark)
Registered community design (RCD)	Registration (User files an application to register a design) Declaration of invalidity (User challenges a registered RCD)
Appeals	User files an appeal to contest a first instance decision
Register	User asks for administrative paperwork or for an entry to be made in the Office's Register, such as a transfer, a change of owner or representative, or a certified copy

Figure 16 measures overall satisfaction from 2005 to 2015 for the CTM, RCD, Appeal, and Register procedures:

- Overall satisfaction with the CTM procedure increased by 10 percentage points in 2015 compared with 2014.
- Appeals increased by 12 percentage points, Register by 7 percentage points and RCD by 10 percentage points.
- The trend observed in 2014 continued in 2015 with CTM, RCD and Register showing similar satisfaction rates to each other (93 %, 92 % and 90 % respectively), while satisfaction with Appeals was lower at 72 %.

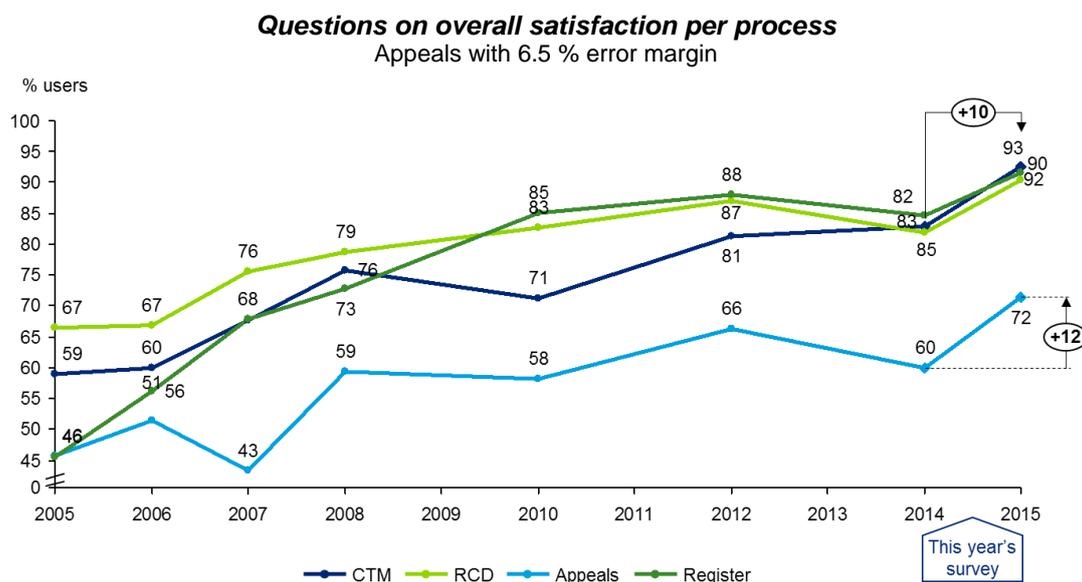


Figure 16 — Core business: progression per process (2005-2015)

Figure 17 shows that the core business procedure considered most important for overall user satisfaction both by supporters (those most satisfied) and detractors (dissatisfied) was the CTM, whereas the other procedures had little influence on overall satisfaction.

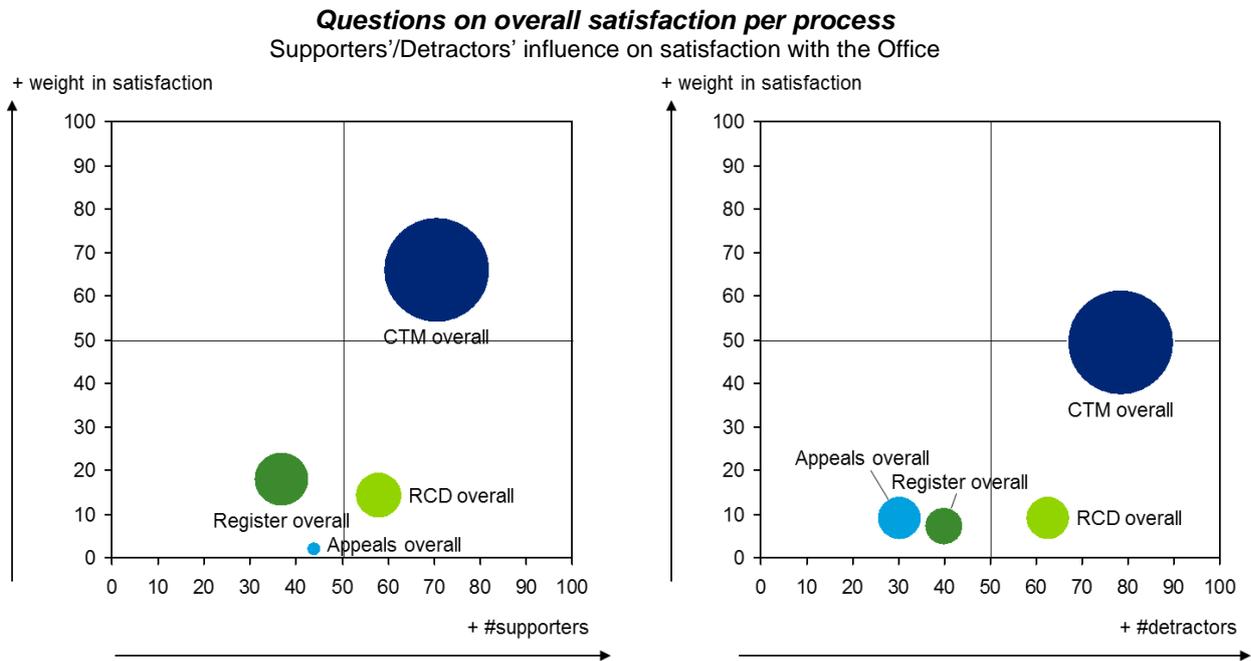


Figure 17 — Core business: Influence matrix (supporters/detractors) per process

### 3.6.1 CTM

Satisfaction with the CTM registration process increased in 2015 for all user segments, with satisfaction among owners up by 13 percentage points, followed by agents (9 points) and Key Users (1 point).

**Registering a Community trade mark. Please indicate your level of satisfaction with the following aspects of the Community trade mark registration process**

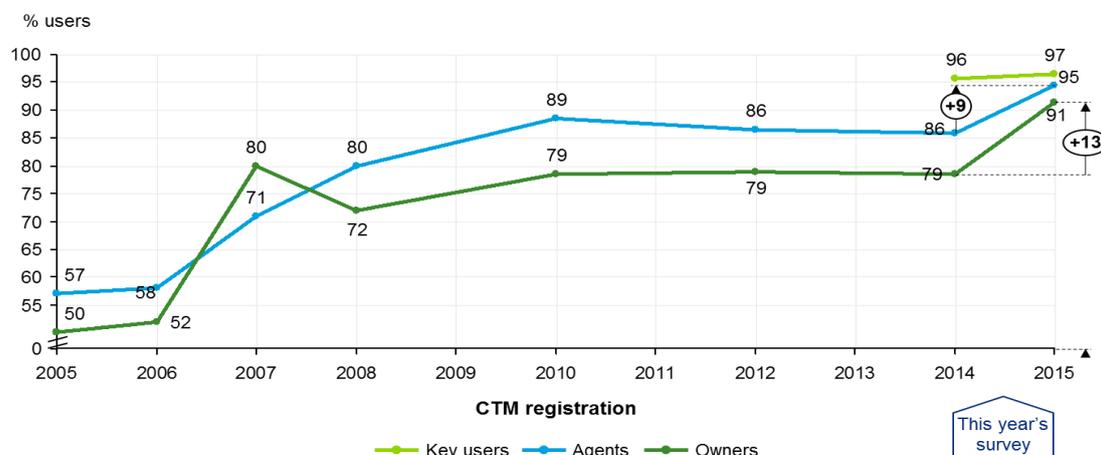


Figure 18 — Progression of satisfaction with CTM registration (2005-2015) per segment

User satisfaction with the CTM opposition process also increased for all users, with satisfaction among Key Users up by 12 percentage points, followed by agents (10 points) and owners (3 points).

**Opposition. Please indicate your level of satisfaction with the opposition process**

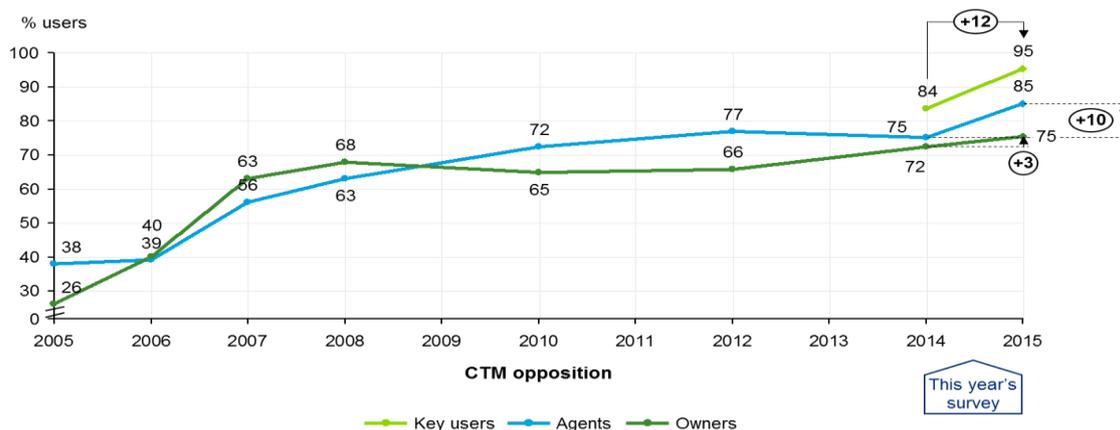


Figure 19 — Progression of satisfaction with CTM opposition (2005-2015) per segment

Owners' satisfaction with the CTM cancellation process fell by six percentage points compared with 2014. However, the satisfaction of agents and Key Users rose by eight and five percentage points respectively<sup>6</sup>.

