

# Online survey quarterly report for July 2009 to September 2009

## Executive Summary

Our online survey has been running since the 30<sup>th</sup> June 2009 with 69 people responding up until the end of September 2009. The volume of responses is expected to increase over time as we raise awareness, for example, by making the survey more prominent on our website. As more feedback is gathered we will look for patterns and trends and use this information in our planning.

It can be seen that satisfaction levels remain above our target level of 80%; however, there has been a drop from the last major survey of our customers in 2007. This is possibly as a result of the current low response rate and will be something that we'll be monitoring and analysing carefully as time goes on. The vast majority of Trade Mark customers find the trade mark registration process straightforward, confirming previous feedback we've received from customers about the ease of the online application process and following recent initiatives such as the online Q & A help sessions. We will also be expanding the survey with effect from 3rd November to include extra questions about the new Trade Marks Right Start service.

The satisfaction of customers who've used our patent services mirrors the figure for general satisfaction of just over 80%. Our early findings show that patent customers have a better experience of speaking to a Patent Examiner than with the quality of our online services. We shall be monitoring this closely over coming months to try and identify any patterns of dissatisfaction that we could look to address.

## Customer Satisfaction

During your dealings with us, how satisfied, or dissatisfied, were you with the level of our performance?		
Answer Options	Response Percent	Response Count
Very Dissatisfied	4.4%	2
Dissatisfied	13.3%	6
Satisfied	68.9%	31
Very Satisfied	13.3%	6
<i>answered question</i>		<b>45</b>

A high proportion (82.2%) of customers who completed this question were either satisfied or very satisfied with their experience of dealing with the office. Although a high proportion, this degree of satisfaction is below the level received in previous surveys. This lower figure may be due to attitudinal bias. This is one of the inherent disadvantages of web based surveys and low response rates since customers who have encountered a problem are typically more motivated than the silent majority to respond. It is anticipated that the impact on results from a low response rate will lessen as numbers increase. We will, however, continue to carefully monitor comments for the underlying causes of customer dissatisfaction.

## Trade Marks

How would you rate the trade mark registration process?



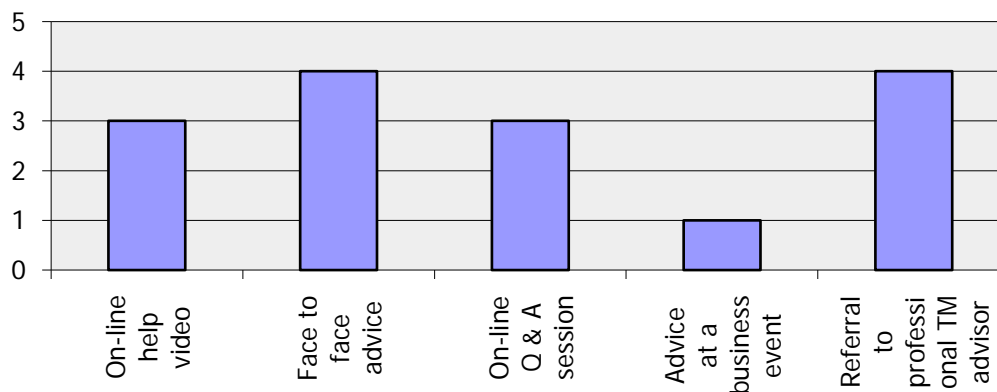
This question shows us how the overall Trade Mark registration process is determined to be, in terms of difficulty. The early results are very promising with 93.8% of those answering this question finding the overall registration process OK, Easy or Very Easy and only 6.2% (1 response) finding it difficult.

## Were you satisfied with your experience of contacting one of our trade mark examiners by telephone?

Answer Options	Response Percent	Response Count
Yes	90.9%	10
No	9.1%	1
How can we improve?		2
<i>answered question</i>		<b>11</b>

It is clear to see that the overall response rate is extremely high with 10 out of the 11 (90.9%) of those responding saying they were happy with their experience of contacting one of our Trade Mark examiners by telephone.

## Do you think any of the following would/will help with your trade mark application?



The two preferred assistance methods here are face to face advice and referral to a professional Trade Mark advisor, although an on-line help video and on-line Q&A session were also popular.

## What is deterring you from applying for a trade mark?

Answer Options	Response Percent	Response Count
Cost	15.4%	2
Complexity	15.4%	2
Lack of help / advice	23.1%	3
Other (please state)	46.2%	6
<i>answered question</i>		<b>13</b>

Quite a few respondents stated 'other' with the detailed responses mainly being because they do not require a Trade Mark or only deal with Patent applications. From this you could broadly determine that there isn't much deterring customers from applying for a Trade Mark or the respondents chose not to divulge this information at the time of asking. Lack of help or advice was the most deterring factor for customers and our Trade Marks team have already taken this issue on board through a number of initiatives such as an online Q & A session and branding booths at IP events.

## Trade Marks - Comments

The following specific comments were passed onto the relevant staff member for further investigation and response:

*The delay of a month to allow comments before sending out notifications seems to be unnecessary.*

We responded, "The month is to allow people who want to comment or make changes to their specification. The time to publication is now very quick and this time is to allow customers a chance to amend their application to avoid potential conflicts."

