

2022 Customer satisfaction survey



EUIPO CSS 2022 – Final Report

All Users



Presented by:
Flemming B. Bröcher, M.Sc. (Econ)



Outline / Methodology

- Computer assisted web interviews (CAWI / “online survey”)

- Questionnaire languages:

2022: all 23 EU languages

- Sample size:

2022: 24.575 invitations

Invitations were sent out to customers, who had interacted with EUIPO's services during the year.

- Interviews:

2022: 2.428 completed interviews (response rate of 10%)

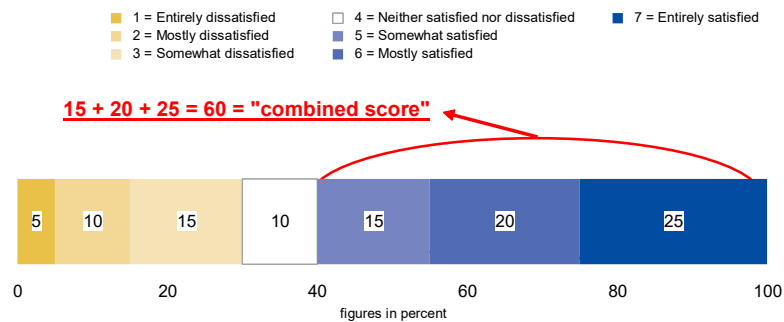
- Fieldwork period:

2022: February 23th – March 15^h 2022

Explanation “Combined Score” / “Share-of-Voice” / Labels

- The value “combined score” is shown for all satisfaction questions of this presentation.
- “Combined score” is computed as follows: (dummy values):

Explanation "Combined Score"



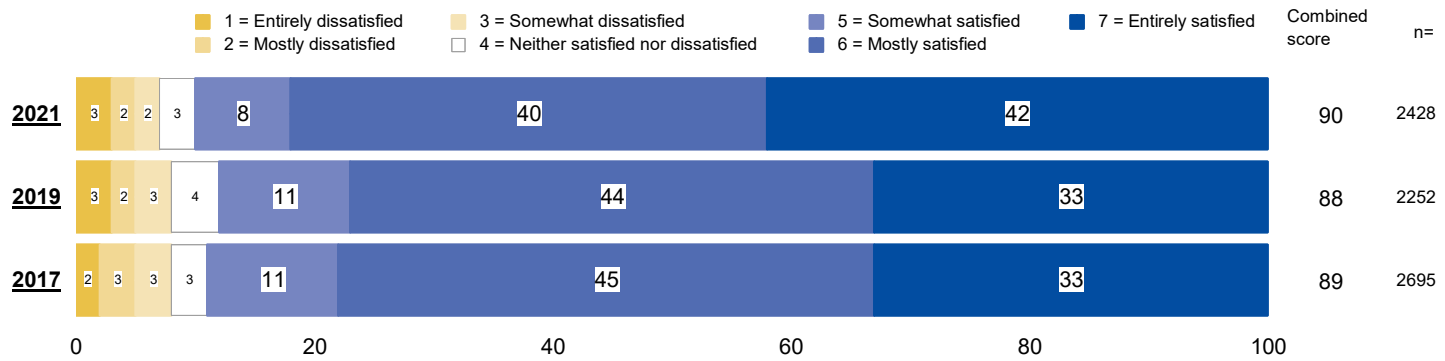
- “Share of voice” means that only interviewees with an opinion are included in the calculation. “Don't use” and / or “don't know” answers are eliminated, only interviewees, who gave an evaluation are looked at.
- Interviews collected in 2018 are labelled “2017” and interviews collected in 2020 labelled “2019” in this presentation and interviews collected in 2022 are labelled “2021”
- The number of respondents behind the percent values is indicated by “n=“.

Content

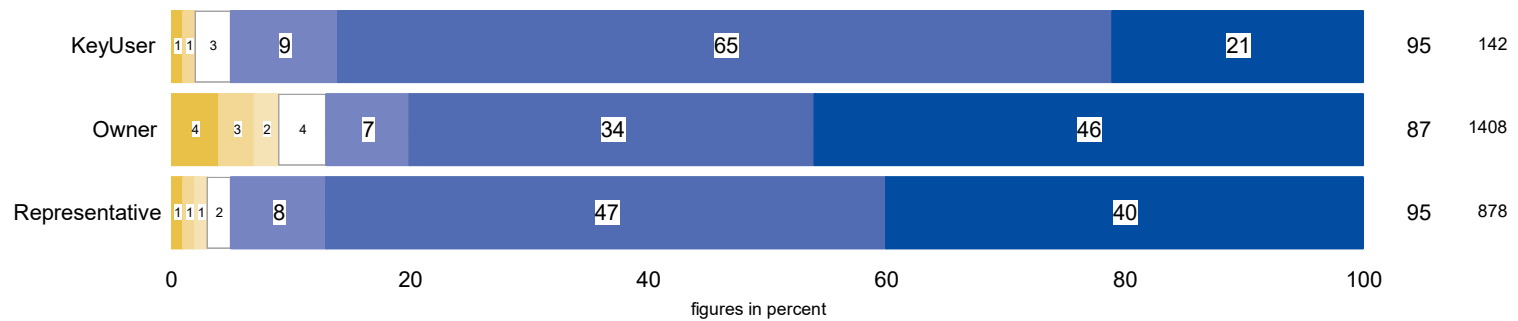
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- **Interaction with Users** (Information Centre; Technical Support; Examiners; KeyUsers)
- **Legal Practice** (guidelines)
- **EUTM**
- **RCD**
- **Appeals**
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- **Summary**

Overall Satisfaction (Share-of-voice) - Comparison over Time

Overall, how satisfied are you with the services provided by the EUIPO in <year>?

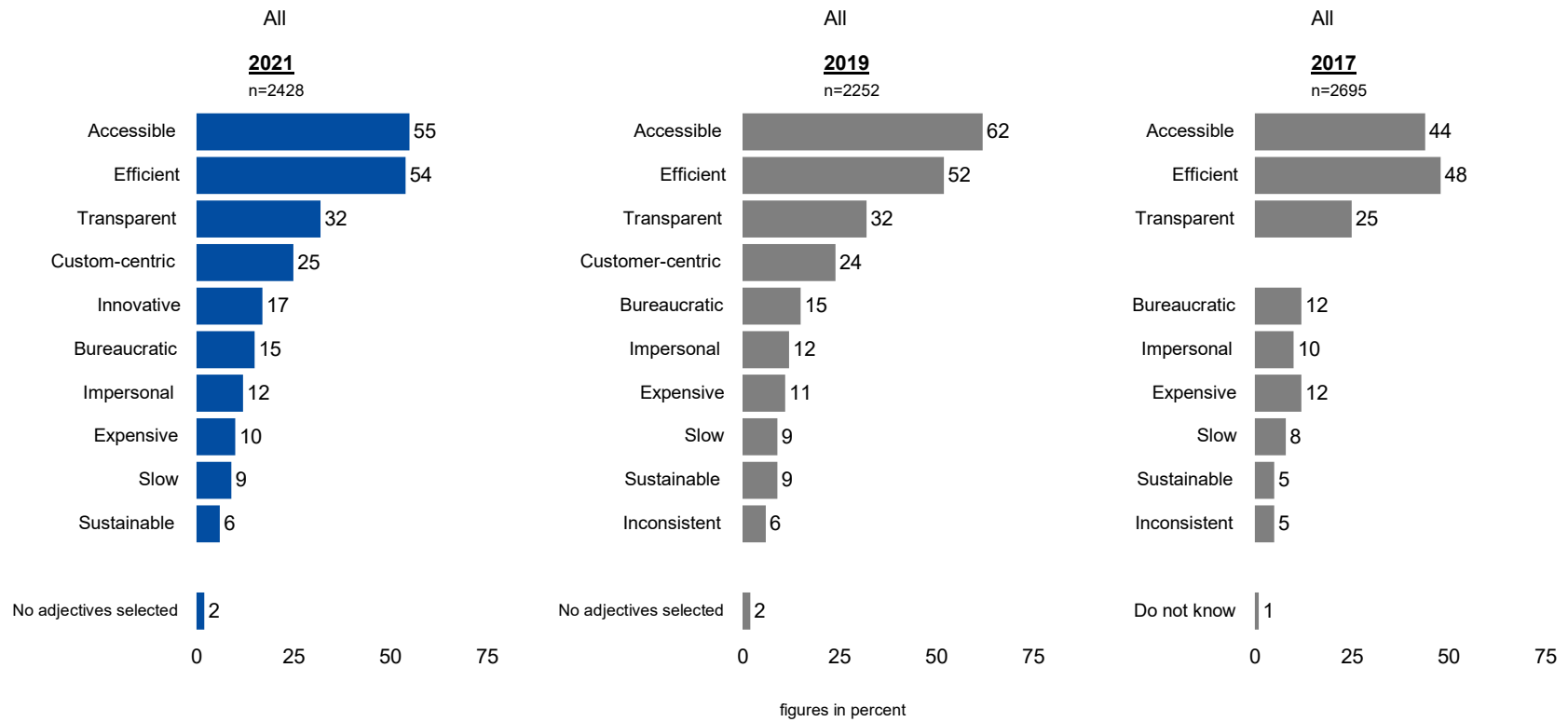


2021 according to segment



Adjectives Describing the EUIPO

Which adjectives, if any, describe the EUIPO best (select from no adjectives up to three adjectives)? *

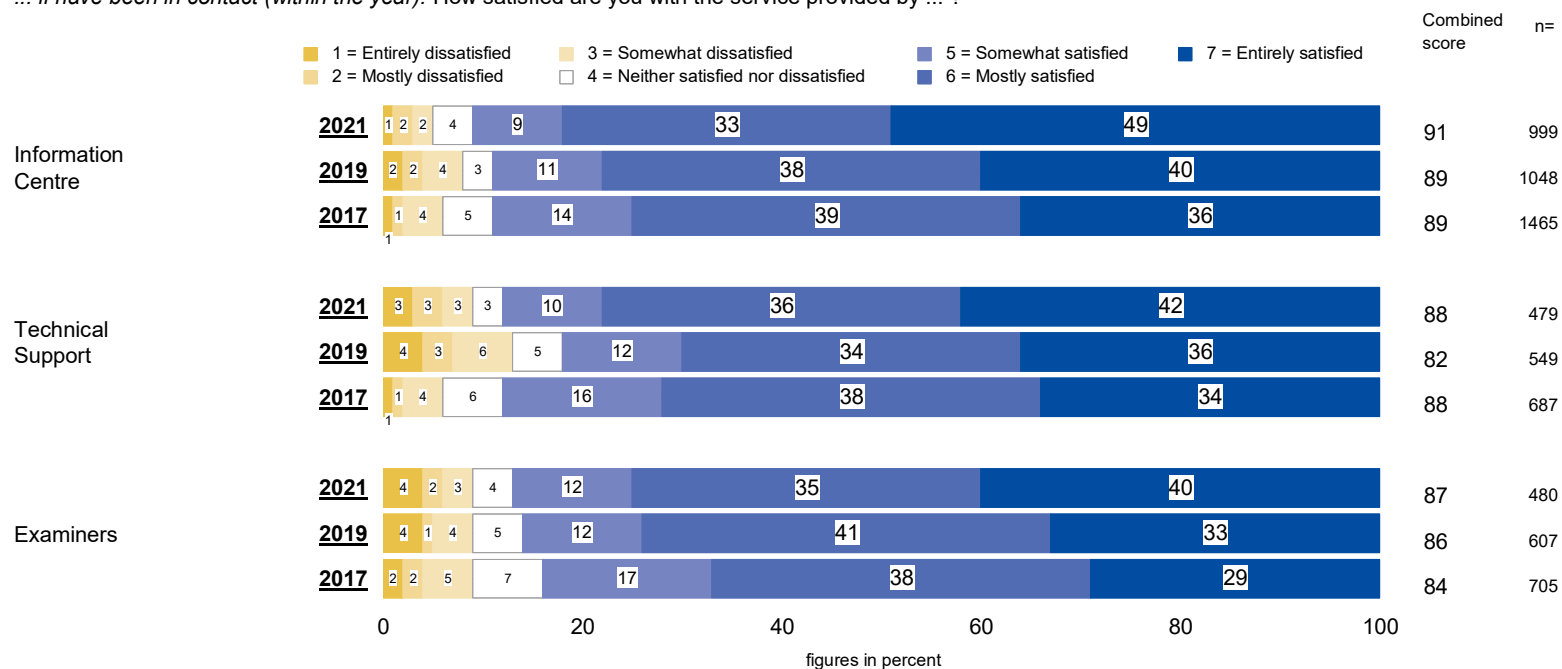


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Satisfaction with Service provided by / received from the EUIPO Teams (Share-of-voice) - Comparison over Time

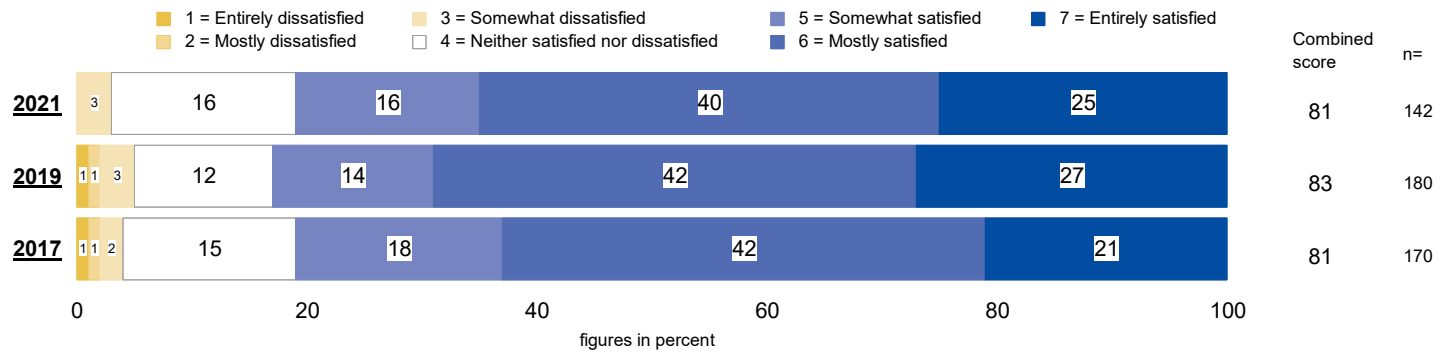
... if have been in contact (within the year): How satisfied are you with the service provided by ... ?