<sup>6</sup>As explained in the methodology section of this report, results for level of satisfaction with cancellations should be read with caution since the error margin is higher than for the other procedures.

**Cancellation. Please indicate your level of satisfaction with the cancellation process**

100 % of representativeness with error margin of 8 %

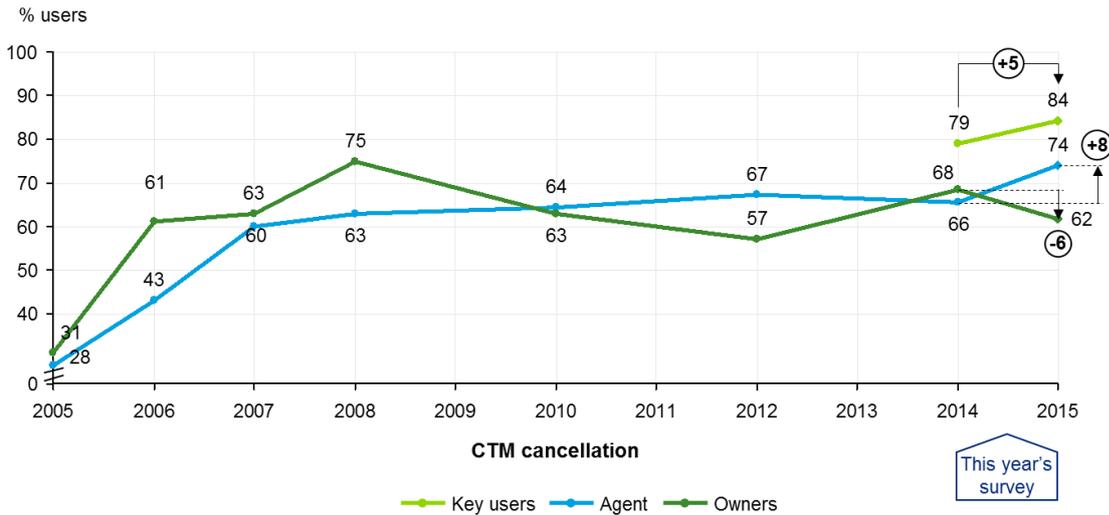


Figure 20 — Progression of satisfaction with CTM cancellation (2005-2015) per segment

Figure 21 shows that the registration process strongly influenced overall user satisfaction both for supporters (those most satisfied) and detractors (dissatisfied). Supporters were also strongly influenced by a successful CTM application.

**Questions on CTM proceedings over CTM overall satisfaction**

Supporters'/detractors' influence in the CTM satisfaction

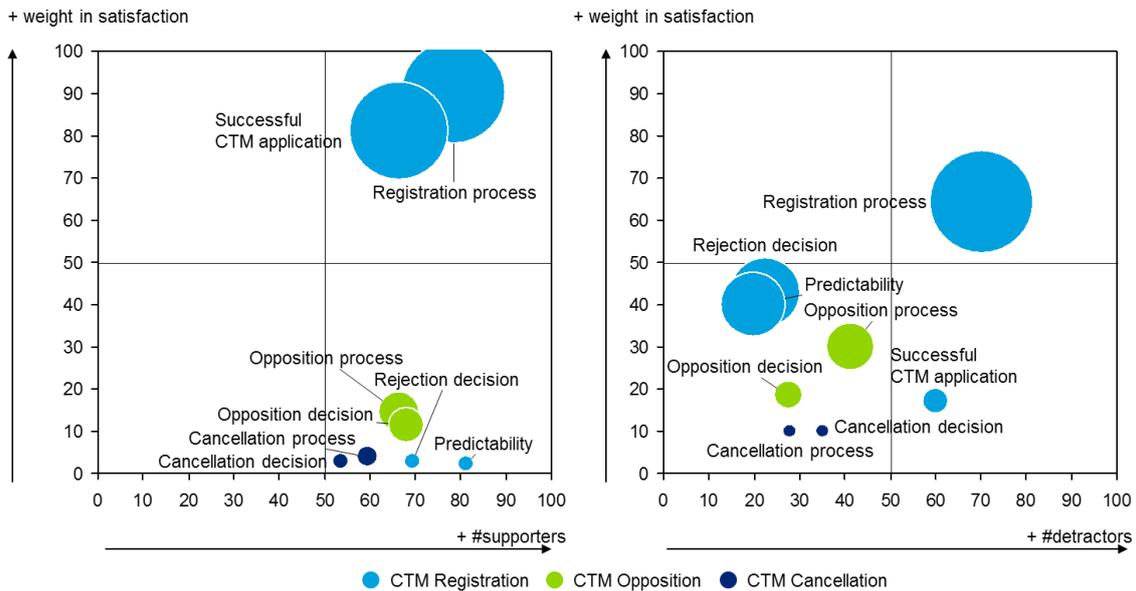


Figure 21 — CTM influence matrix (supporters/detractors) per proceeding

### 3.6.2 RCD

Agents' satisfaction with the RCD registration process fell by 2 percentage points compared with 2014. However, the satisfaction of owners and Key Users rose by 21 and 3 percentage points respectively.

**Registering a Community design. Please indicate your level of satisfaction with the Community design registration process:**

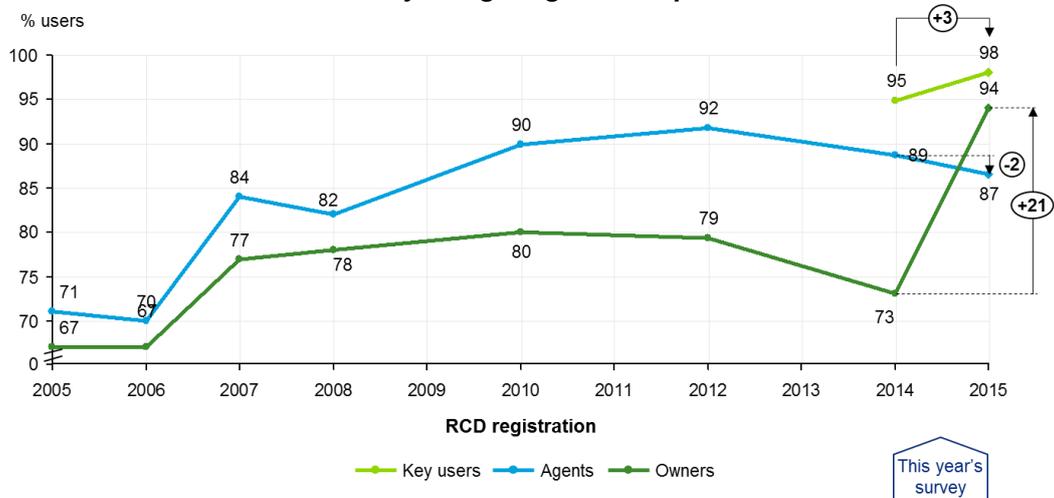


Figure 22 — Progression of satisfaction with RCD registration per segment

Owners' satisfaction with the RCD invalidity process fell by 5 percentage points compared with 2014. By contrast, the satisfaction of Key Users and agents rose by 30 and 13 percentage points respectively<sup>7</sup>.

However, as explained in the methodology section of this report, these results should be read with caution since the error margin is higher than for the other results.

**Declaration of invalidity. Please indicate your level of satisfaction with the declaration of invalidity process:**

*RCD invalidity is not representative of all the public targeted*

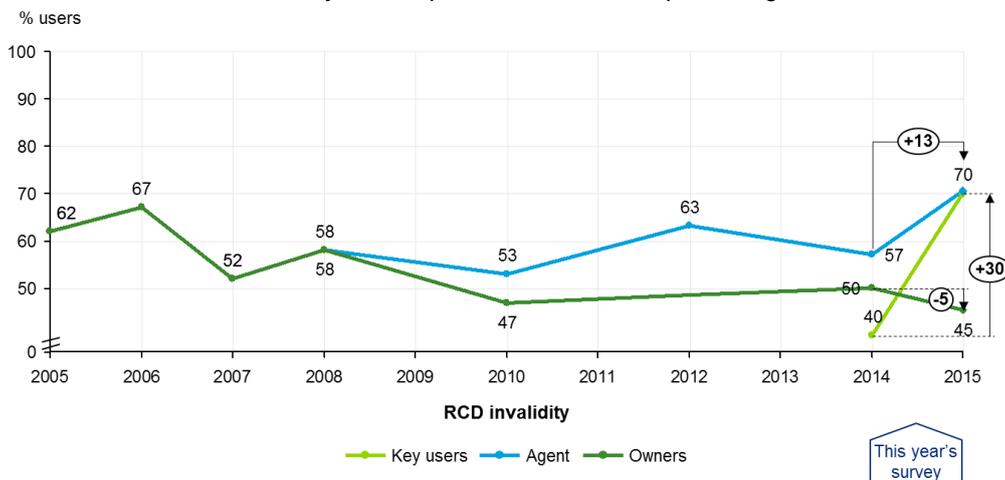


Figure 23 — Progression of satisfaction with RCD invalidity per segment

<sup>7</sup> As explained in the methodology section of this report, results for level of satisfaction with RCD invalidity should be read with caution since the error margin is higher than for the other procedures.

