



QUALITY ENABLER

## **CUSTOMER FEEDBACK**

## **FREQUENCY**

#### Permanent

# DEPARTMENTS INVOLVED

- CustomerDepartment(lead department)
- All the Office's departments

## REPORTING

Feedback is provided internal reports and in a dedicated dashboard

## REFERENCE DOCUMENTS/LINKS

 Decision No ADM-21-24 on establishing an Integral Quality Framework at the EUIPO

#### DESCRIPTION

Customer satisfaction is one of the Office's top priorities. It drives the Office's continual efforts and investments towards better products and services. To monitor the level of customer satisfaction and the degree to which their needs and expectations have been fulfilled, the Office has established a process to gather and analyse customer feedback.

### **METHODOLOGY**

Customer feedback is gathered through:

- o immediate feedback surveys on tools and services;
- satisfaction surveys;
- o customer panels;
- management calls;
- o spontaneous feedback (e.g. via social media);
- event surveys;
- ad hoc surveys, etc.

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.

#### **BENEFITS**

The customer feedback process enables the Office to:

- Regularly measure customer satisfaction levels.
- Identify areas for improvement.
- Integrate customer feedback into new solutions adapted to their needs.