Satisfaction with the KeyUser Programme (Share-of-Voice)

... if KeyUser

How satisfied are you with the Key User Programme?



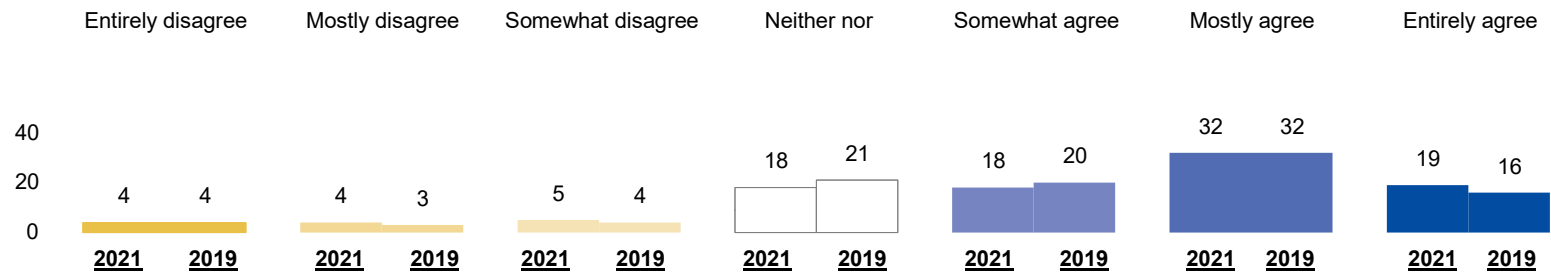
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EUIPO's Guidelines: Awareness

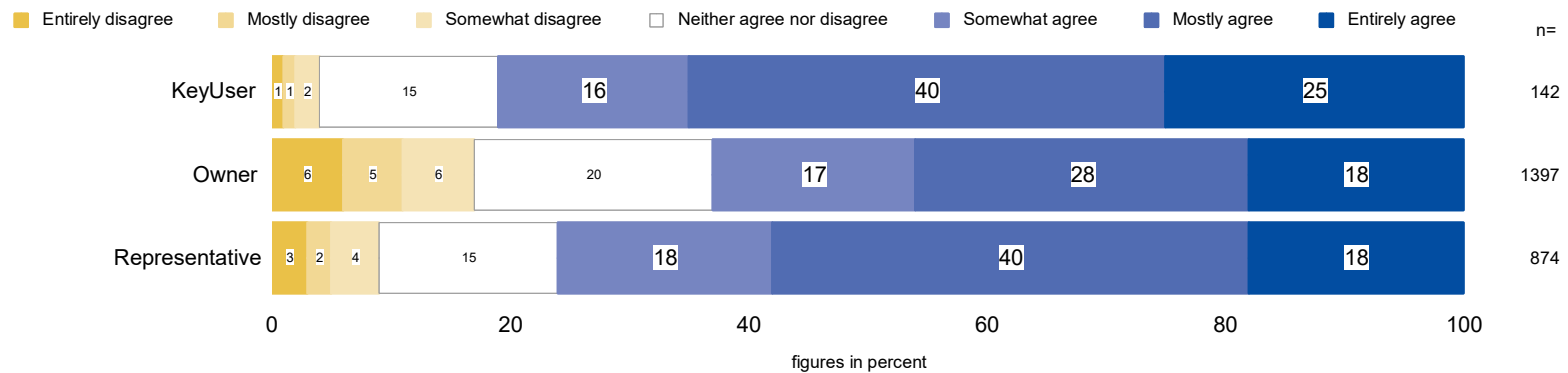
To what extent do you agree with the following statements about the Office's Guidelines?

"I am aware of the Guidelines"?



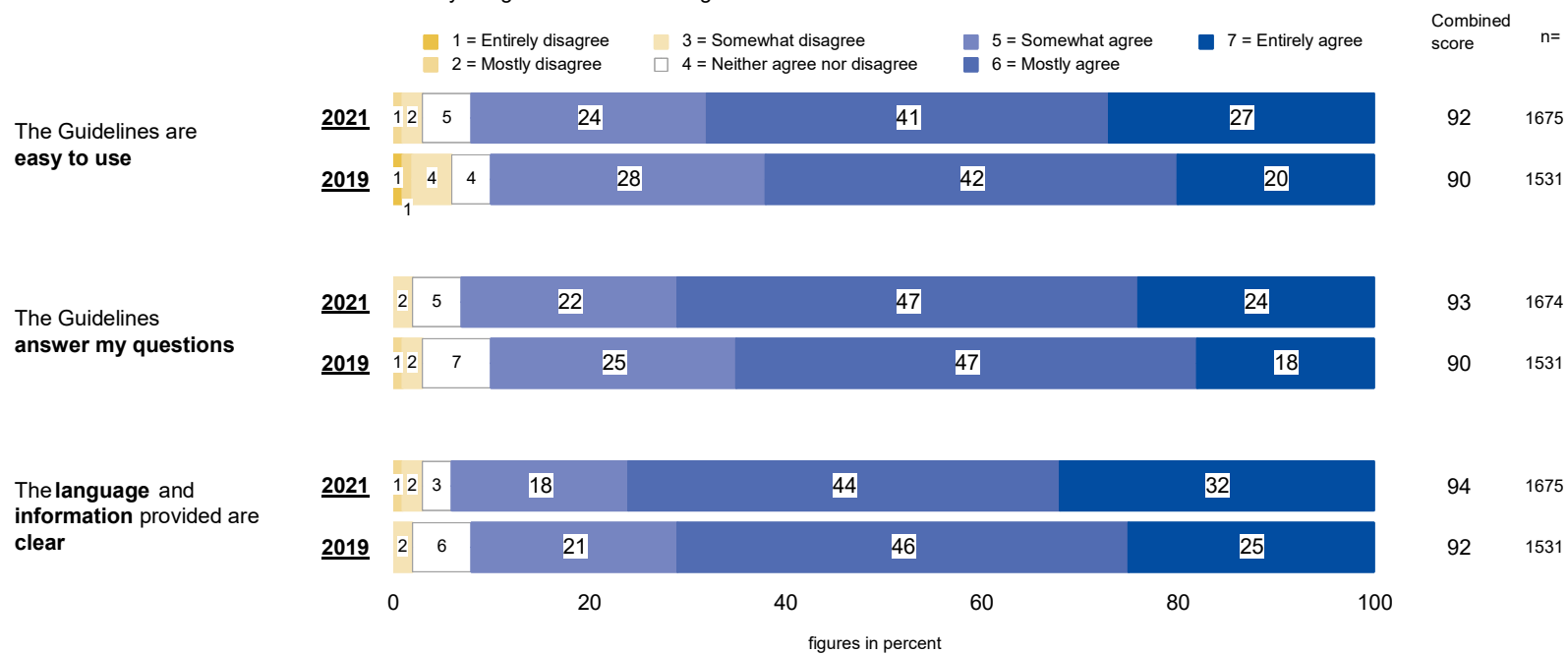
2021 n= 2413 2019 n=2252

2021 according to segment



Perception Guidelines

... if aware of Guidelines: To what extent do you agree with the following statements about the Office's Guidelines?!



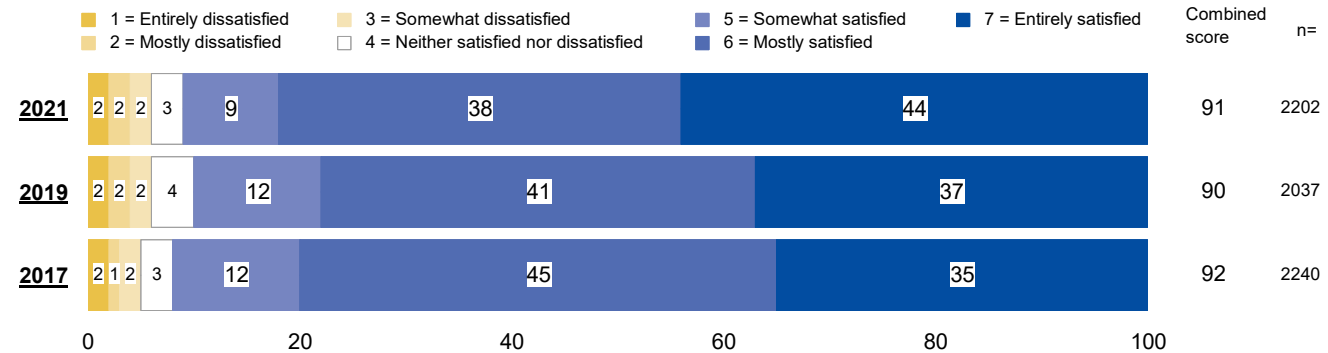
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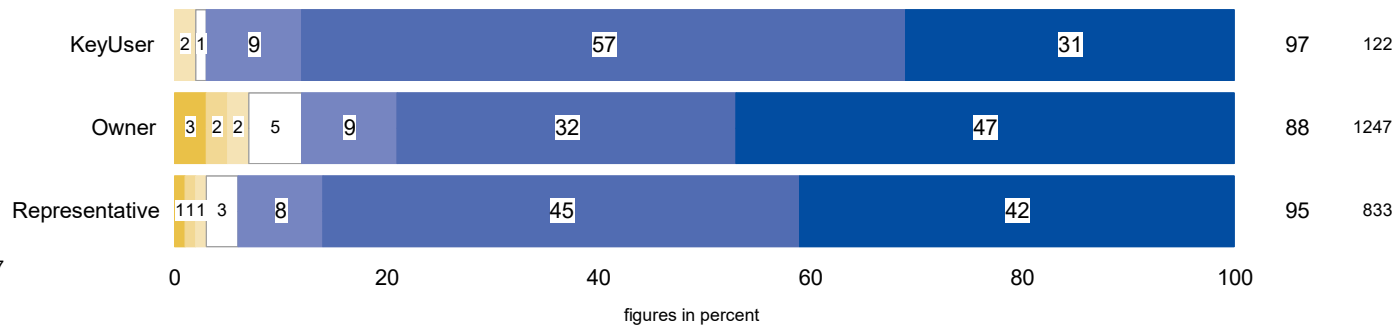
Satisfaction with EUTM - Overall (Share-of-Voice) - Comparison over Time

... if EUTM user

Overall, how satisfied are you with the service provided by the EUIPO in <YEAR> in relation to EUTMs? *