The figures below show that, for RCDs, the registration process strongly influenced overall user satisfaction both for supporters (those most satisfied) and detractors (dissatisfied). Other aspects of the procedure had little influence on overall levels of satisfaction with RCD proceedings.

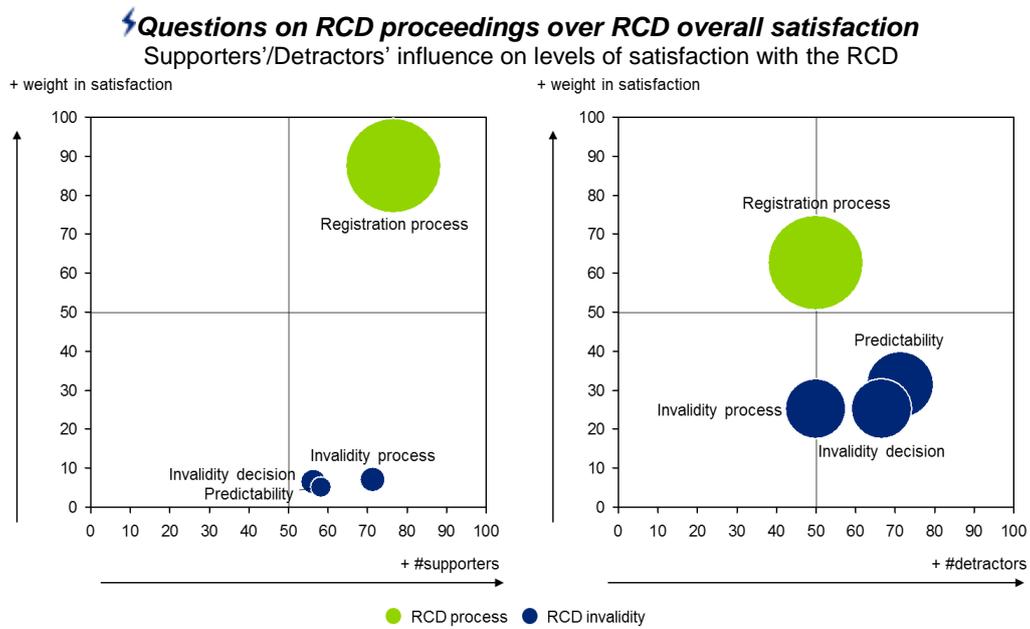


Figure 24 — RCD influence matrix (supporters/detractors) per proceeding

### 3.6.3 Appeals

Satisfaction with appeals increased in 2015 for all user segments, with satisfaction among Key Users up by 18 percentage points, followed by agents (13 points) and Key Users (4 points).

**Please indicate your overall level of satisfaction with the service received from the Office's Boards of Appeal:**

100 % of representativeness with error margin of 6.5 %

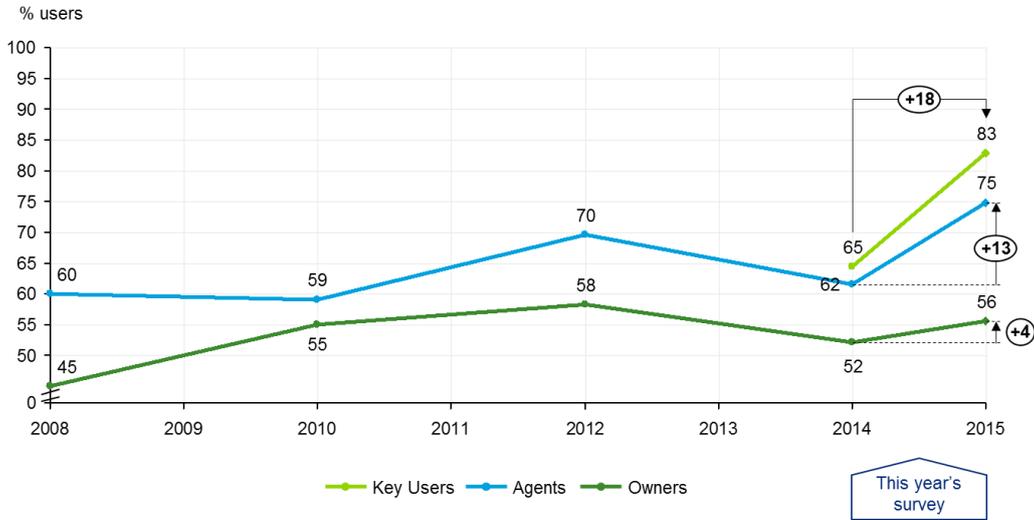


Figure 25 — Progression of satisfaction with Appeals (2008-2015) per segment

Figure 26 shows that, for Appeals, the decision strongly influenced overall user satisfaction both for supporters (those most satisfied) and detractors (dissatisfied). However, for detractors, the administrative procedure had an even greater influence on their level of satisfaction with appeals.

#### Questions on aspects that influence overall satisfaction with Appeals

Supporters'/detractors' influence on the level of satisfaction with Appeals

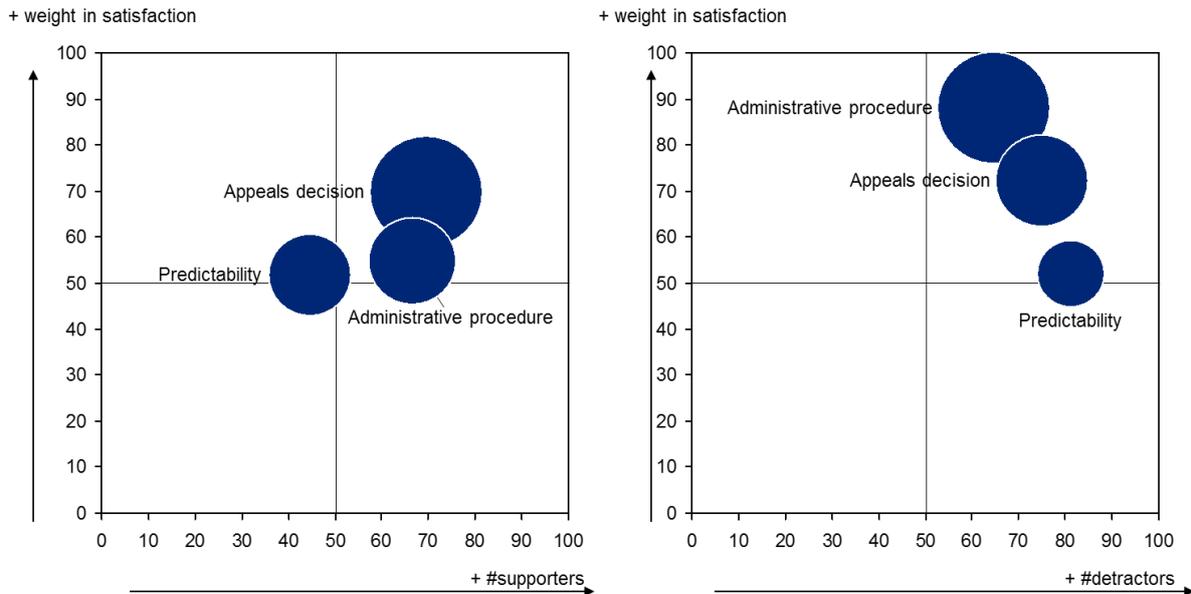


Figure 26 — Appeals influence matrix (supporters/detractors) per attribute

### 3.6.4 Register

Satisfaction with the Register increased in 2015 for all user segments, with satisfaction among Key Users up by nine percentage points followed by agents (six points) and Key Users (five points).

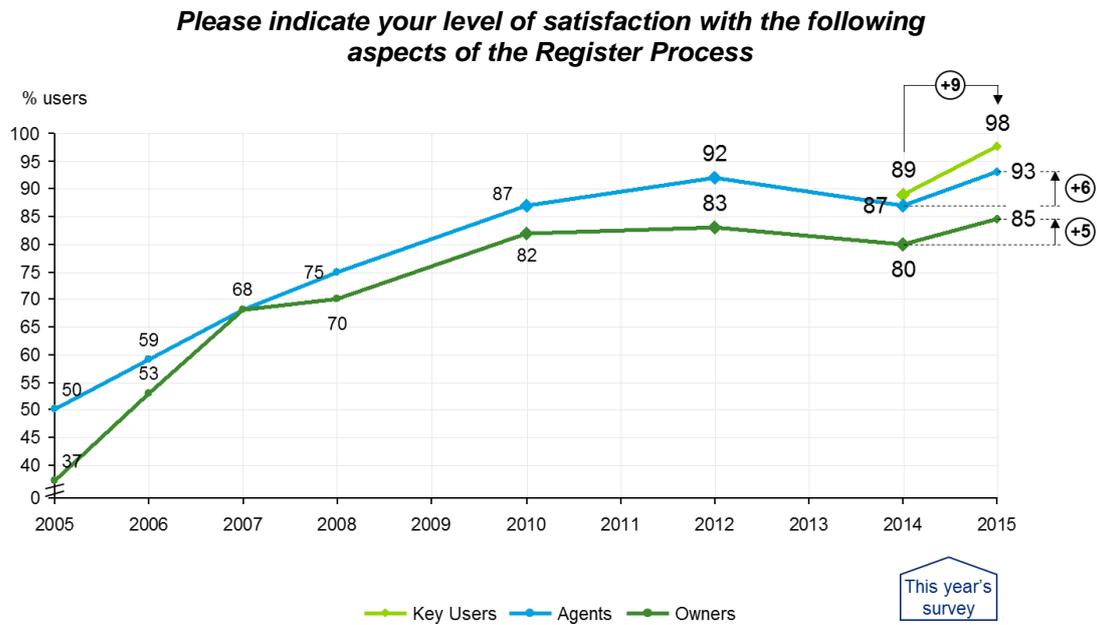


Figure 27 — Progression of satisfaction with Register (2005-2015) per segment

### 3.7 Information

The results show that the channel most used to communicate with the Office was its website, selected by 88 % of users and with a satisfaction rating of 85 %. This was followed, in descending order, by email and telephone, while social media was the least used channel. Overall, 90 % of users were satisfied with the information provided and 31 % were 'entirely satisfied'.

