

## KEY PERFORMANCE INDICATORS

FREQUENCY	DESCRIPTION
Monthly Quarterly Yearly Biannual Biennial (Depends on the indicator)	<p>A key performance indicator (<b>KPI</b>) is a measurable value that evaluates how effectively a company is pursuing its objectives.</p> <p>The Office uses KPIs to monitor how well it is reaching its targets through the <b>Balanced Scorecard</b> (BSC) and compliance through the <b>Customer Service Charter</b> (CSC).</p> <p>The <b>BSC</b> contains a comprehensive set of indicators to help monitor the progress towards achieving the Office's Strategic Plan. It is composed of strategic key impact indicators (SKIIIs) and KPIs. SKIIIs are focused on office-wide activities and the Office's overall performance, while the KPIs cover processes across the Office's departments and strategic projects.</p>
DEPARTMENTS INVOLVED  All the Office's departments	<p>The <b>CSC</b> contains a set of KPIs to inform the Office's customers on expected standards on the delivery of products, quality and accessibility. The Office's compliance<sup>(1)</sup> levels for its deliverable services are defined in the annual Work Programme.</p>
REPORTING  <ul style="list-style-type: none"> <li>o <a href="#">Work Programme</a></li> <li>o <a href="#">Annual Report appendix</a></li> <li>o <a href="#">CSC dashboard</a></li> </ul>	METHODOLOGY  <p>The workflow to define and report a KPI can be classified in two phases:</p> <ul style="list-style-type: none"> <li>- <b>Planning:</b> Revision of SKIIIs (BSC) and KPIs (CSC), definition of new ones and setting of targets/forecasts. This phase is formalised in an annex of the yearly Work Programme.</li> <li>- <b>Reporting:</b> Performance data from all departments and from operational systems is validated by the departments' directors and approved by the Executive Director. Results of the reporting exercise are published in the Office's progress reports and annual report.</li> </ul>
REFERENCE DOCUMENTS/LINKS  <ul style="list-style-type: none"> <li>o <a href="#">Decision No ADM-21-24 on establishing an Integral Quality Framework at the EUIPO</a></li> </ul>	<p>KPIs are monitored, assessed, and reviewed monthly and made public quarterly (CSC) and yearly (BSC).</p> <p>BENEFITS</p> <ul style="list-style-type: none"> <li>❖ KPIs provide an objective and analytical basis for decision-making to support the identification of improvement actions to ensure that the Office achieves its Strategic Plan and objectives.</li> <li>❖ KPIs help to quickly understand complex procedures and to assess the effectiveness of the improvement actions undertaken.</li> <li>❖ KPIs help to measure the implementation of goals in an objective way.</li> </ul>

<sup>(1)</sup> Example: 2022 compliance levels for EUTMs Fast Track Registration is from 4 to 5 months.