2021 according to segment

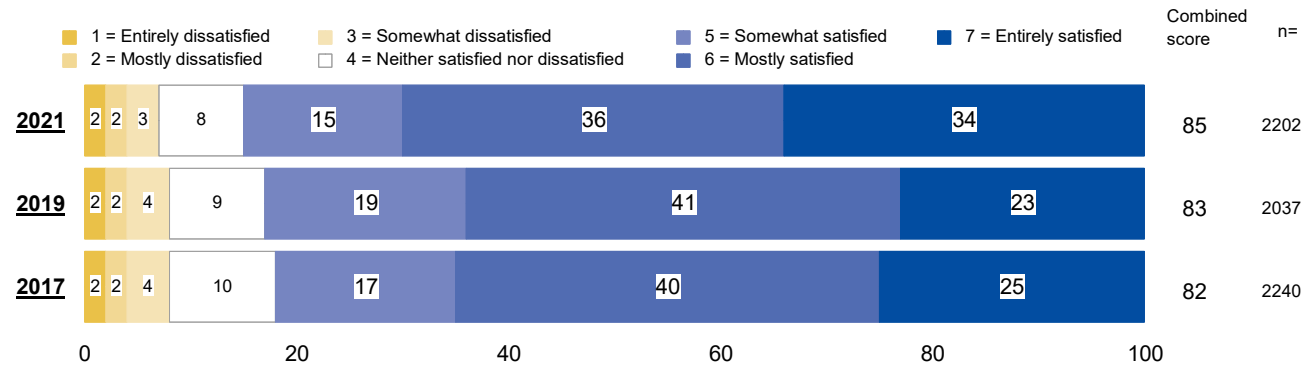


* different wording in 2017

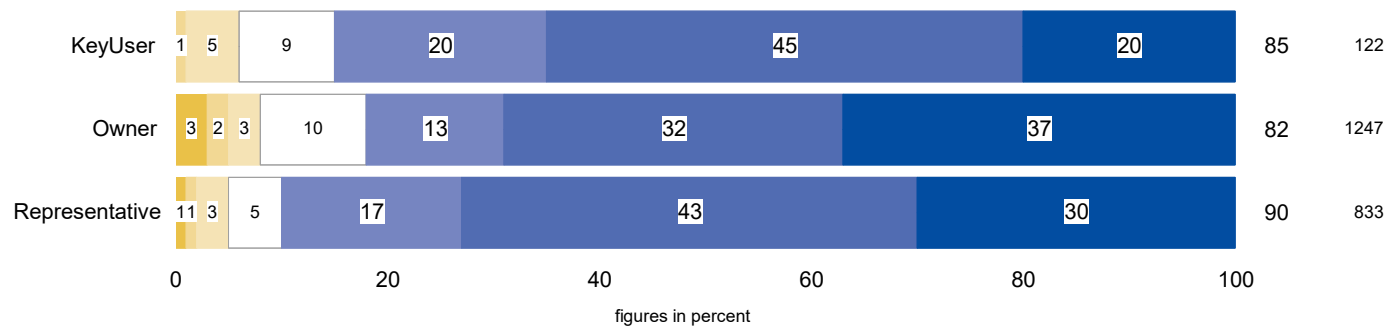
figures in percent

Satisfaction with EUTM - Examination of Classification of Goods and Services (Share-of-Voice) - Comparison over Time

... if EUTM user How satisfied are you with the examination of the classification of goods and services related to your trade mark application(s) in <YEAR>? *

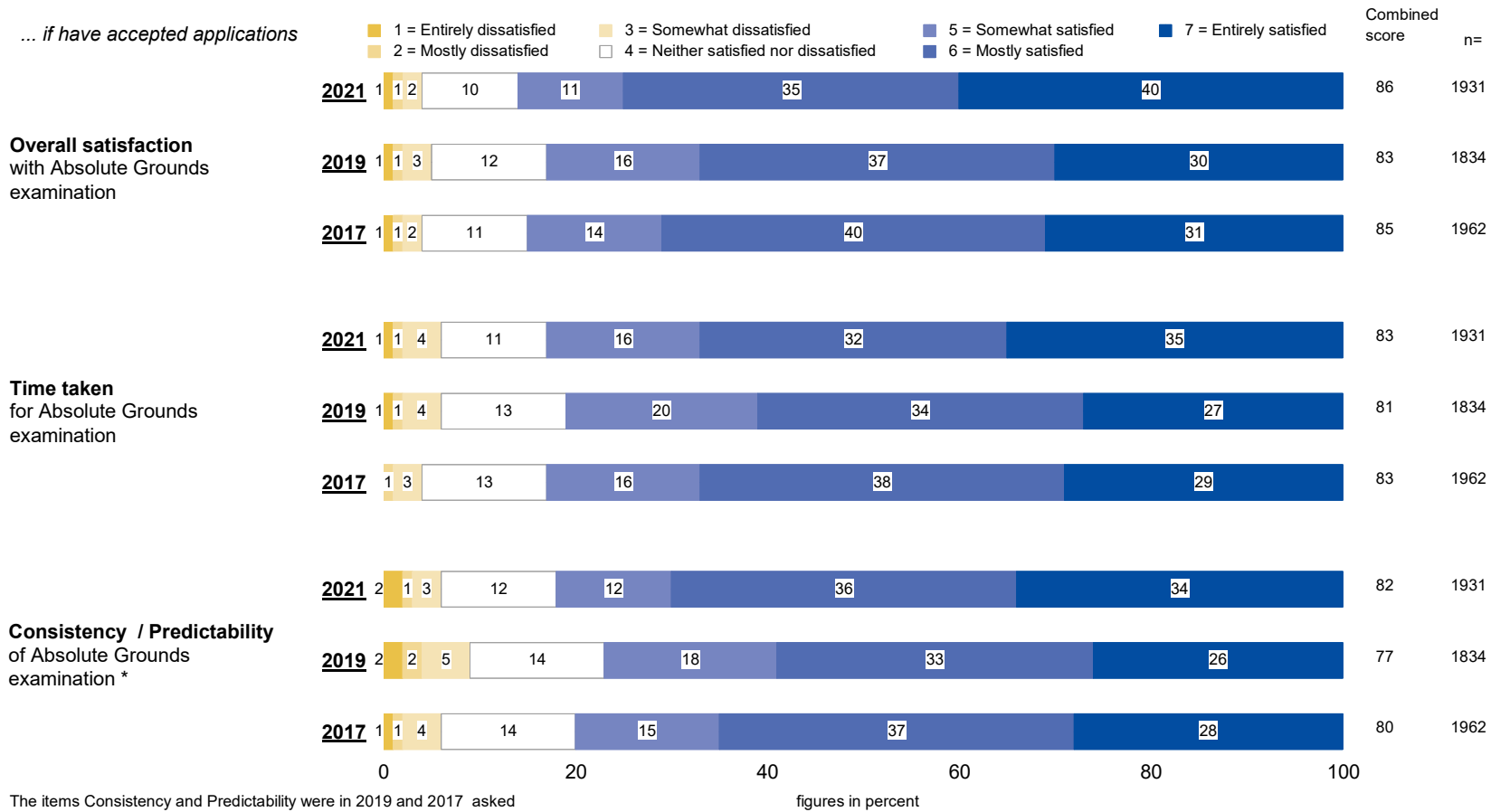


2021 according to segment



* different wording in 2017

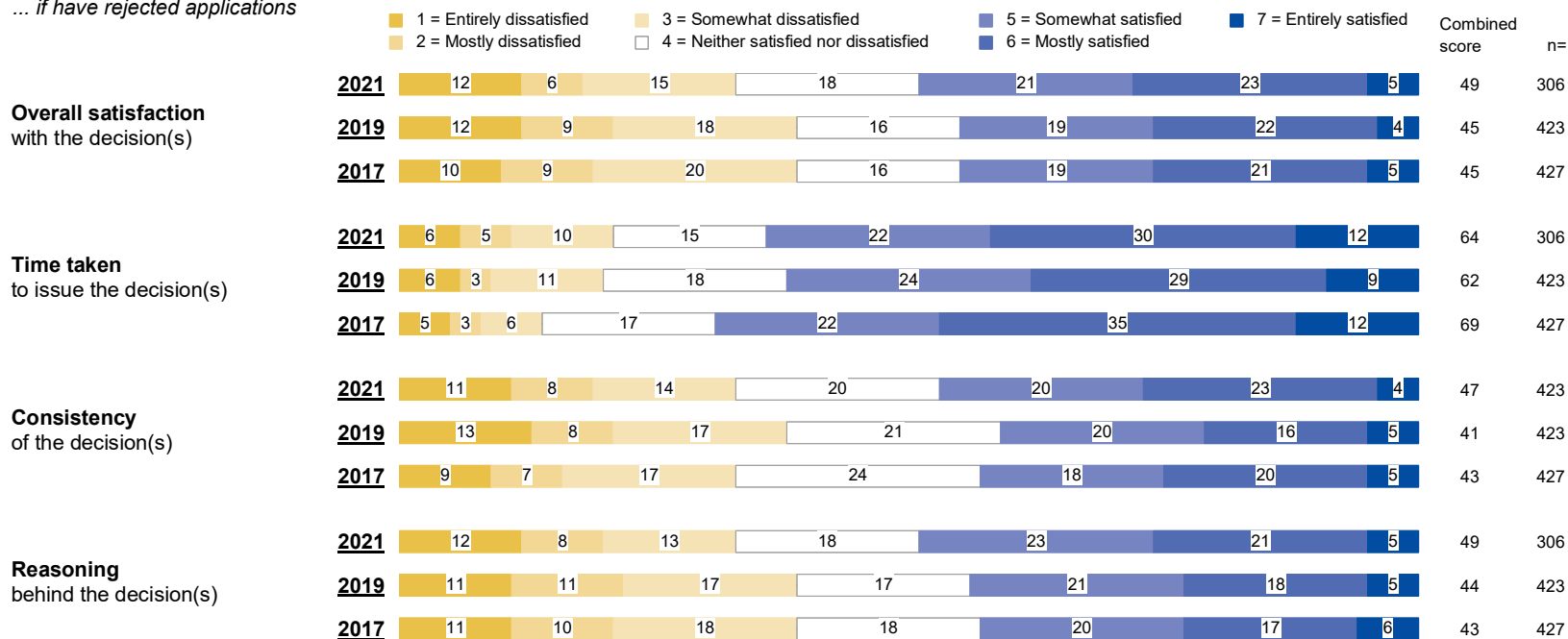
Satisfaction with EUTM - Aspects of the Absolute Grounds Examination (Share-of-Voice) - Comparison over Time



The items Consistency and Predictability were in 2019 and 2017 asked separately. The 2019 and 2017 values shown here are averages.

Satisfaction with EUTM - Aspects of Absolute Grounds Decisions (Share-of-Voice) - Comparison over Time

... if have rejected applications

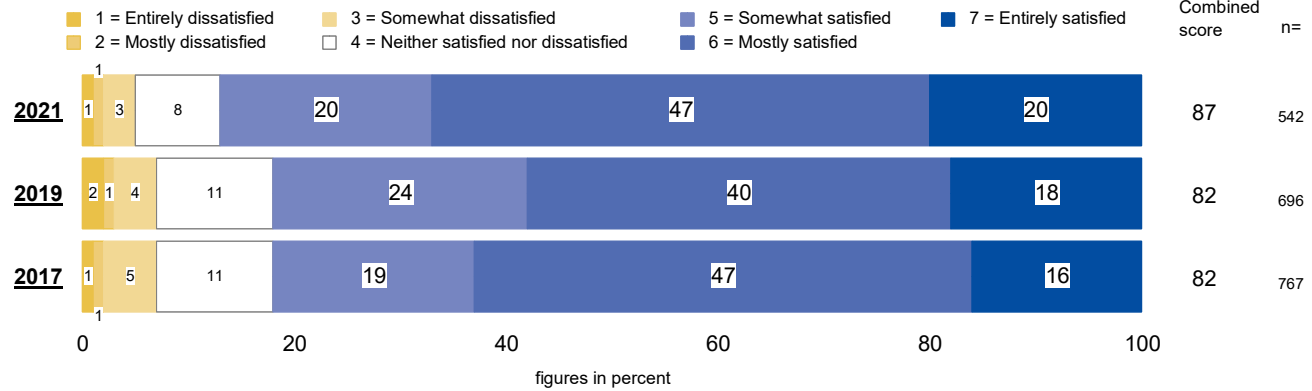


figures in percent

Satisfaction with EUTM - Oppositions Proceedings (Share-of-Voice) - Comparison over Time

... if have been involved in opposition

Overall satisfaction with oppositions

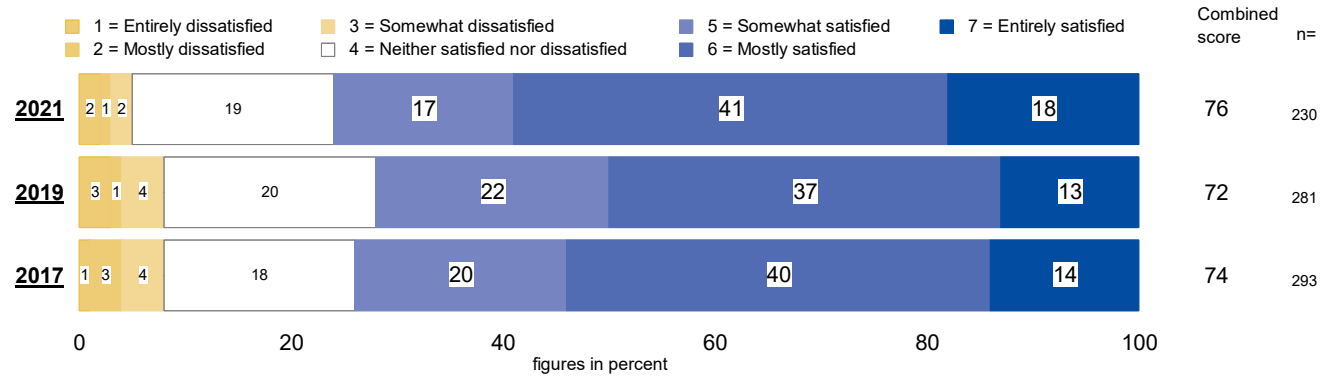


Satisfaction with EUTM - Cancellations Proceeding (Share-of-Voice) - Comparison over Time

... if have been involved in cancellations

How satisfied are you with the cancellations that you have been involved in during <YEAR>?