**What are your preferred channels for communicating with the Office?**

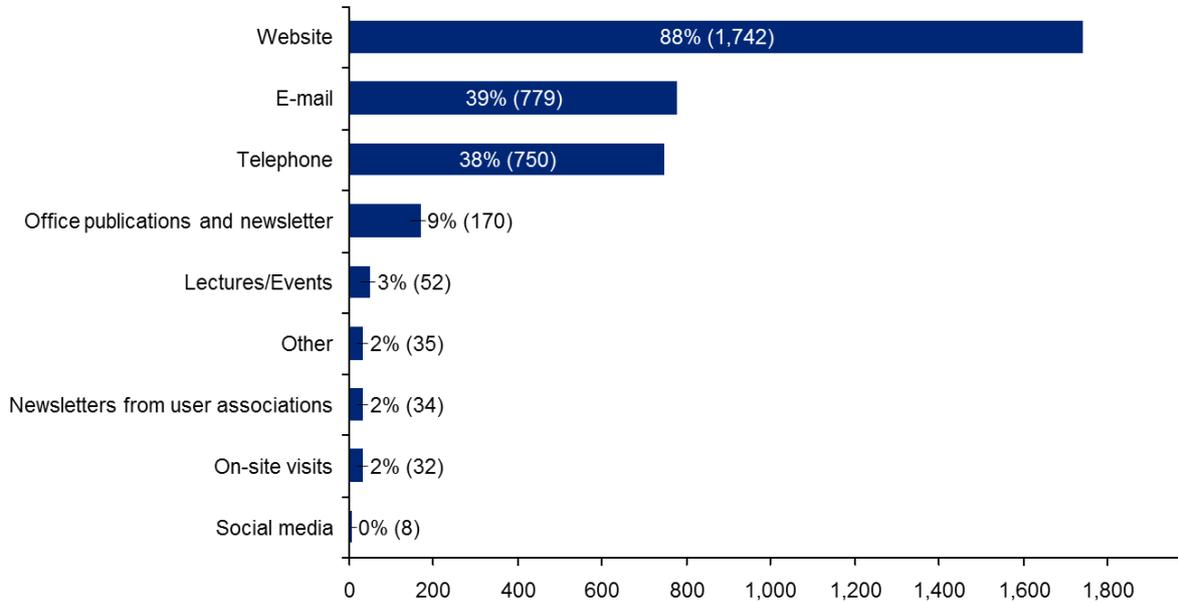


Figure 28 — Information channels (2015)

**Please rate your level of satisfaction with the information given by or received from the Office**

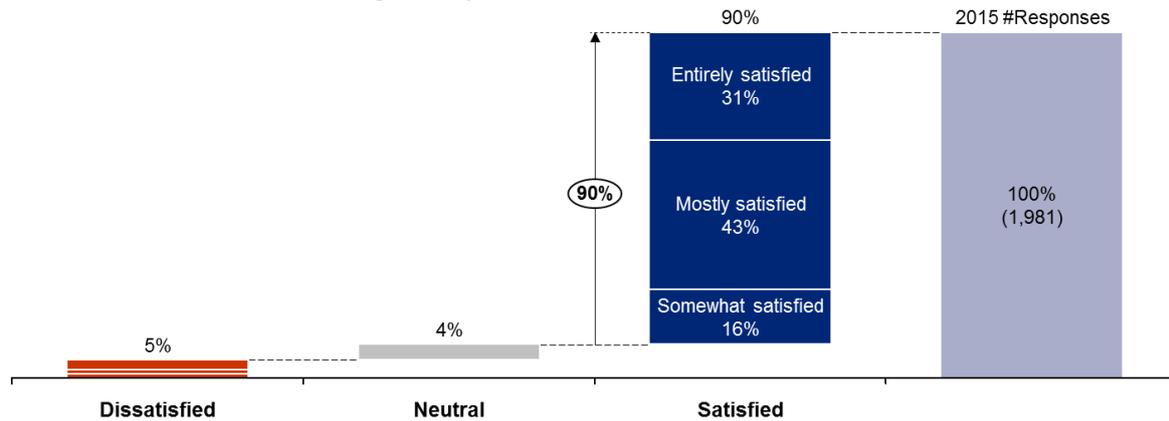


Figure 29 — Satisfaction with information (2015)

In 2015, the relevance of the Office's communications content increased by 24 percentage points, to 91 % of all users.

**Please rate how relevant you find the following contents of the Office's communications**

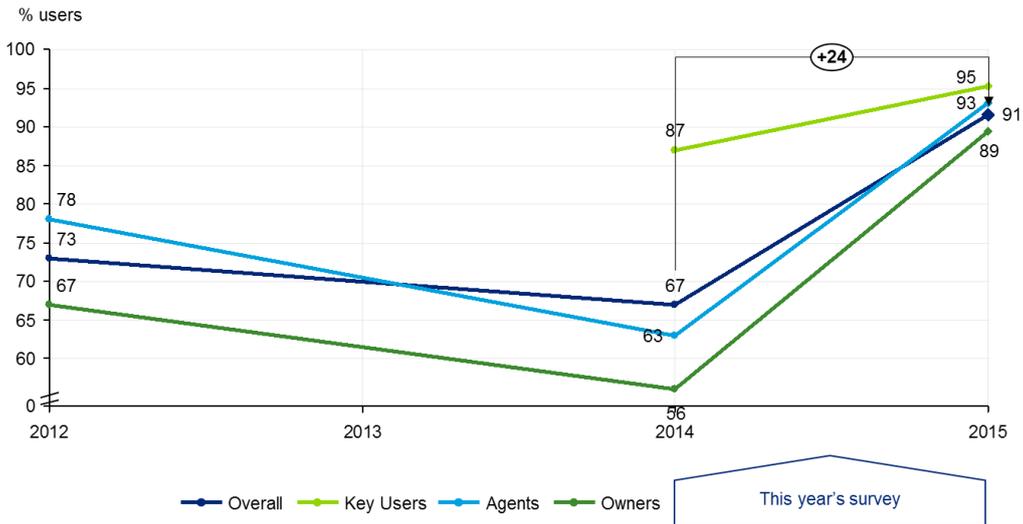


Figure 30 — Progression of relevance of OHIM's communications content

Overall, 93 % of users considered the website content relevant. The website was the best known communications channel, with 98 % of users aware of it, while Twitter was the least known channel, with only 34 % of users aware of it.

**Please rate how relevant you find the following content of Office communications**

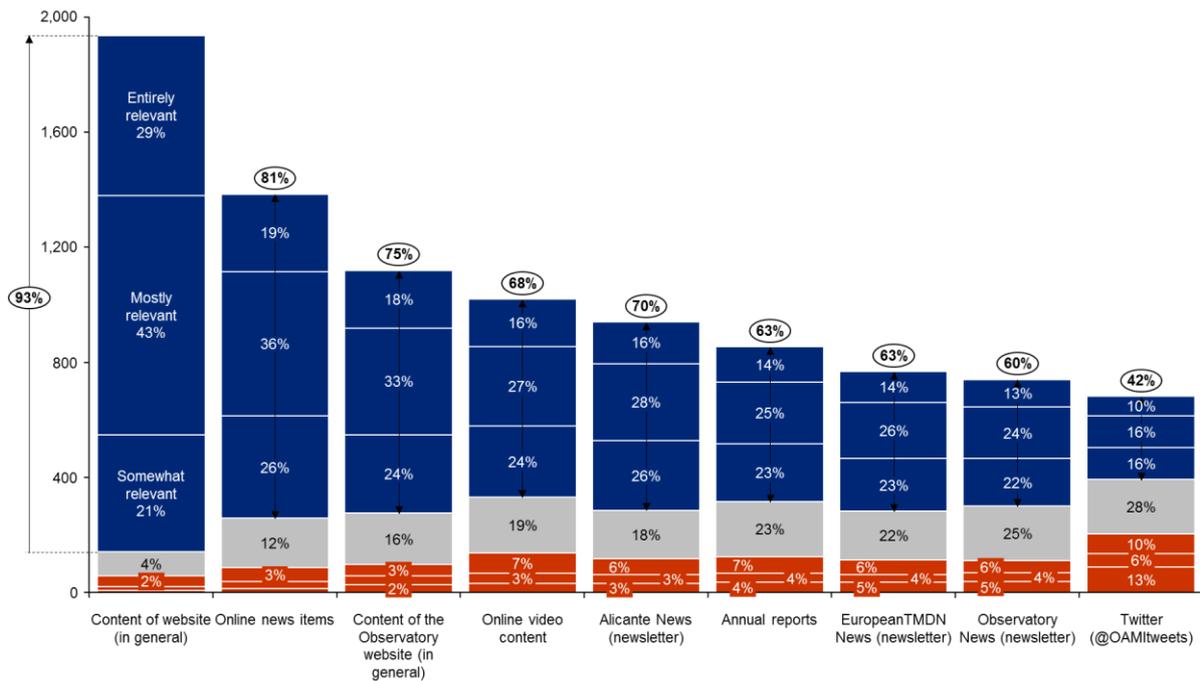


Figure 31 — Relevance of OHIM's communications content among users of each communication channel

### 3.8 Interactions with users

The frequency with which users contacted OHIM for information on different categories of question is shown in the charts in Figure 32. ‘Specific procedures’ are the most frequent and ‘general queries on IP’ the least frequent reason given for contacting the Office.

