

CUSTOMER FEEDBACK

	DESCRIPTION
FREQUENCY	
Permanent	
DEPARTMENTS INVOLVED	
<ul style="list-style-type: none"> Customer Department (lead department) All the Office's departments 	
REPORTING	METHODOLOGY
Feedback is provided internal reports and in a dedicated dashboard	Customer feedback is gathered through: <ul style="list-style-type: none"> immediate feedback surveys on tools and services; satisfaction surveys; customer panels; management calls; spontaneous feedback (e.g. via social media); event surveys; ad hoc surveys, etc.
REFERENCE DOCUMENTS/LINKS	The feedback gathered is centralised, reviewed and consolidated in categories. Once reviewed, it is forwarded to the subject matter experts who will propose actions to be taken (if needed). All actions proposed by the experts are centralised and sent for prioritisation to the departments. Customers are contacted directly if the feedback received requires immediate action.
<ul style="list-style-type: none"> Decision No ADM-21-24 on establishing an Integral Quality Framework at the EUIPO 	BENEFITS
	The customer feedback process enables the Office to: <ul style="list-style-type: none"> ❖ Regularly measure customer satisfaction levels. ❖ Identify areas for improvement. ❖ Integrate customer feedback into new solutions adapted to their needs.