Overall satisfaction with cancellations

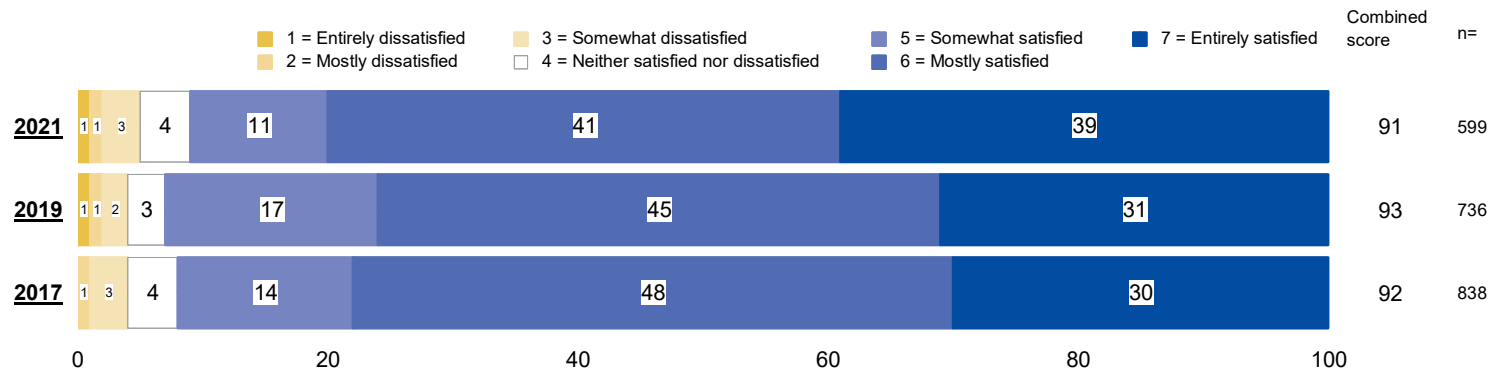


Content

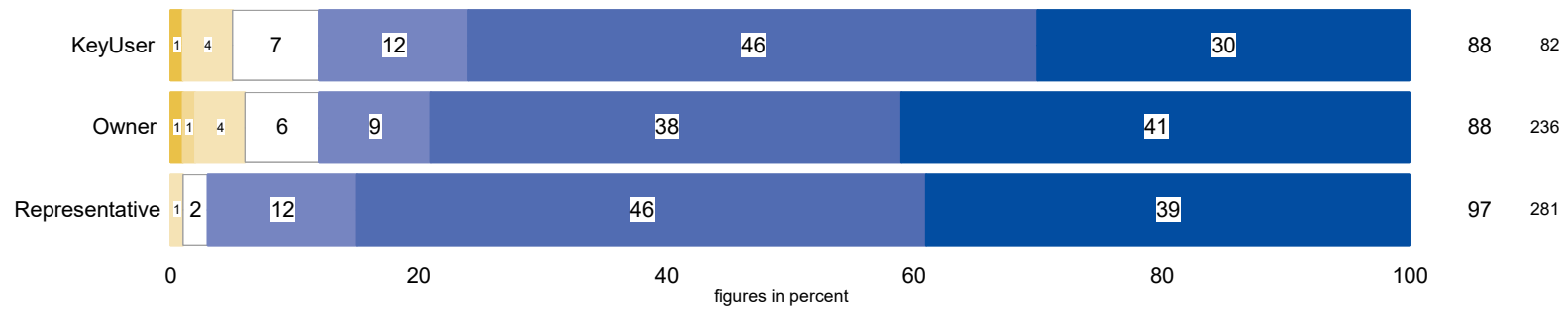
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Satisfaction with RCD - Overall (Share-of-Voice) - Comparison over Time

... if used service: How satisfied are you with the following aspects for RCD applications in <YEAR>? Overall satisfaction with the service provided.

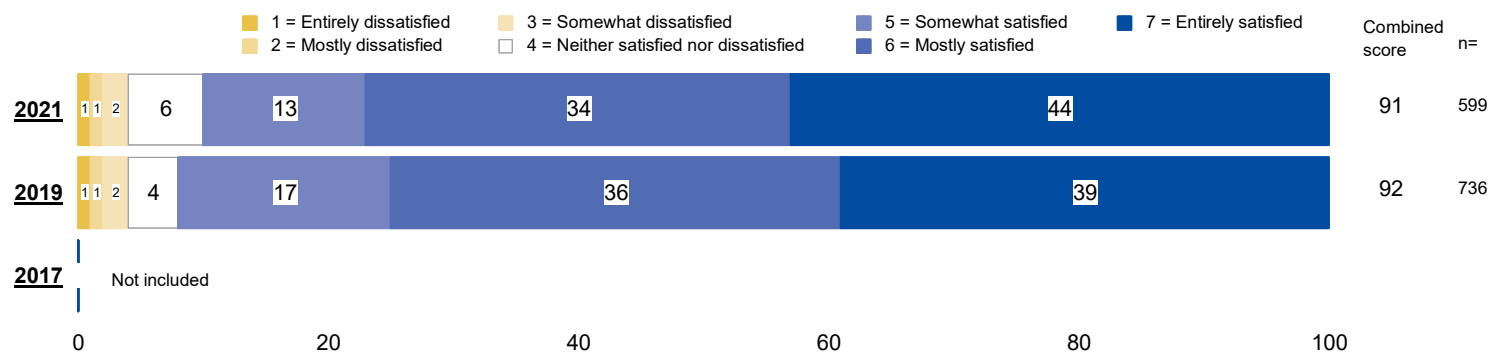


2021 according to segment

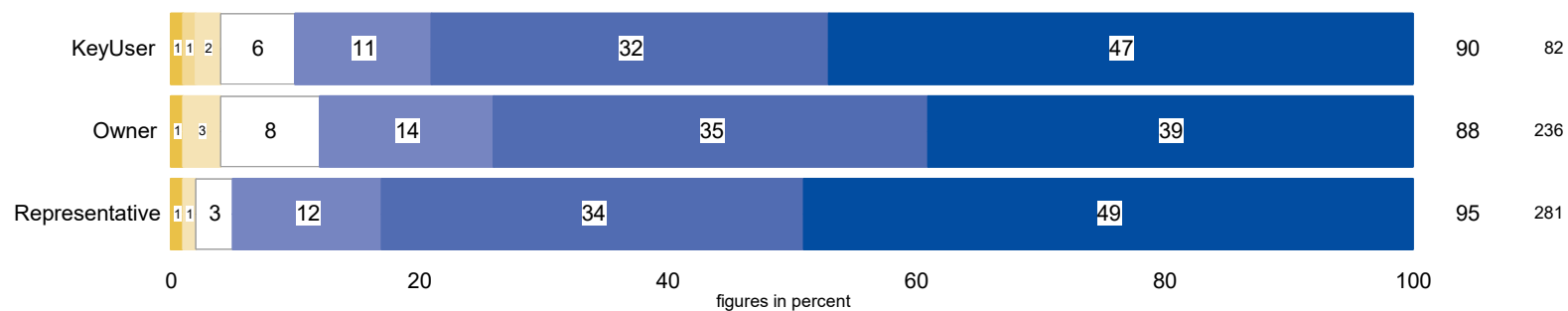


Satisfaction with RCD - Time taken for the examination (Share-of-Voice) - Comparison over Time

... if used service: How satisfied are you with the following aspects for RCD applications in <YEAR>? Time taken for the examination.

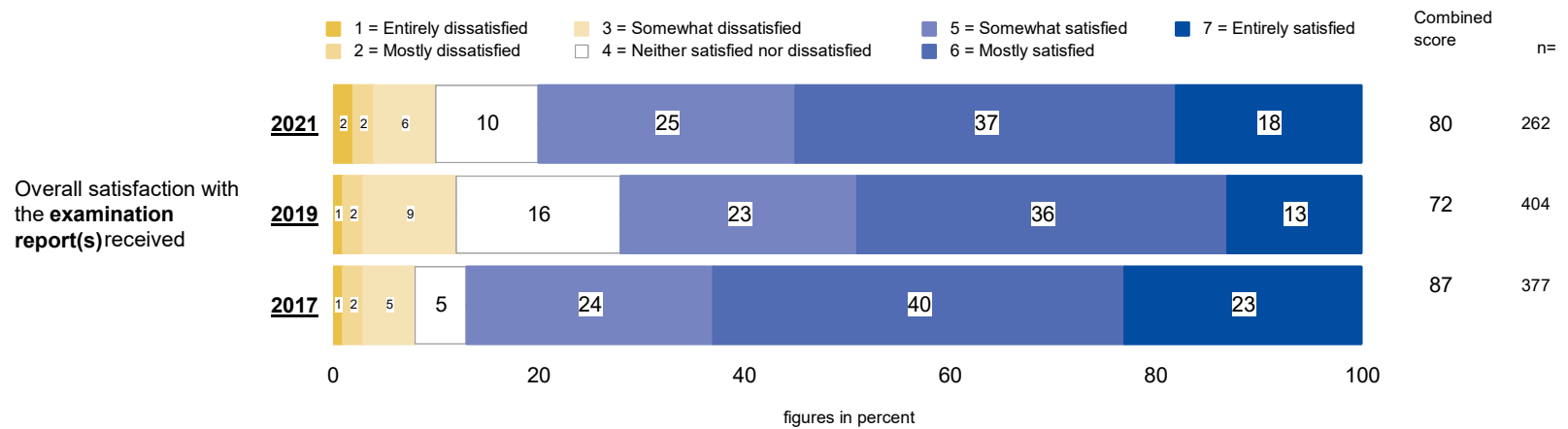


2021 according to segment



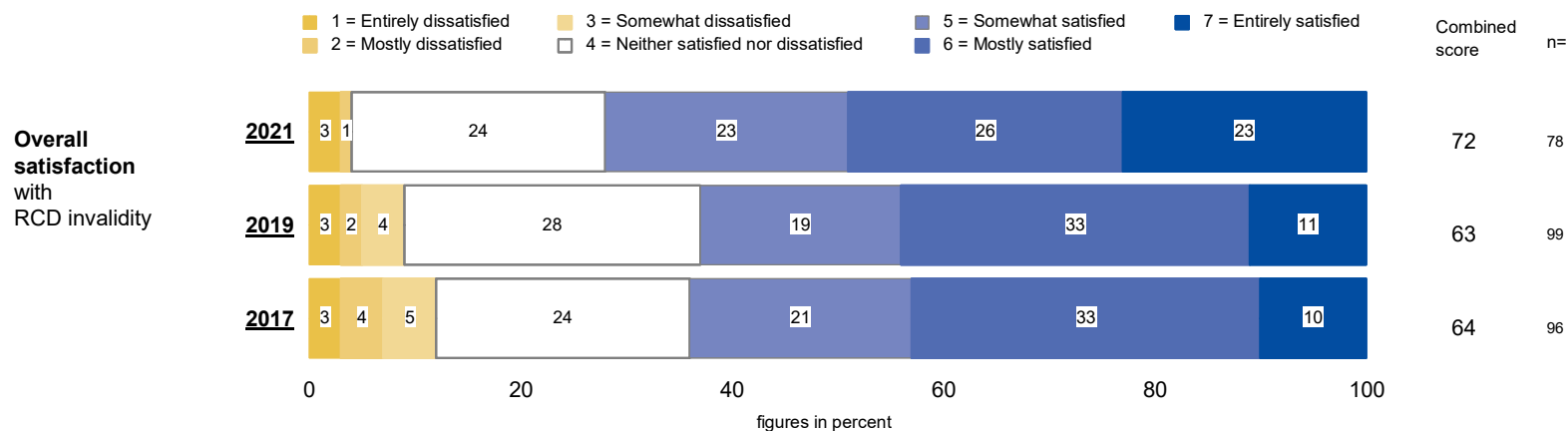
Satisfaction with RCD - Examination Report(s) Received (Deficiency Notification) (Share-of-Voice)

... if received report(s): How satisfied are you with the examination report(s) you received in .. <YEAR>?



Satisfaction with RCD - Declaration of Invalidity (Share-of-Voice) - Comparison over Time

... if used service: How satisfied are you with the application(s) for a declaration of invalidity of an RCD that you were involved in during .. <YEAR>?