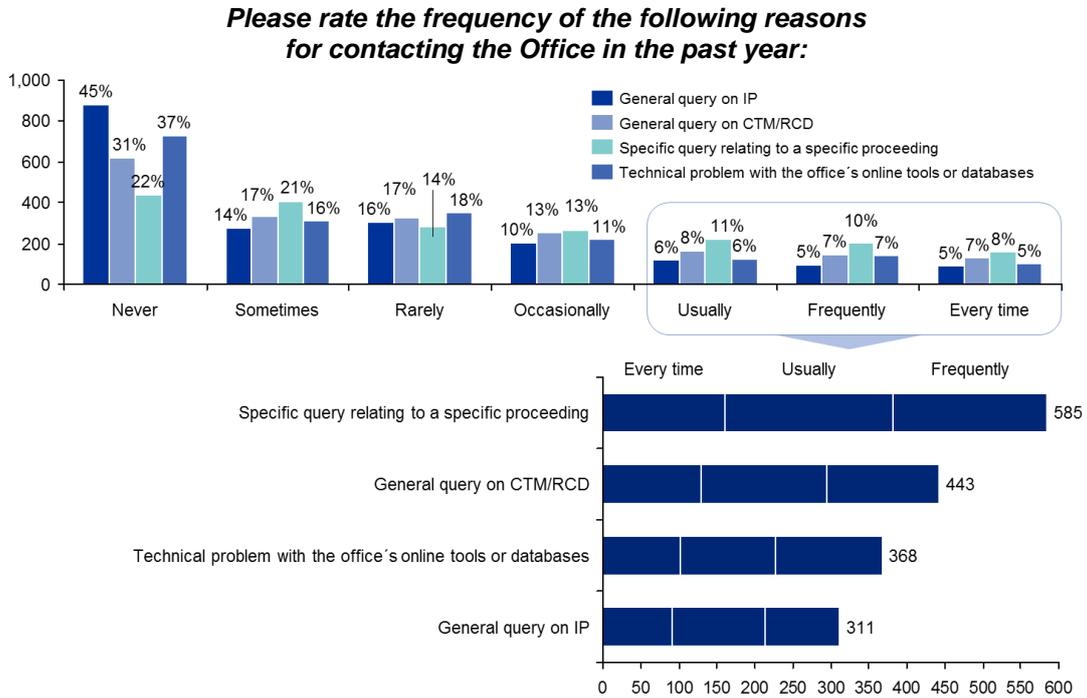


Figure 32 — Reasons for contacting the Office

Figure 32 shows that 88 % of users evaluated Office staff positively. Key Users were the most positive, with 96 % satisfied, followed by agents (90 %) and owners (84 %).

**All staff interactions. We would like to assess your experience with any Office staff members:**

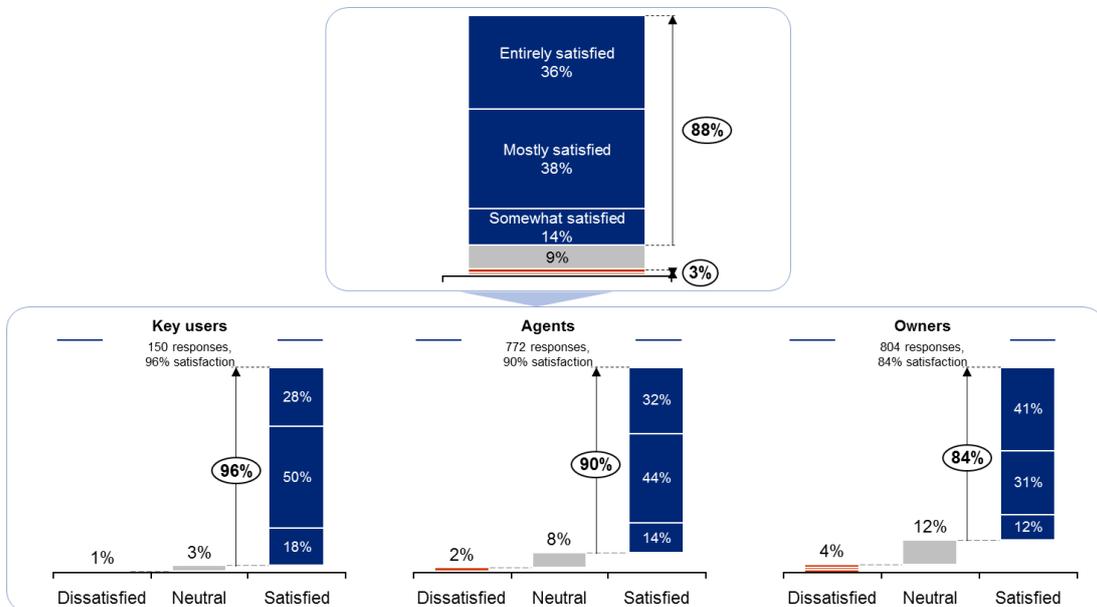


Figure 33 — Satisfaction with staff (2015) per segment

Figure 34 shows that all aspects of staff behaviour strongly influenced overall user satisfaction, both for supporters (those most satisfied) and detractors (dissatisfied). However, for detractors, 'politeness' of staff had less influence.

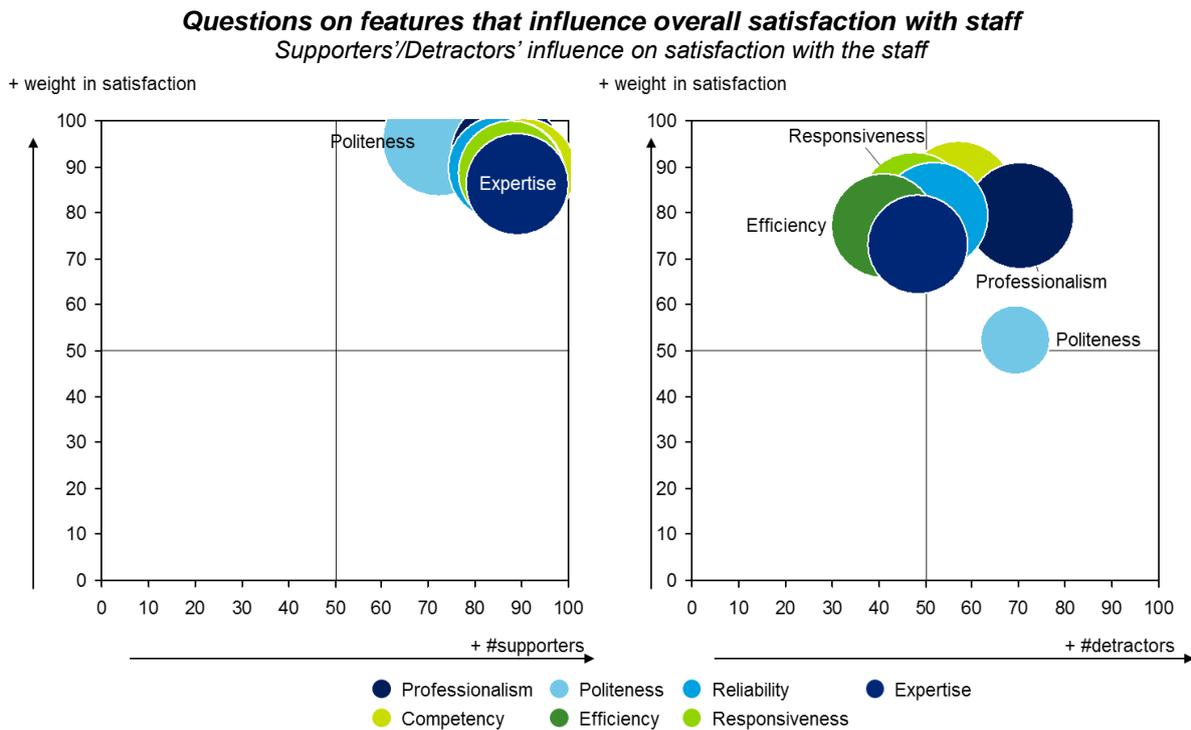


Figure 34 — Staff influence matrix

Figure 35 shows the levels of satisfaction with the services offered by various support teams (Information Centre, Technical Support, and examiners), with each team receiving a 92 % satisfaction rate.

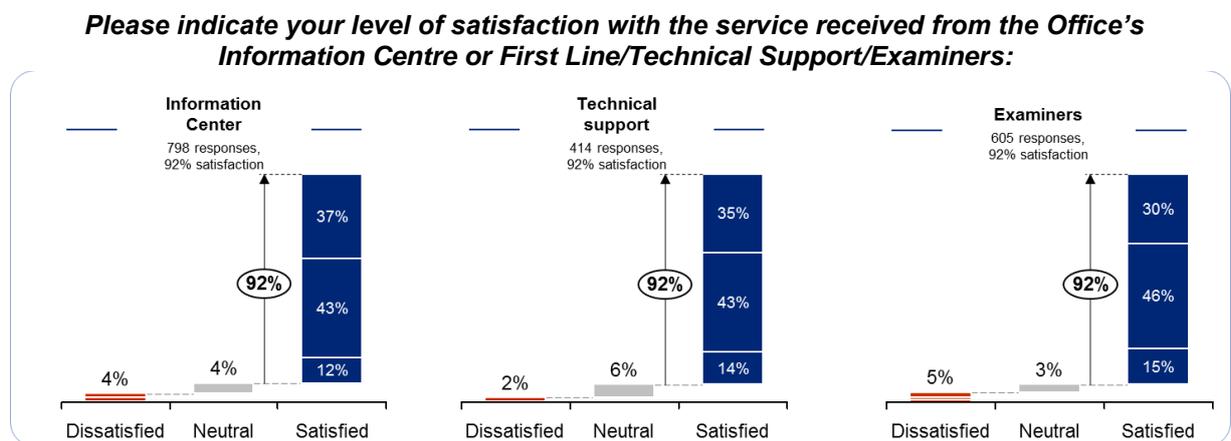


Figure 35 — Satisfaction with user services (2015)

Figure 36 shows satisfaction levels for the Key User Pilot Programme:

- 93 % of users chose 'entirely satisfied', 'mostly satisfied' or 'somewhat satisfied'.
- 49 % chose 'entirely satisfied'.
- 3 % ranked the KUM programme negatively.

