

# IP0 exceeds 85% customer satisfaction target

News story

Customer satisfaction survey highlights for 2019-2020



Improving the experience customers have when dealing with us is a key priority for the IPO. We emailed a satisfaction survey to customers in each quarter of 2019-2020. An option to access the survey was also embedded in many of our emails and digital services.

We had a significant response with strong participation from all customer groups. We received 5863 responses. Thank you to everyone who took the time to complete the survey. You helped us understand where we can improve and better deliver for all customers.

In 2019-2020, 85.6% of customers gave an overall satisfaction score of 8/10 or more. The target set by our Minister was 85%.

Your feedback also shows a strong underlying demand for digital services. Our higher scoring services tend to be those with a digital platform. The lowest scoring are generally paper based.

Renewals was our highest scoring service. Satisfaction increased during the year as customers adopted our new e-renewal service. This allows designs to be renewed online for the first time. It has also cut the time it takes to renew an IP right from 4 days to a matter of minutes.

We have taken action to address concerns raised in the quarterly surveys. Speed of service scored lower satisfaction levels in the first two quarters. We listened. Focused improvements have reduced the time it takes to process change of representative forms, as well as the time we take to examine patent applications. We are pleased to see satisfaction levels with these two services increase over the course of the year.

We are also pleased to see that the knowledge and attitude of IPO staff are

the highest scoring aspects of our service.

We want to continue improving our services to you. To help us do this we would be grateful if you could take part in our survey when the opportunity arises. It should only take 5 to 10 minutes to complete but provides invaluable feedback.

Our Customer Insight team would be happy to answer any questions you have about this survey – [customerinsight@ipo.gov.uk](mailto:customerinsight@ipo.gov.uk).

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