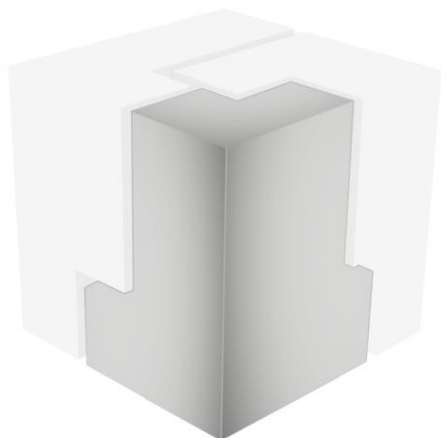




IPexcellence
strategic driver 02



**GOALS 2.1 & 2.2
IMPROVE USER EXPERIENCE,
QUALITY AND EFFICIENCY &
NEW SERVICES TO INCREASE
ADDED VALUE TO BUSINESSES**

TIMELINE

July 2020 to June 2025

INVESTMENT

EUR 506 thousand

STAFF INVOLVED

16.9 FTEs¹

MOST IMPACTED CAPITAL²

Organisational

MOST IMPACTED STAKEHOLDER

Users

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).

CUSTOMER SUCCESS SOLUTIONS

The objective of the **Customer Centric Approach Programme** is to lay down the foundations to change the Office's operating model in trade marks and designs procedures and customer care, into a customer-centric model based on **customer retention and segmentation** and its corresponding journeys. It will entail substantial challenges, focusing on implementing different approaches based on segment specific needs, expectations and ambitions, while maintaining the **highest standards of legality and equal treatment** for all customers. It will also enhance, in a sustainable manner, the volumes of EUTM and RCD applications as well as renewals with **new business development initiatives**.

In this context, the **Customer Success Solutions** project will provide the Office's customers, including SMEs, large businesses and intermediaries, with the essential **state-of-the-art tools, services and guidance** for an optimal customer experience.

The project will strive to increase customer satisfaction on the one hand while improving the quality of the files (straight-through files) and identifying opportunities for growth and improvements, on the other.

EXPECTED BENEFITS

- Increased user overall satisfaction and perception
- Increased volumes of EUTMs and renewals