

CUSTOMER SATISFACTION SURVEY

<p>FREQUENCY</p> <p>Every second year</p> <p>REFERENCE DOCUMENTS/LINKS</p> <ul style="list-style-type: none">○ Reports in the Transparency Portal○ Decision No ADM-21-24 on establishing an Integral Quality Framework at the EUIPO	<p style="text-align: center;">DESCRIPTION</p> <p>Quality control is about customer satisfaction with the EUIPO and the services it provides. Satisfaction metrics are measured for all users who had an interaction with the EUIPO in the year prior to the survey.</p> <p style="text-align: center;">METHODOLOGY</p> <p>Feedback on customers' satisfaction is sought through an online survey available in 23 languages, which is sent to all customers having had an interaction with the Office during the defined period.</p> <p>An analysis of the results is prepared and actions for improvement are defined and implemented.</p> <p style="text-align: center;">BENEFITS</p> <ul style="list-style-type: none">❖ Helps to measure the degree of user satisfaction with the services offered by the EUIPO.❖ Contributes to measuring the changes in customer satisfaction over the years.❖ Contributes to the identification of improvement measures.
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