**Please rate your level of satisfaction with the Key User Pilot Programme:**

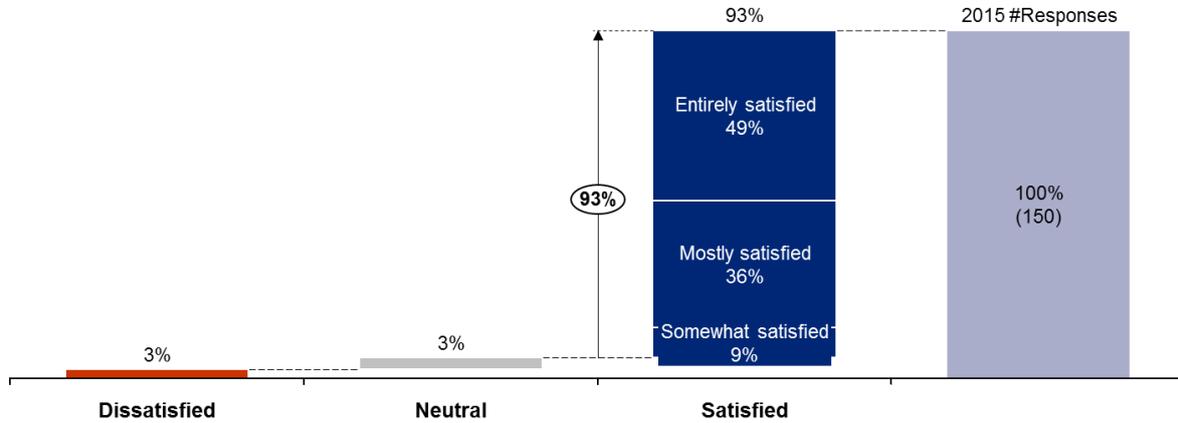
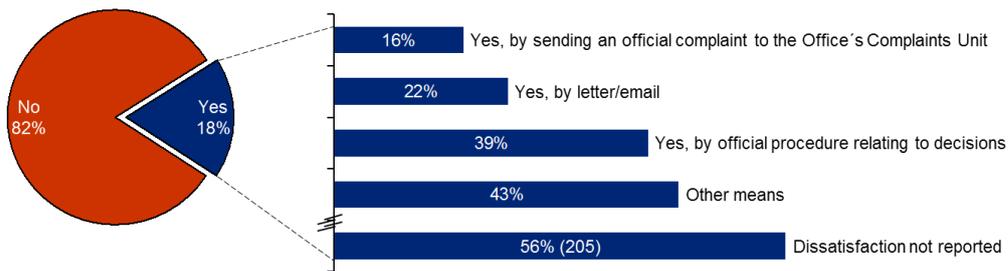


Figure 36 — Satisfaction with Key User management programme (2015)

Of the 1 981 users who responded to the online survey in 2015, 18 % had been dissatisfied with the Office. However, the majority of respondents (56 %) had not reported their dissatisfaction. When they had informed the Office, 39 % had used the official procedure relating to decisions and 16 % the Office's Complaint Unit.

**Over the past year, have you been dissatisfied with any of the Office's services?**

**If so, have you informed the Office of your dissatisfaction?**



\*Complaints results are not representative of all public target

Figure 37 — Complaints

### 3.9 Website

Overall, 85 % of users were satisfied with the Office’s website. With regard to website tools, users expressed most satisfaction with CTM advance e-filing (87 %) and eSearch (86 %). Satisfaction with RCD e-filing fast track was 78 %, followed by Opposition e-filing (77 %), and eSearch case law (75 %).

In terms of awareness, 98 % of users were aware of the Office’s website and 54 % of users did not evaluate the RCD e-filing fast track, either because they were not aware of its existence or because they had not used it.

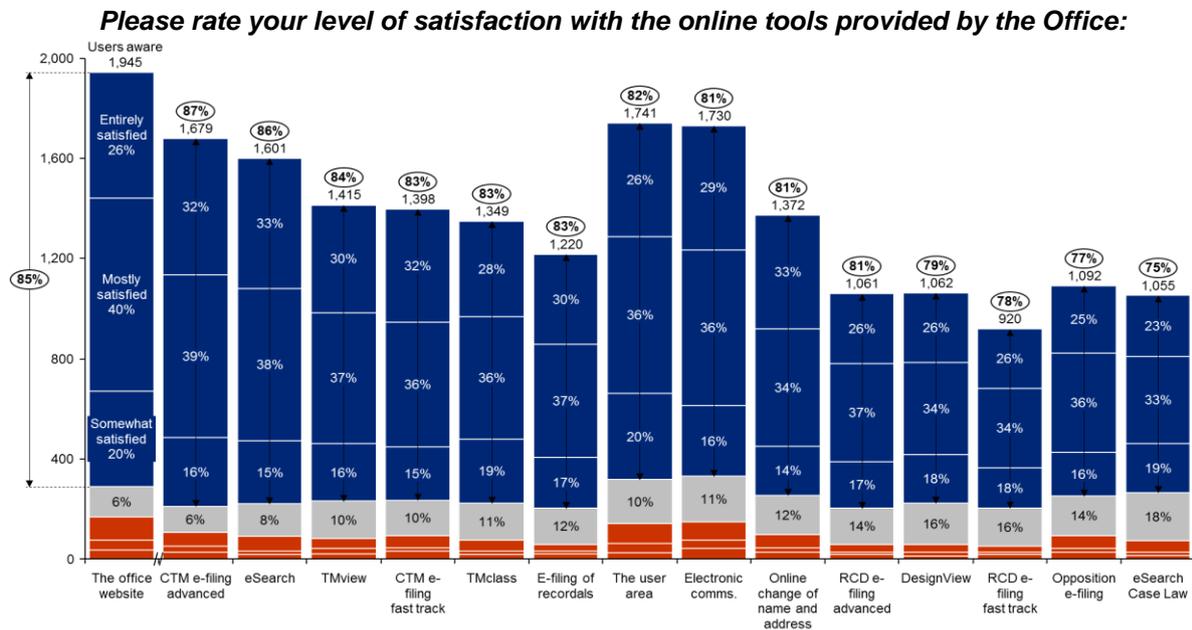


Figure 38 — Satisfaction with website (2015)

The chart in Figure 39 shows the elements that influenced users when they were choosing between e-filing or paper filing. On average, many more responses were collected with regard to e-filing, which was ranked positively for speed, ease of use, value for money and environmental friendliness. Among the smaller number of users who expressed a preference for paper filing, the reasons most frequently given were security, ease of use, confidentiality and speed.

**Please rank which of the following most influences your decision to file online. If you prefer to file on paper, please rank which of the following most influences your decision**

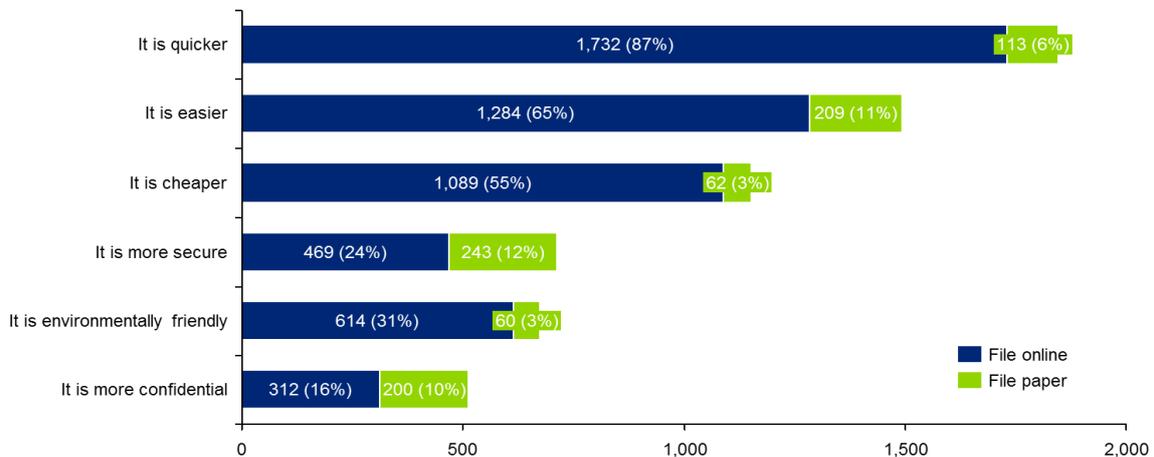


Figure 39 — Filing online v paper filing

### 3.10 Observatory

Overall, 15 % of respondents said they were aware of the Observatory on Infringements of Intellectual Property Rights, with Key Users (34 %) being the most aware. Of those who were aware of the Observatory, 79 % considered that it contributed to greater understanding of the value of intellectual property.

Key Users were also the most aware of the Enforcement Database (EDB), with 46 % knowing about it. They were followed by agents (12 %) and owners (6 %). Of those users who were aware of the EDB, 84 % said they would recommend it to their clients.