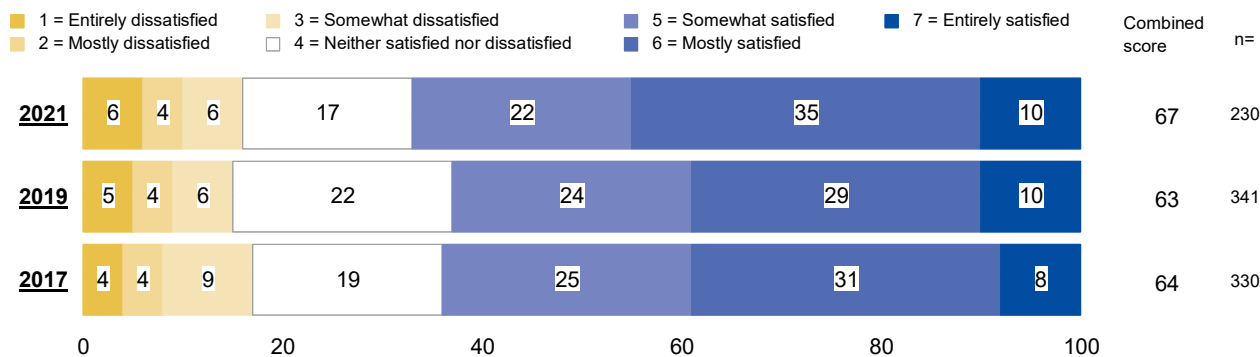


Content

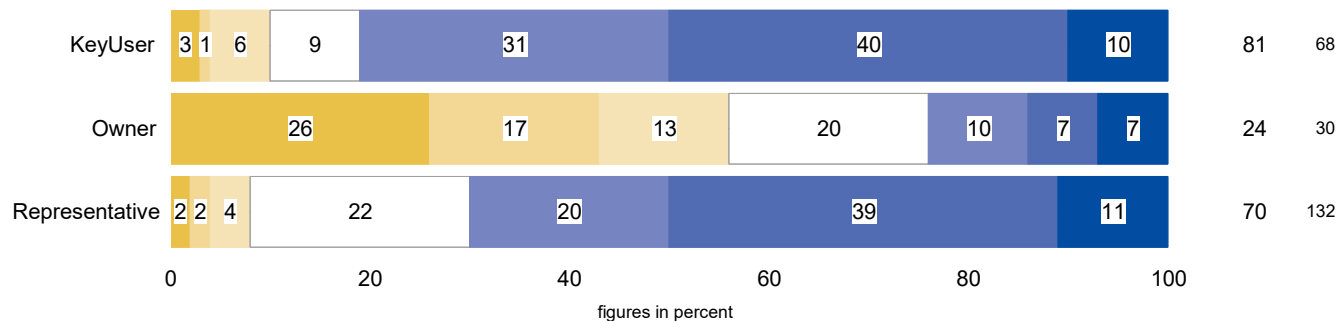
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Satisfaction with Appeals (Share-of-Voice) - Comparison over Time

... if used service You mentioned you appealed against a decision of the Office in ... <YEAR>. Overall, how satisfied are you with the service received from the Office's Boards of Appeal? *



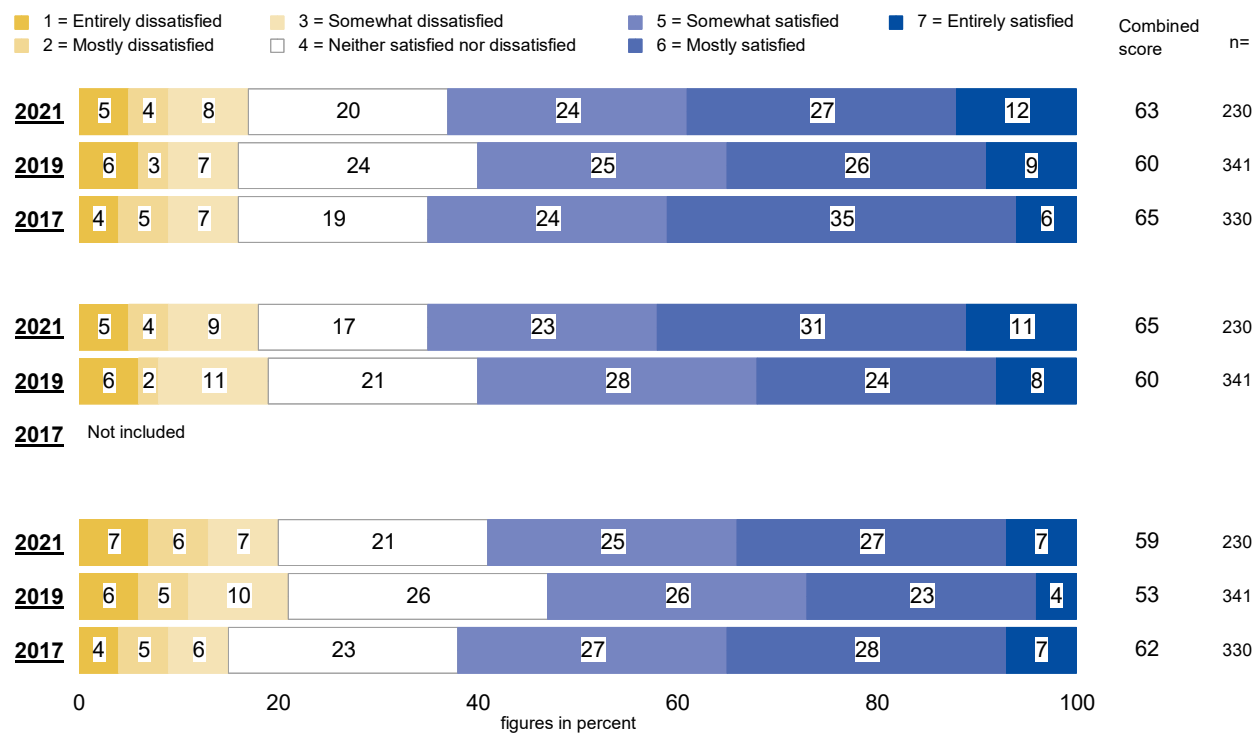
2021 according to segment



* Slightly different wording in 2017

Satisfaction with Appeals - Decision(s) (Share-of-Voice)

... if used service How satisfied are you with the Board of Appeal decision(s)?



* Slightly different wording in 2017

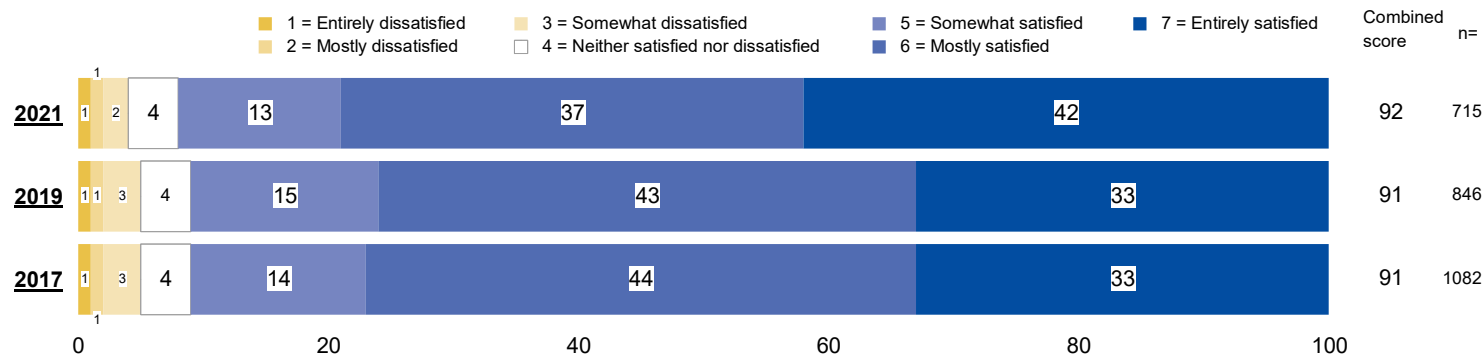
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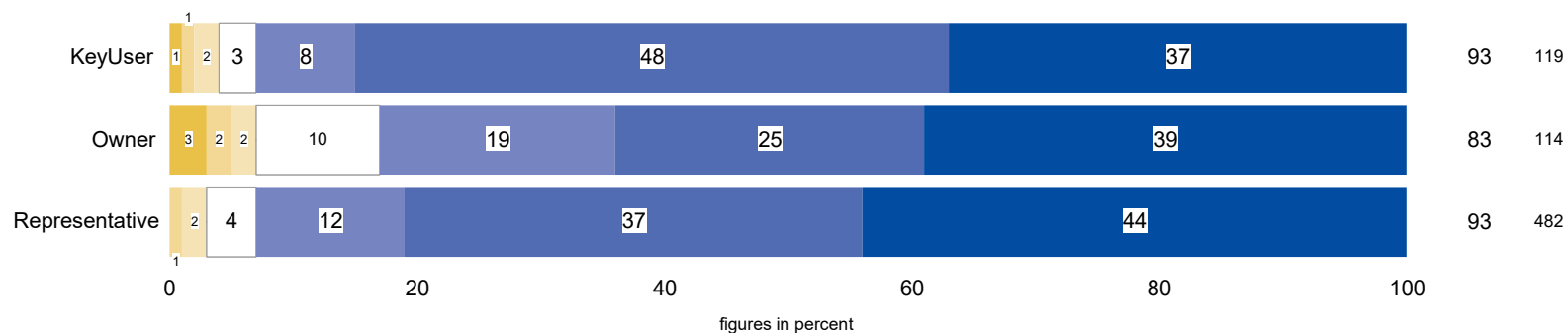
Satisfaction with the Register - Overall (Share-of-Voice)

... if used service

How satisfied are you with the Register (renewal of an EUTM or RCD; transfer of an EUTM or RCD; changes to owner/representative data of a registered EUTM or RCD; certified copies of application or other entries in the Register)?



2021 according to segment



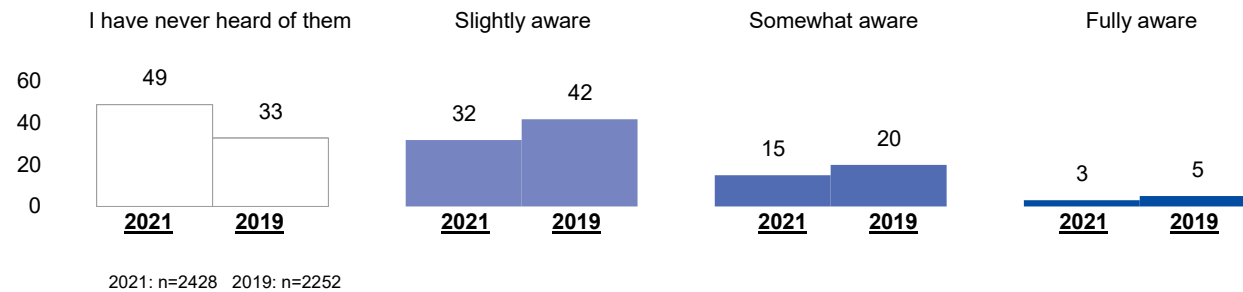
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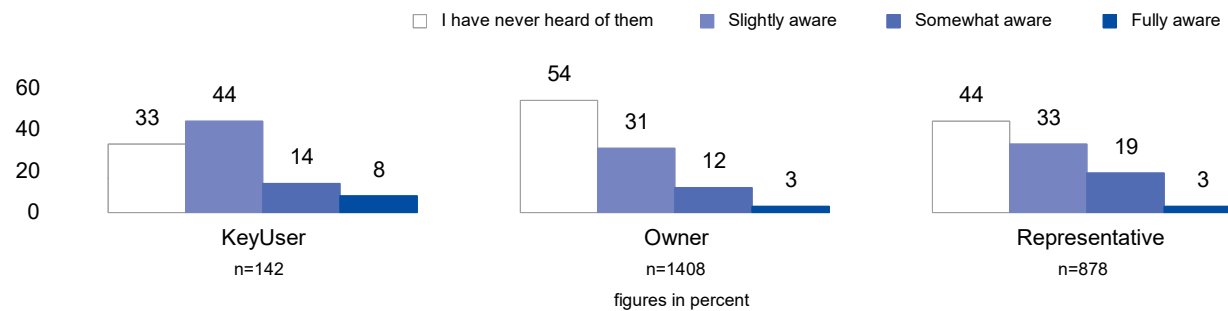
Awareness Outcomes of the Different European Cooperation Project (ECP)

The Office develops different cooperation projects with members of the European IP Network (EUIPN) enabling the establishment of common tools and practices to enhance the protection of users within the EU.

To what extent are you aware of the outcomes of the different European cooperation projects (ECP)?

