



**GOAL 2.2
NEW SERVICES TO INCREASE
ADDED VALUE TO BUSINESSES**

TIMELINE

January 2021 to December 2024

INVESTMENT

EUR 1.3 million

STAFF INVOLVED

8.7 FTEs¹

MOST IMPACTED CAPITAL²

Organisational

MOST IMPACTED STAKEHOLDER

Users

**CUSTOMER RELATIONSHIP
MANAGEMENT**

This project falls under the Customer Centric Approach Programme that lays down the foundations for the change of the Office's operating model in trade mark and design procedures and customer care, into a **customer-centric model** based on customer segmentation and its corresponding journeys.

In this context, the Office will implement a comprehensive **Customer Relationship Management (CRM) tool** to better visualise and interpret its overall interactions with customers. The tool is based on a methodology which comprehensively manages customer cross-channel exposure, interactions and communications with EUIPO and its services. It provides the Office the possibility **to anticipate the needs of its customers**. A new user-friendly and agile CRM tool will facilitate customer data gathering and tracking in one centralised place, and provide a valuable source of **business intelligence for reporting, communication and decision making**.

EXPECTED BENEFITS

- Identification of possible patterns which will increase the efficiency of the Office towards customers and their segments
- Tool accessible to all EUIPO staff – visibility of customers' needs provided to the whole Office

¹ Full-time equivalent

² As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).