#### Are you aware of the activities of the European Observatory on Infringements of Intellectual Property Rights?

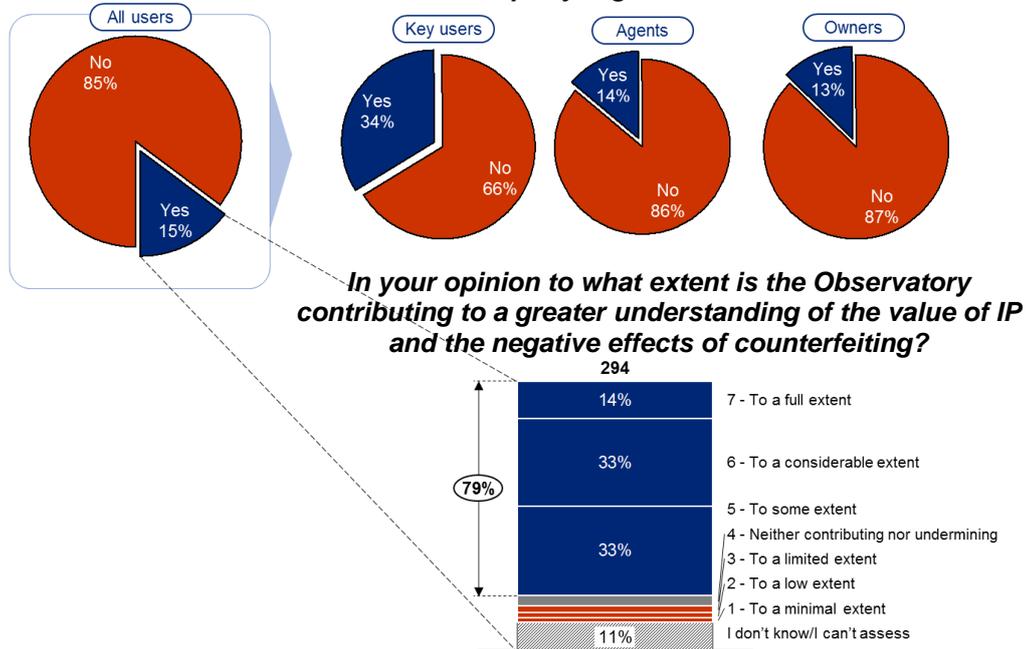


Figure 40 — Awareness of Observatory per segment

#### Are you aware of the Enforcement Database (EDB)?

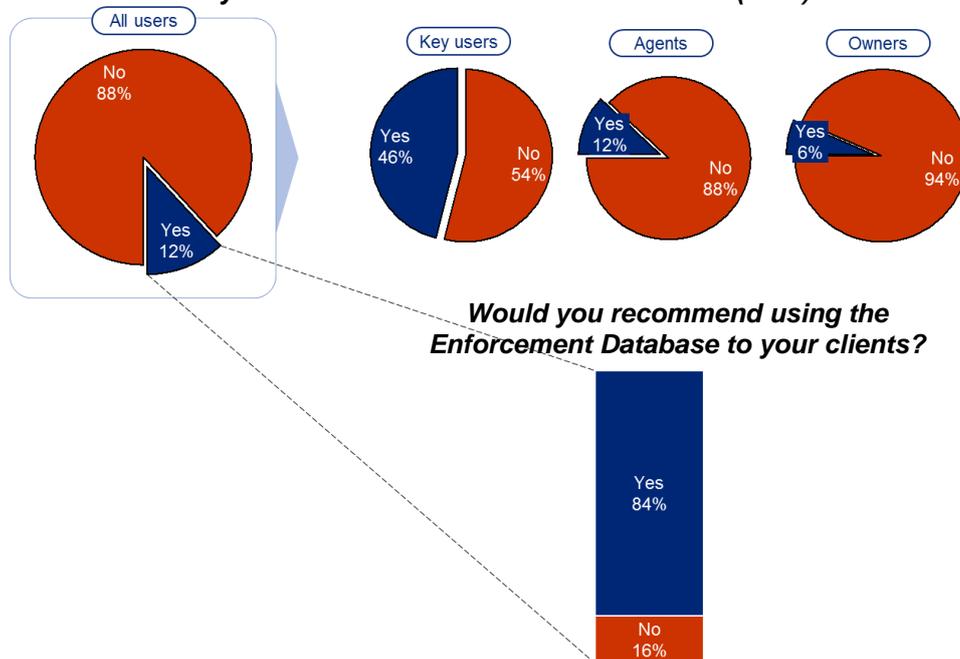


Figure 41 — Awareness of EDB per segment

### 3.11 Academy

Overall, 11 % of respondents said they were aware of the Academy and, of these, 85 % considered that it contributed to enhancing knowledge and competence in intellectual property. Awareness of the Office's Academy Learning Portal stood at 10 %, with 71 % saying they considered the training relevant.

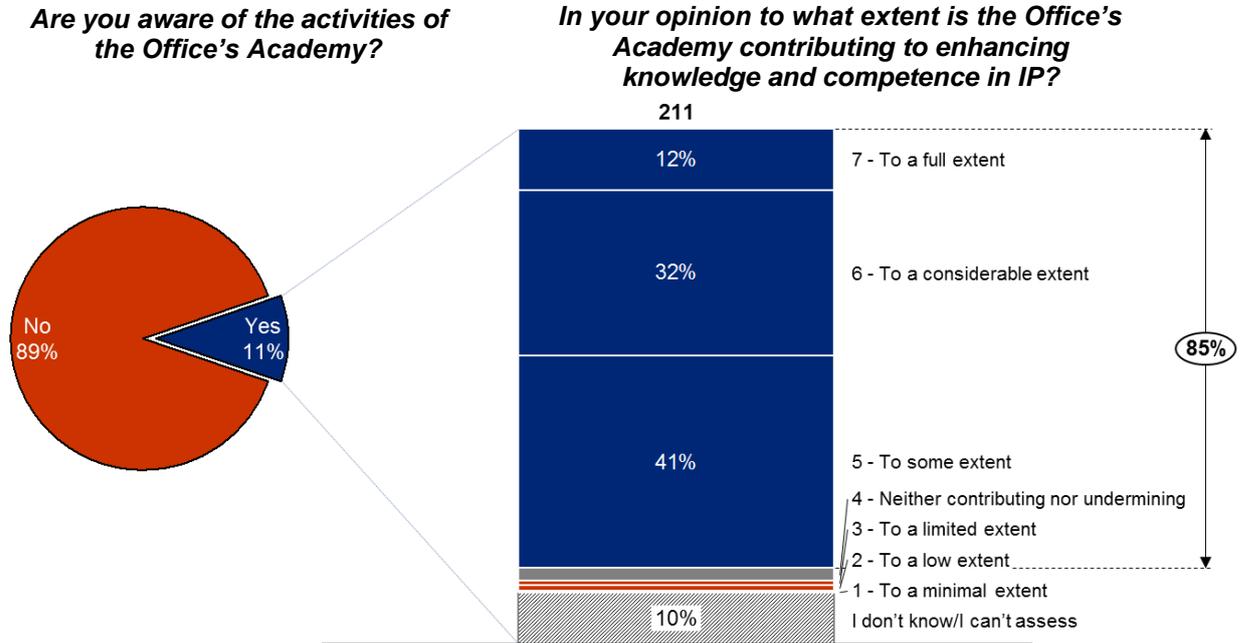


Figure 42 — Awareness and recommendation of Academy (2015)

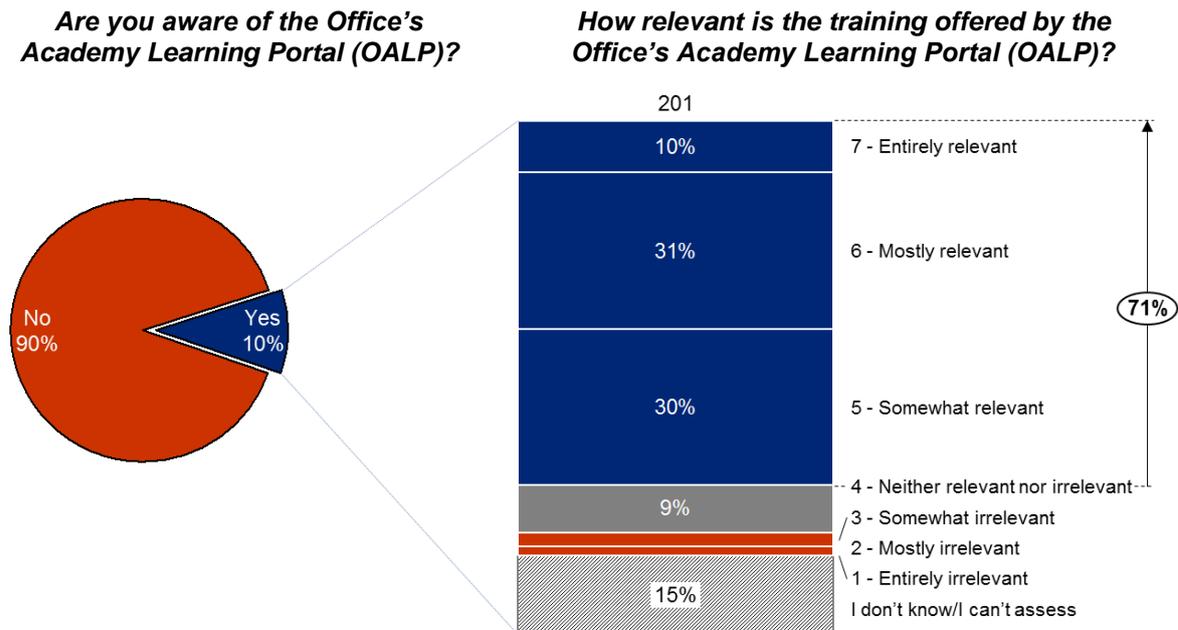


Figure 43 — Awareness of OALP (2015)

### 3.12 Areas for improvement

The two processes that users considered most in need of improvement were CTM registration (27 % of users) and CTM opposition (18 %).