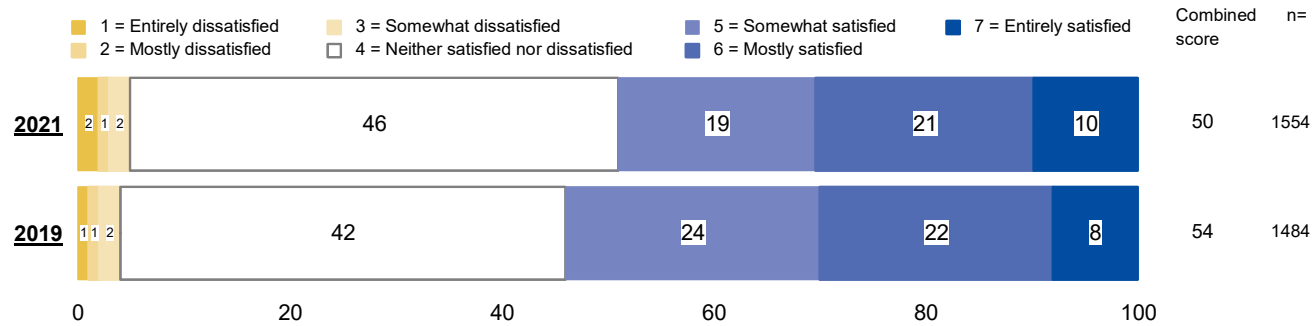


2021 according to segment

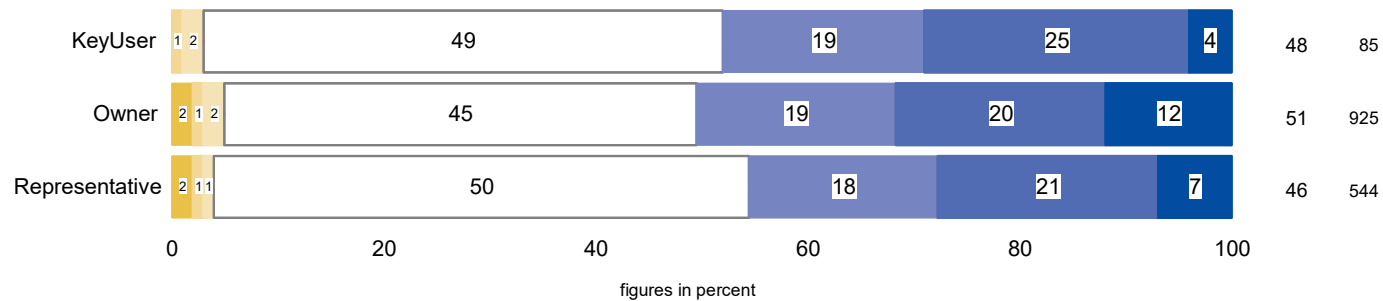


Satisfaction with Tools and Practices Adopted as a Result of the ECPs (Share-of-Voice)

How satisfied are you with the tools and practices adopted as a result of the ECPs?



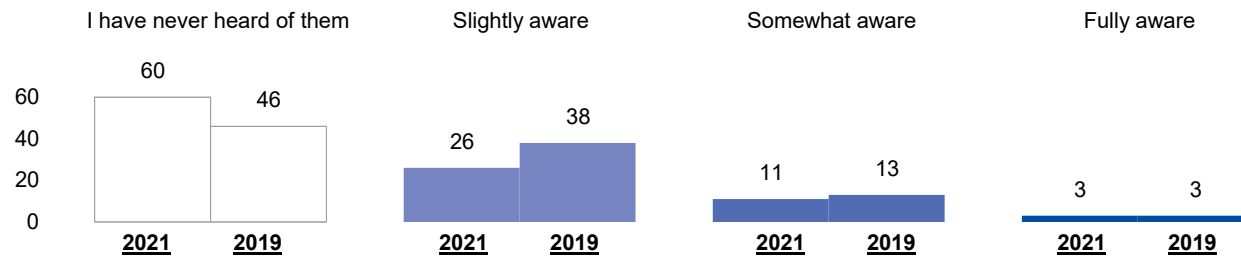
2021 according to segment



Awareness Outcomes of the Different Projects as Part of Int. Cooperation Strategy

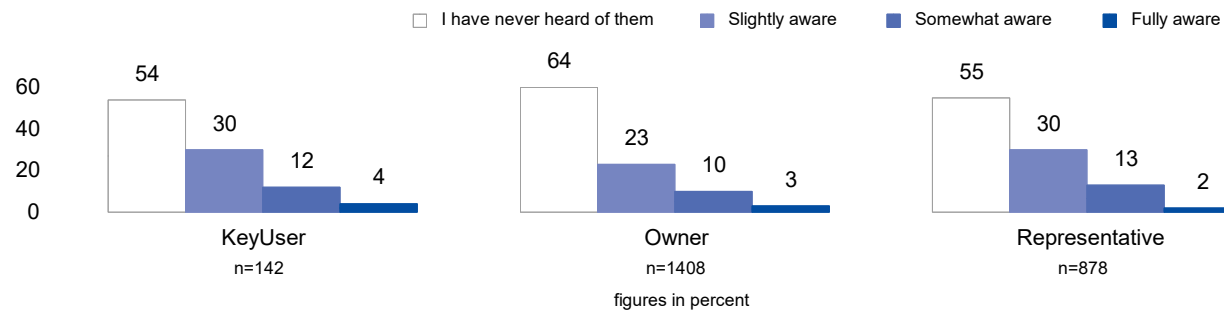
The Office develops different cooperation projects with non-EU IP offices with the aim to extend tools and practices adopted within the EUIPN in order to facilitate users' experiences in third countries.

To what extent are you aware of the outcomes of the different projects undertaken as part of the international cooperation strategy adopted within the Office's SP2020?



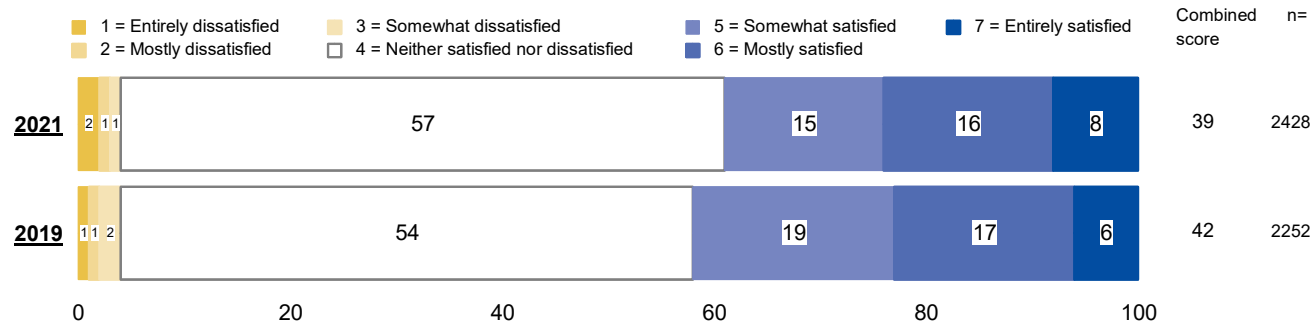
2021: n=2428 2019: n=2252

2021 according to segment

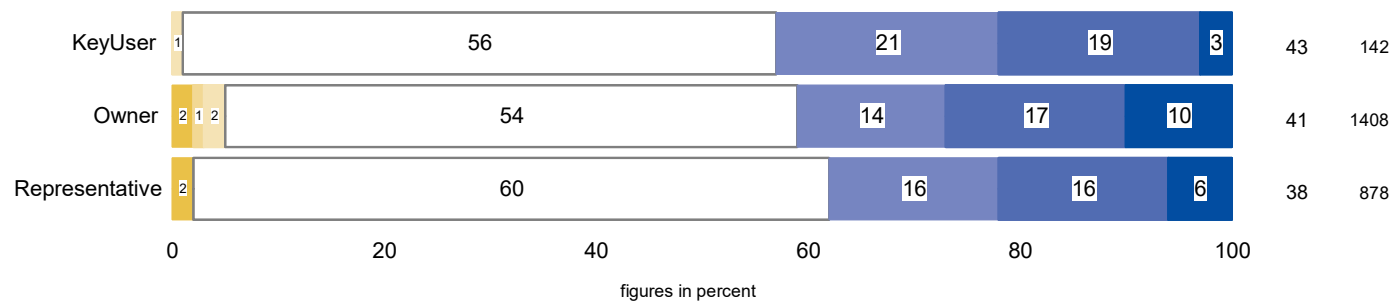


Satisfaction with Tools and Practices as a Result of International Cooperation (Share-of-Voice)

How satisfied are you with the tools and practices extended beyond the EU as a result of the international cooperation strategy adopted within the SP2020?



2021 according to segment

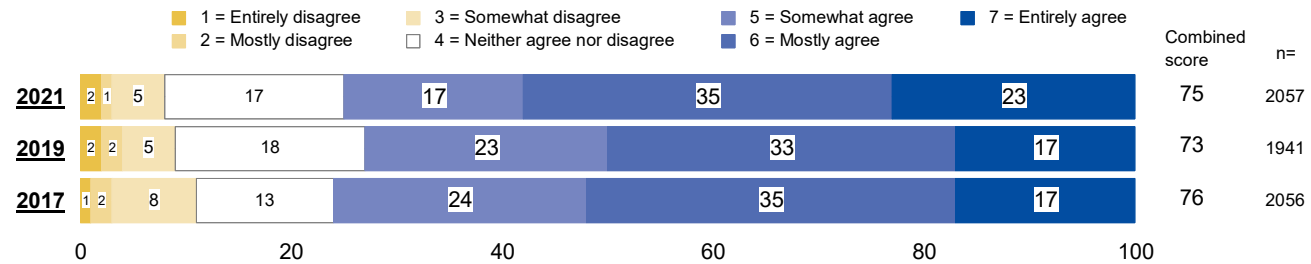


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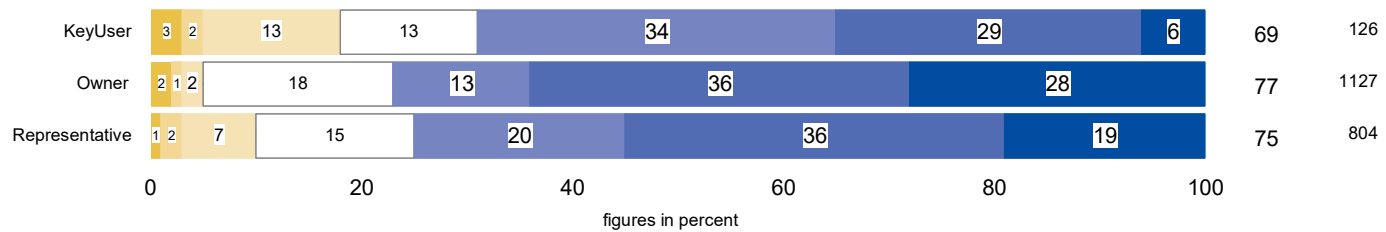
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Harmonisation Across IP Offices in the European Union - Trade Marks Practices Comparison over Time (Share-of-Voice)

To what extent do you agree with the following statement about the convergence of trade mark practices in the European Union:
"Overall, trade mark practices are harmonised across IP offices in the European Union"?



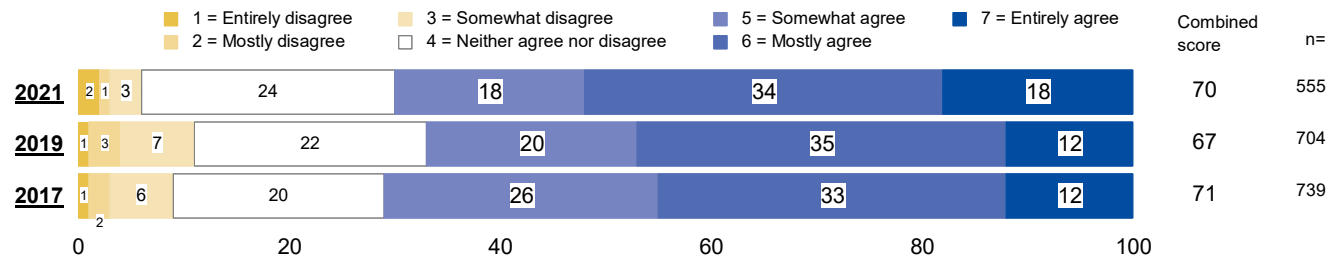
2021 according to segment



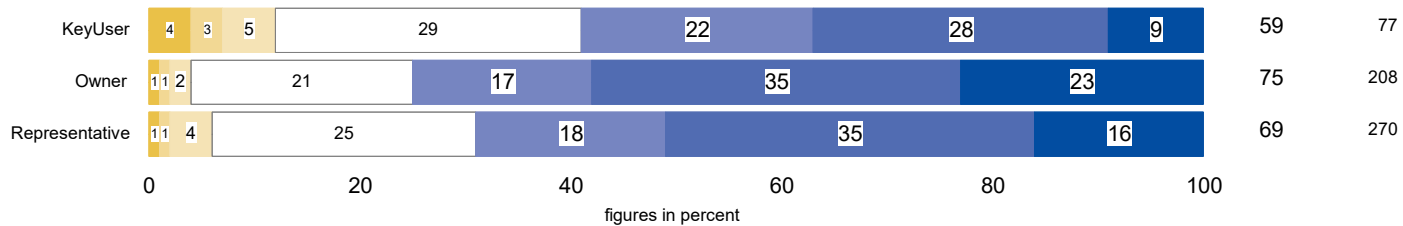
Basis: All users involved in EUTM.