*Get the entire back trademark database online and searchable properly.*

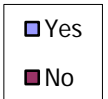
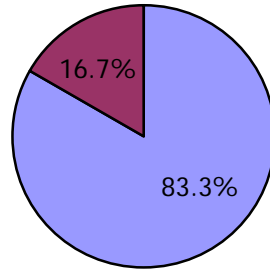
We replied, "Some of this will form part of the TM10 project. We are working with OHIM in the first phase of the TMView project which will allow a search of a number of countries tm database."

*Correspondence between applicant and examiner could be conducted by email rather than post.*

We advised, "All e-filed applications made since 1 October 2009 has been corresponded with only by e-mail."

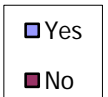
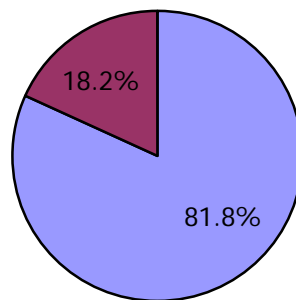
## Patents

**Were you satisfied with the quality of the patent examination report?**



10 people (83.3%) confirmed that they were satisfied with the quality of the patent examination report. One answer to the how can we improve question confirmed, "Not a lot!" The IPO combined Search and Examination report is particularly useful to one applicant requiring an independent assessment of patentability before entering PCT."

**Were you satisfied with the quality of the patent search report?**



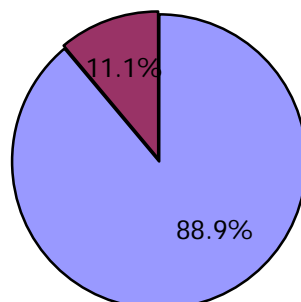
9 people (81.8%) confirmed that they were satisfied with the quality of the patent search report.

**Were you satisfied with the quality of the patent electronic services we offer?**

Answer Options	Response Percent	Response Count
Yes	70.0%	7
No	30.0%	3
<i>answered question</i>		<b>10</b>

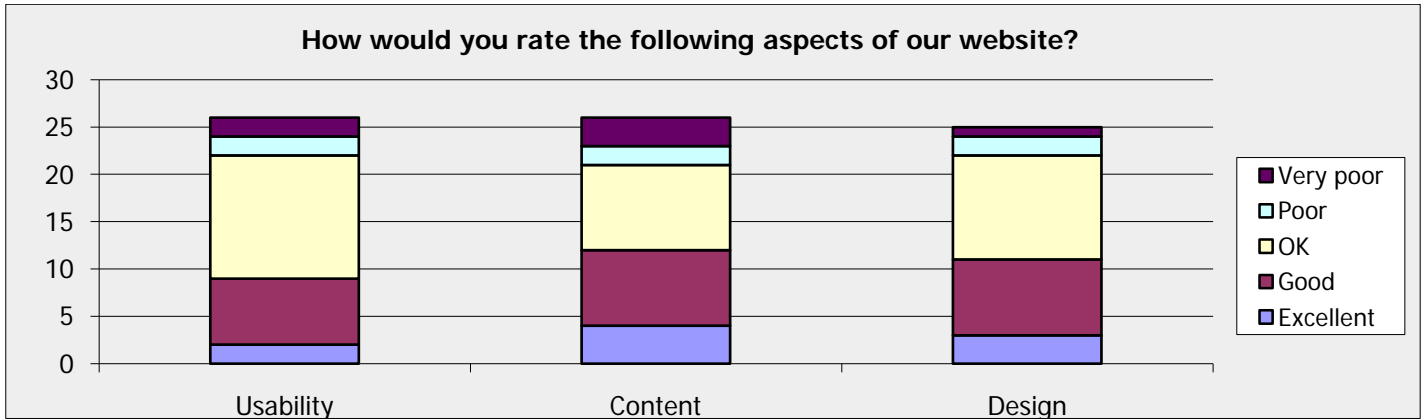
7 people (70%) were satisfied with the quality of the patent electronic surveys we offer. One particular response to the question "How can we improve?" advised "By engaging with potential users and implementing improvements based on actual feedback from them." We replied that we do this by various methods both internally and externally using the online survey, various mini surveys, questionnaires that go out with our information packs and search and advisory searches.

**Were you satisfied with your experience of contacting one of our patent examiners by telephone?**



8 people (88.9%) out of the 9 of those responding said they were happy with their experience of contacting one of our patent examiners by telephone.

## Our Website



The results above show that out of the 77 multiple answers only 12 (15.58%) found the 3 aspects of our website to be Very poor or Poor whilst the remaining 65 (84.42%) found it to be OK, Good or Excellent. Customers who found the website to be very poor were most concerned about the content. If this continues to be an issue for customers we will consider undertaking some further exploratory research into the underlying causes.

<b>Are you:</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
A private applicant	16.7%	2
An I.P. Professional	50.0%	6
An SME (under 250)	8.3%	1
A Large company (over 250)	25.0%	3
Other (please specify)	0.0%	0
<b><i>answered question</i></b>		<b>12</b>

This question gives us an insight into the types of customer who have been completing the survey. The specific views we've received to date are predominantly from IP professionals. As feedback volumes increase, our aim is to be able to analyse the views from our entire range of customers and assess how our services impact on various customer groups.