**Please rank the processes you consider should be improved by the Office**

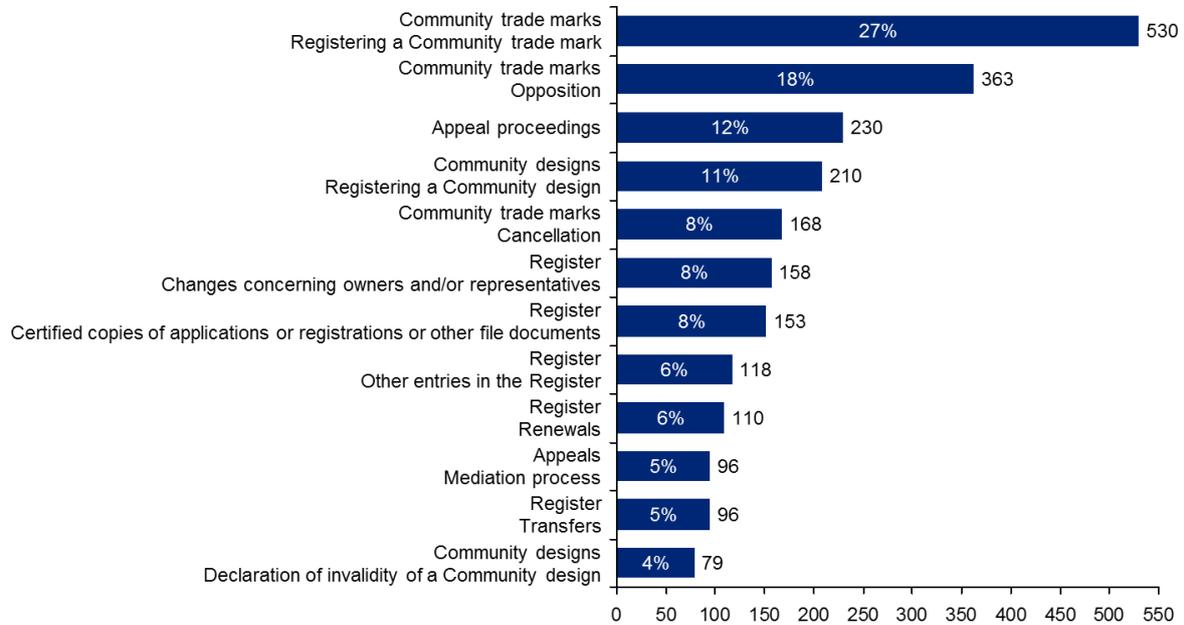


Figure 44 — Areas for improvement in processes

The two services that users considered most in need of improvement were harmonisation of trade mark practice in the EU (25 % of users) and user interaction with OHIM (16 %).

**Please rank the services you consider should be improved by the Office**

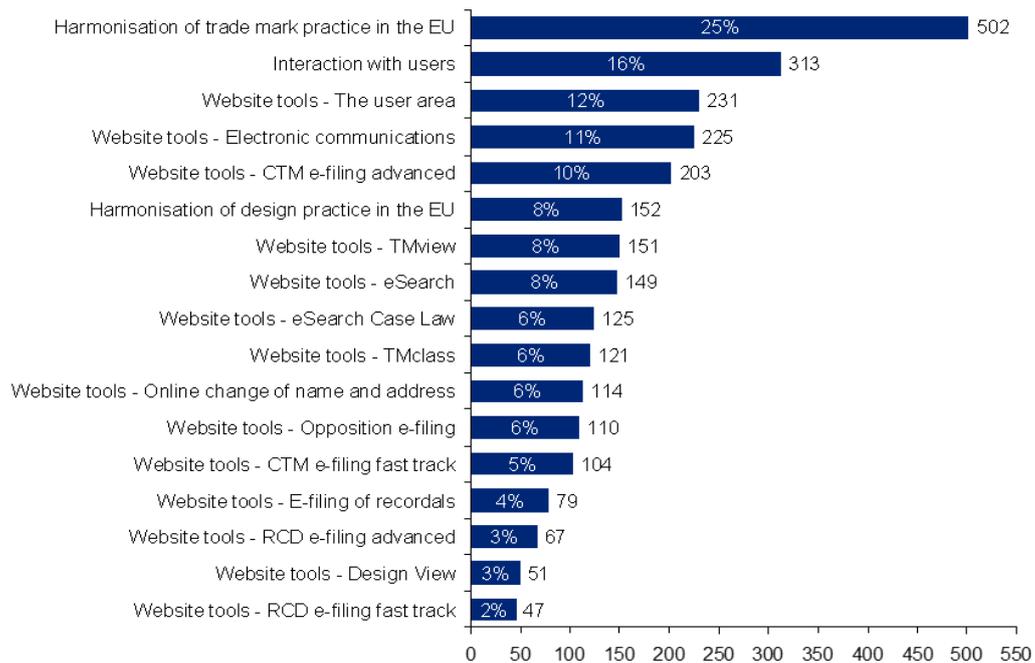


Figure 45 — Areas for improvement in services

# 4. Annexes

## 4.1 Overall satisfaction per proceeding and segment

Service	Procedure	Overall	Key User	Agent	Owner
Community trade mark (CTM)	CTM registration	93 %	97 %	94 %	91 %
	CTM opposition	85 %	95 %	85 %	75 %
	CTM cancellation	76 %	84 %	74 %	62 %
Registered community design (RCD)	RCD registration	92 %	98 %	94 %	87 %
	RCD invalidity	68 %	70 %	70 %	45 %
Appeals	-	76 %	83 %	75 %	56 %
Register	-	92 %	98 %	93 %	85 %

## 4.2 Glossary of terms and acronyms

OHIM — Office for Harmonisation in the Internal Market

CTM — Community trade mark

RCD — Registered Community design

USS — User Satisfaction Survey

OALP — Office Academy Learning Portal

EDB — Enforcement Database

## 4.3 Glossary of figures

Figure 1 — Template satisfaction figure .....	6
Figure 2 — Template influence matrix .....	7
Figure 3 — Progression of overall satisfaction (2005-2015).....	8
Figure 4 — Overall satisfaction per segment.....	9
Figure 5 — Overall satisfaction influence matrix.....	10
Figure 6 — Progression of satisfaction with image (2005-2015) .....	11
Figure 7 — Satisfaction with overall image (2015) .....	11
Figure 8 — Ranking of adjectives .....	12
Figure 9 — Progression of recommendation (2010-2015) per segment .....	13
Figure 10 — Perception of change (2014 v 2015) per segment.....	14
Figure 11 — Perception of change relating to Strategic Plan (2011-2015) .....	15
Figure 12 — Awareness and consultation of Guidelines per segment.....	16
Figure 13 — Satisfaction with information (2015) .....	16
Figure 14 — Correct application of Guidelines .....	17
Figure 15 — Relevance for satisfaction with the Office’s decisions .....	17
Figure 16 — Core business: progression per process (2005-2015).....	18
Figure 17 — Core business: Influence matrix (supporters/detractors) per process .....	19
Figure 18 — Progression of satisfaction with CTM registration (2005-2015) per segment.....	20
Figure 19 — Progression of satisfaction with CTM opposition (2005-2015) per segment .....	20
Figure 20 — Progression of satisfaction with CTM cancellation (2005-2015) per segment.....	21
Figure 21 — CTM influence matrix (supporters/detractors) per proceeding .....	21
Figure 22 — Progression of satisfaction with RCD registration per segment.....	22
Figure 23 — Progression of satisfaction with RCD invalidity per segment.....	22

Figure 24 — RCD influence matrix (supporters/detractors) per proceeding .....	23
Figure 25 — Progression of satisfaction with Appeals (2008-2015) per segment.....	24
Figure 26 — Appeals influence matrix (supporters/detractors) per attribute .....	24
Figure 27 — Progression of satisfaction with Register (2005-2015) per segment .....	25
Figure 28 — Information channels (2015) .....	26
Figure 29 — Satisfaction with information (2015) .....	26
Figure 30 — Progression of relevance of OHIM’s communications content .....	27
Figure 31 — Relevance of OHIM’s communications content among users of each communication channel.....	27
Figure 32 — Reasons for contacting the Office .....	28
Figure 33 — Satisfaction with staff (2015) per segment.....	28
Figure 34 — Staff influence matrix.....	29
Figure 35 — Satisfaction with user services (2015) .....	29
Figure 36 — Satisfaction with Key User management programme (2015) .....	30
Figure 37 — Complaints .....	30
Figure 38 — Satisfaction with website (2015).....	31
Figure 39 — Filing online v paper filing.....	31
Figure 40 — Awareness of Observatory per segment.....	32
Figure 41 — Awareness of EDB per segment .....	32
Figure 42 — Awareness and recommendation of Academy (2015) .....	33
Figure 43 — Awareness of OALP (2015) .....	33
Figure 44 — Areas for improvement in processes .....	34
Figure 45 — Areas for improvement in services.....	34





For more information, please, visit [www.deloitte.es](http://www.deloitte.es)

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.com/about](http://www.deloitte.com/about) for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of more than 200,000 professionals, all committed to becoming the standard of excellence.

© 2015 Deloitte Consulting, S.L.