Harmonisation Across IP Offices in the European Union - Design Practices Comparison over Time (Share-of-Voice)

To what extent do you agree with the following statement about the convergence of design practices in the European Union:
"Overall, design practices are harmonised across IP offices in the European Union"?



2021 according to segment



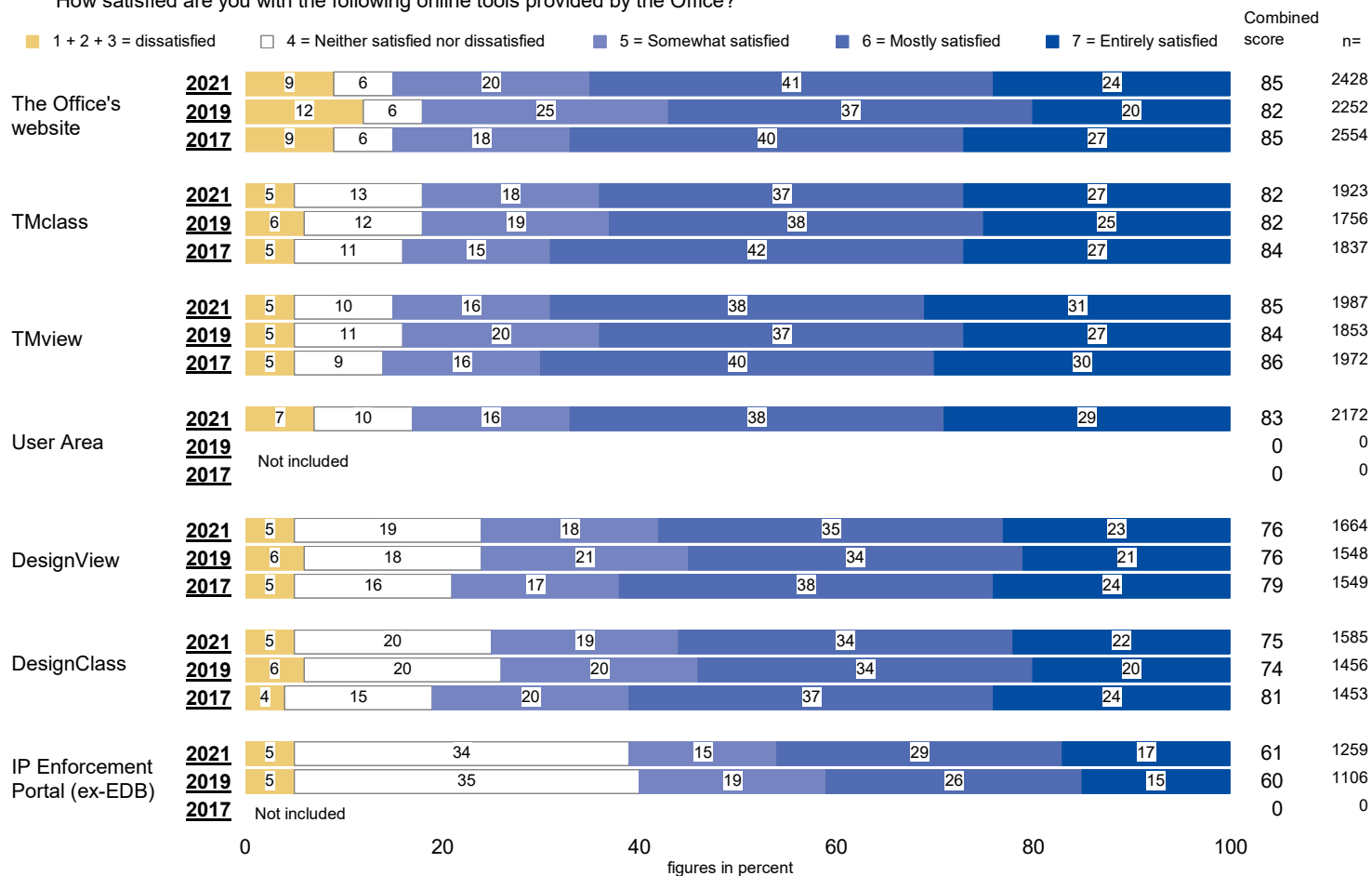
Basis: All users involved in RCD.

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Satisfaction with Online Tools - Comparison over Time (Share-of-Voice)

How satisfied are you with the following online tools provided by the Office?

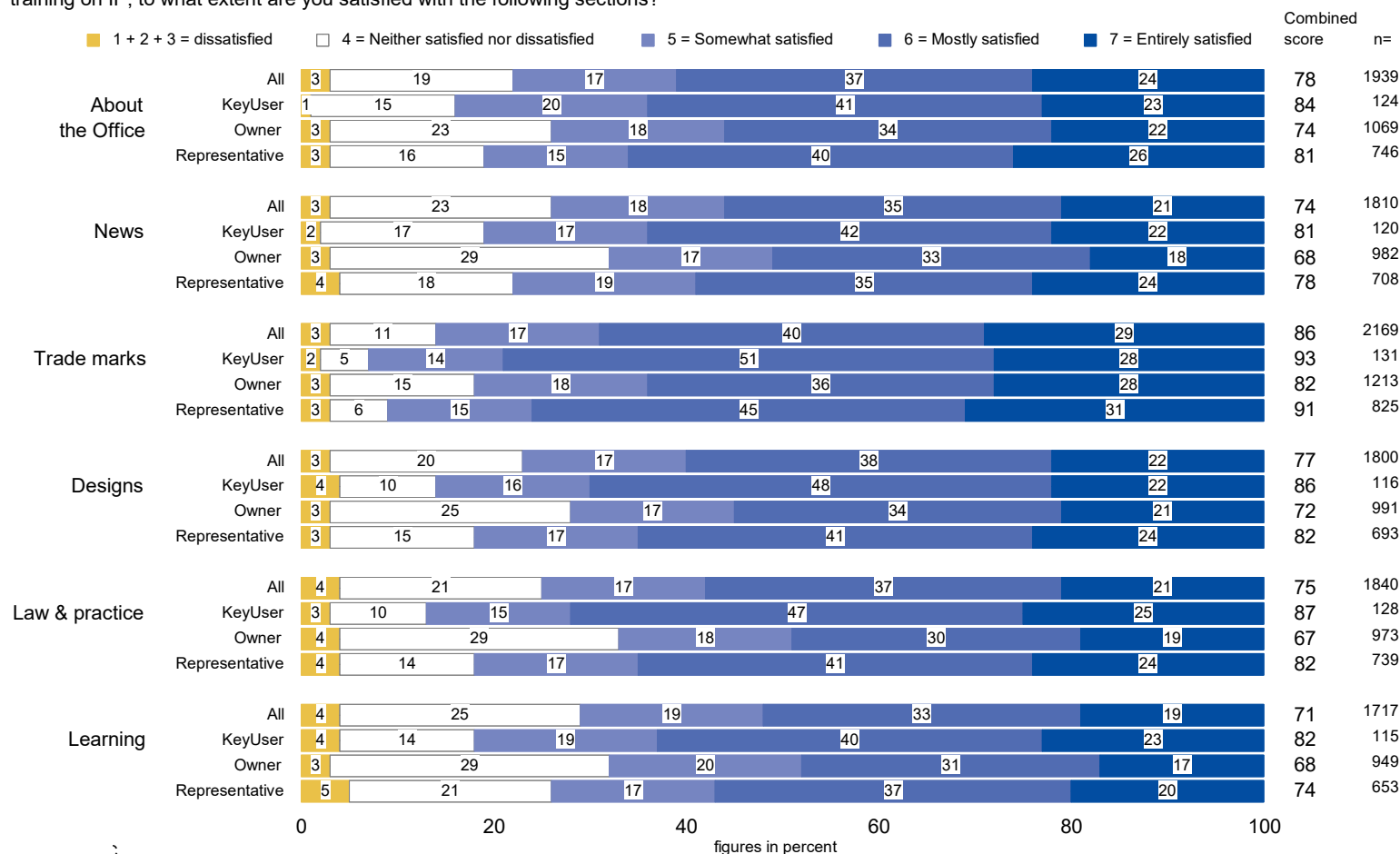


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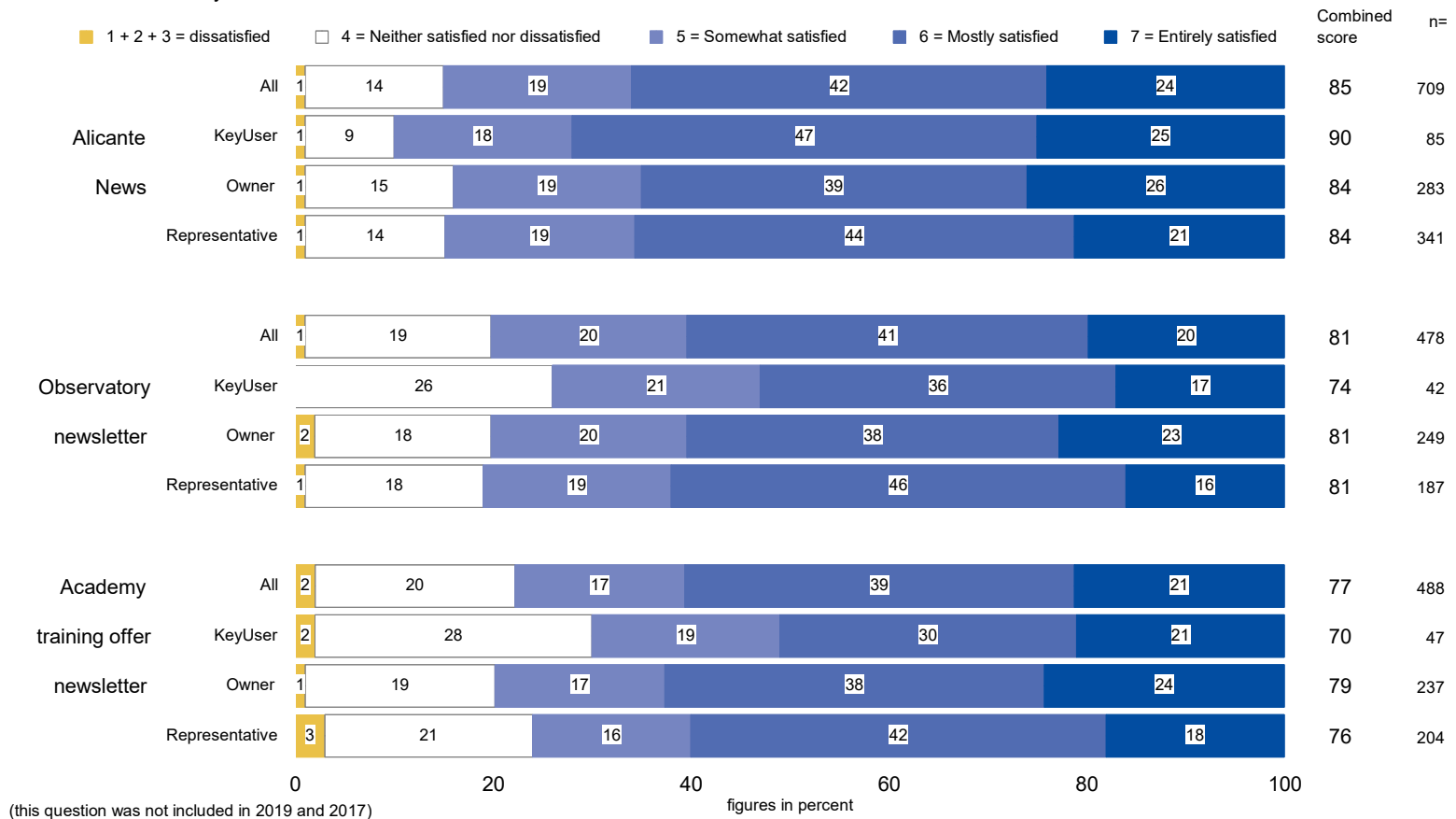
Satisfaction with Online Content (Share-of-Voice)

The EUIPO website has several sections that present the work of the Office, the trade mark and design registration process, relevant legal texts and training on IP, to what extent are you satisfied with the following sections?



