

# [EUIPO wins Silver Award at the ECCCSAs](#)

March 17, 2021 [About the EUIPO](#)

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The SQAP initiative earned the Silver Award at the European Contact Centre and Customer Service Awards (ECCCSAs) in the 'Best Use of Customer Insight' category.

The EUIPO's [Stakeholder Quality Assurance Panels \(SQAP\)](#) initiative earned the Silver Award at the [European Contact Centre and Customer Service Awards \(ECCCSAs\)](#) in the 'Best Use of Customer Insight' category.

The SQAP project was recognised for its ground-breaking role in integrating customer feedback into the EUIPO's product quality process. The SQAP initiative was launched in 2017 and aims at narrowing the gap between the users' perception of quality and the quality measured by the Office. User associations are invited to audit real decisions and discuss them with the EUIPO's examiners during workshops.

The ECCCSAs organised its 20th edition during which excellence in customer contact practices run by Europe's top industries are recognised and celebrated. Nominations are made by organisations that have successfully implemented a robust model for collecting, analysing and acting on customer insight.

**New 'cancellation decisions' audit**



The silver win coincides with the SQAP pilot audit on cancellations, which is taking place online on 2, 16 and 17 March 2021. This is the first audit of this type and sixteen users representing thirteen user associations are currently meeting virtually to check a sample of cancellation decisions against the EUIPO quality criteria.

The following user association representatives are taking part in the EUIPO's first SQAP audit on cancellations decisions in March:

<b>Nathalie</b>	<b>Luis</b>	<b>AIM</b>
<b>Marieke</b>	<b>Westgeest</b>	<b>AIPPI</b>
<b>Richard</b>	<b>Mair</b>	<b>ANIPA</b>
<b>Sandra</b>	<b>Strittmatter</b>	<b>APRAM</b>
<b>Alfredo</b>	<b>Llamas</b>	<b>ASIPI</b>
<b>Franc</b>	<b>Enghardt</b>	<b>BMM</b>
<b>Martina</b>	<b>Eberle</b>	<b>BUSINESSEUROPE</b>
<b>Paola</b>	<b>Ruggiero</b>	<b>ECTA</b>
<b>Angelica</b>	<b>Lodigiani</b>	<b>ECTA</b>
<b>Elia</b>	<b>Sugrañes</b>	<b>FICPI</b>
<b>Paula</b>	<b>Sailas</b>	<b>FICPI</b>
<b>Roberto</b>	<b>Kunz-Hallstein</b>	<b>GRUR</b>
<b>Stephan</b>	<b>Biagosch</b>	<b>GRUR</b>
<b>Ana</b>	<b>Sampaio</b>	<b>ICC</b>
<b>Sarka</b>	<b>Petivlasova</b>	<b>INTA</b>
<b>Zsafia Judit</b>	<b>Klauber</b>	<b>MARQUES</b>

Want to become a [SQAP auditor](#)?

If you want to participate in SQAP, please, contact your [User Association](#) and find out on our website the [requirements](#) to participate.