

2020 User Satisfaction Survey – latest results are out!

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The results of the [2020 User Satisfaction Survey](#) are now available on the EUIPO website. One of main feedback mechanisms used by the EUIPO, this survey aims to measure user satisfaction with our products and services, identify areas for improvement and facilitate change in line with evolving customer needs and expectations.

As in the last survey of 2018, the overall level of satisfaction with our core services is sustained at **88%**. Satisfaction with our RCD and Register services score particularly well, at 93% and 91%, respectively. EUIPO Key Users (at 92%) and representatives (at 93%) also report high levels of overall satisfaction, the latter regaining its former high of 2015 while businesses filing directly with us continue to be less satisfied. Further improvements include satisfaction with the service provided by the EUIPO's examiners and with the Key User Programme, both of which report 2% increases on the last survey (at 86% and 83%, respectively).

Overall, EUIPO customers are satisfied to a high degree and the EUIPO is considered to be more accessible, efficient and transparent. We are delighted that the customer-driven actions inspired since the last survey have led to these positive outcomes.

Of course, there is room for improvement. Improvements related to the quality of Office products such as consistency in decisions will remain a priority and will be based on different feedback sources including the satisfaction survey and SQAP (Stakeholder Quality Assurance Panels) and the results of the internal quality checks. Based on the segmented approach as

established in the newly launched SP2025, future actions envisage making our products and services more customer-centric, more adapted to the specific needs of our many different customer types. To keep satisfaction high we will continue to count on customer feedback as the motor to drive progress.

A big 'thank you' to the 2252 customers that took part in this survey! We commit to using your feedback and insights to improve our future services.