

IMMEDIATE FEEDBACK SURVEYS (IFS)

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| <p>FREQUENCY</p> <p>Permanent</p> <p>REPORTING</p> <p>Surveys are reported in a dashboard</p> <p>REFERENCE DOCUMENTS/LINKS</p> <ul style="list-style-type: none"> ○ 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. The aim is to get a permanent measure of customer satisfaction with the tools/services.</p> <p style="text-align: center;">METHODOLOGY</p> <p>Customer satisfaction is asked through:</p> <ul style="list-style-type: none"> ○ a web survey for online e-filing tools in 23 languages; ○ a web survey for written queries in 5 languages; ○ a phone survey for complaints in 5 languages. <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"> ❖ Contributes to the regular measurement of satisfaction and its evolution. ❖ Contributes to the identification of areas for improvement. |
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