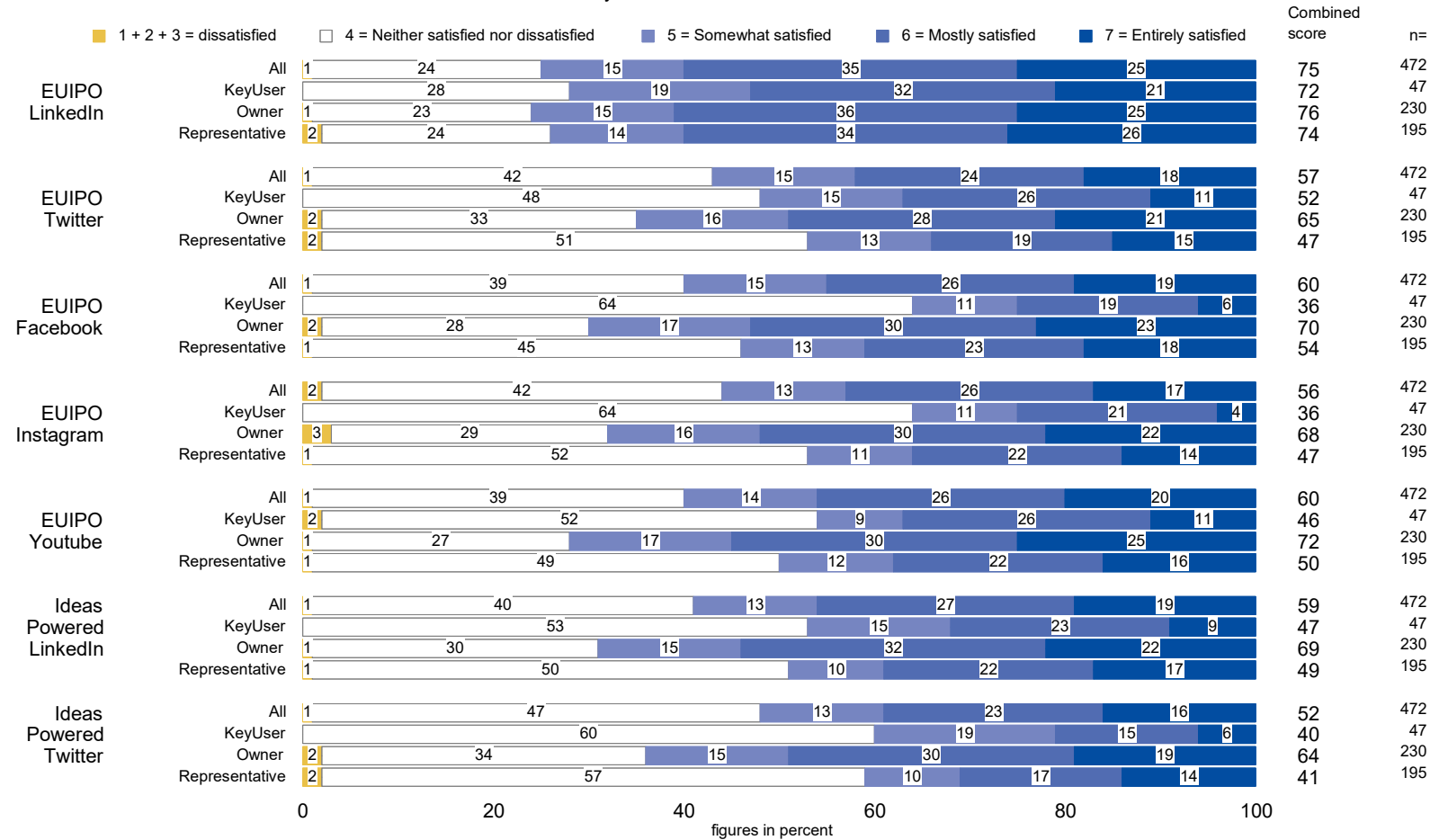
Satisfaction with Newsletters (Share-of-Voice)

To what extent are you satisfied with?



Satisfaction with Social Media Channels (Share-of-Voice)

... if aware of EUIPO's social media channels To what extent are you satisfied with these social media channels?



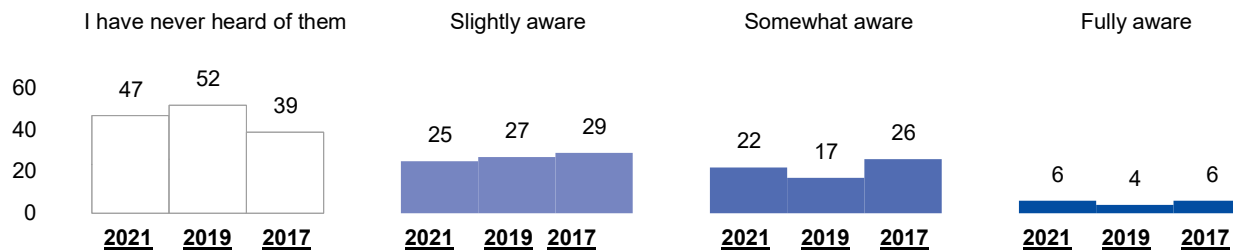
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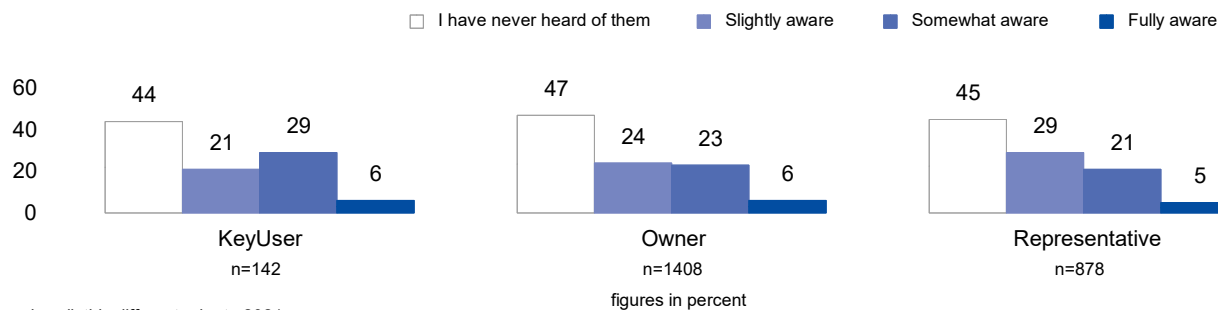
Awareness Observatory's Activities about Infringements

The European Observatory on Infringements of Intellectual Property Rights develops tools and best practices to enhance protection of these assets for individuals and companies.

To what extent are you aware of the activities of the European Observatory on Infringements of Intellectual Property Rights? *



2021 according to segment

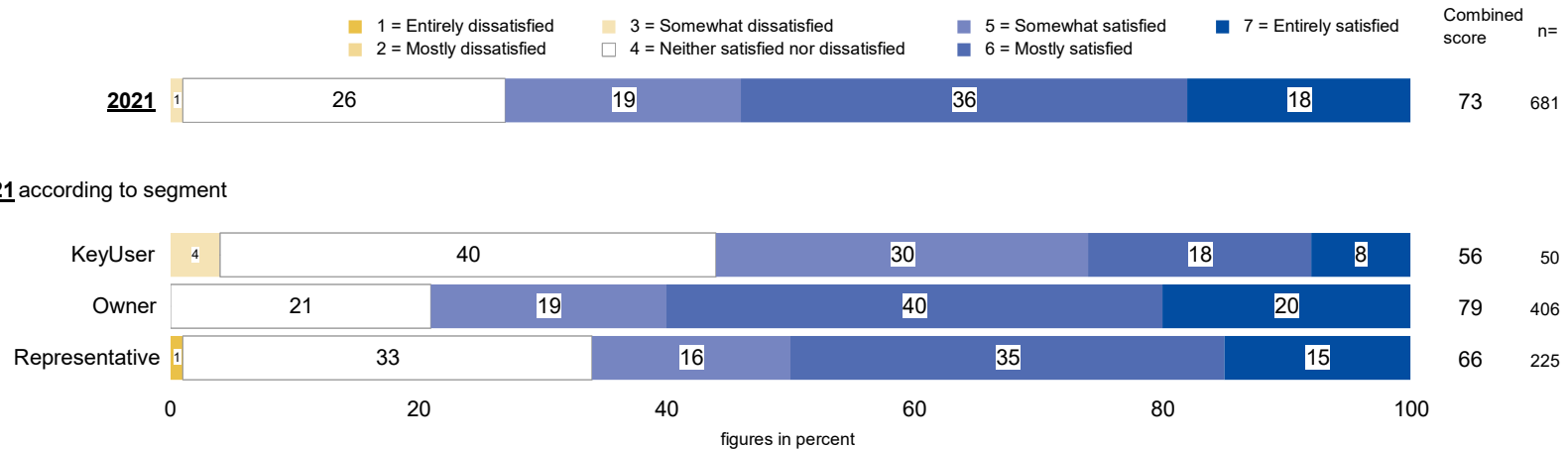


* answer categories slightly different prior to 2021

Satisfaction with the European Observatory on Infringements of Intellectual Property Rights (Share-of-Voice)

... if aware

To what extent are you satisfied with the Observatory website?

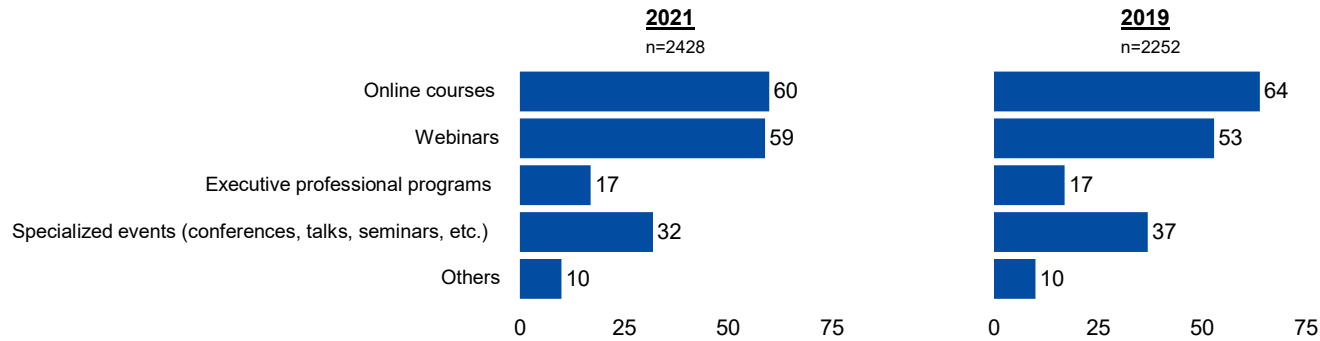


Content

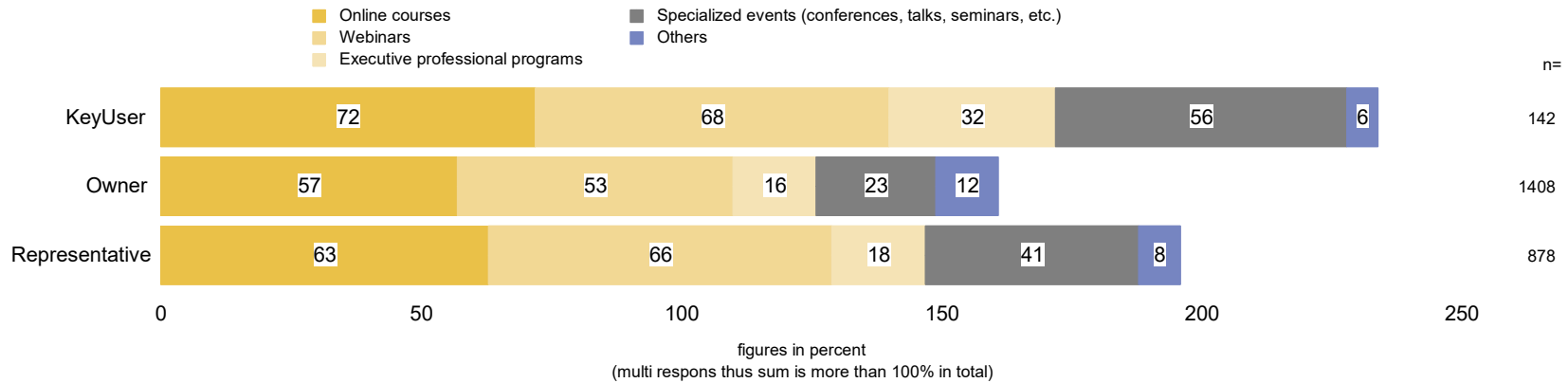
- **Overall Satisfaction**
- **Interaction with Users** (Information Centre; Technical Support; Examiners; KeyUsers)
- **Legal Practice** (guidelines)
- **EUTM**
- **RCD**
- **Appeals**
- **Register**
- **Cooperation Programmes** (EUIPN; ECP; non-EU)
- **Harmonisation across IP offices in the European Union**
- **Online Tools & Website** (Website; TMclass; TMview; etc.)
- **Communication** (Newsletter; Social Media Channels)
- **Observatory**
- **Support (online courses; webinars; executive professional programmes; etc.)**
- **Summary**

Supporting Knowledge about IP

How could the EUIPO support you in developing your knowledge of intellectual property?



2021 according to segment



Content

- **Overall Satisfaction**
- **Interaction with Users** (Information Centre; Technical Support; Examiners; KeyUsers)
- **Legal Practice** (guidelines)
- **EUTM**
- **RCD**
- **Appeals**
- **Register**
- **Cooperation Programmes** (EUIPN; ECP; non-EU)
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- **Summary**

SUMMARY

Satisfaction Core Services - Combined Score - Comparison Over Time

