

Online survey quarterly report for January 2010 to March 2010

Executive Summary

Our online survey has been running since the 30th June 2009 and we have received 150 responses up until the end of March 2010; with 28 responses in this quarter.

General customer satisfaction remains high with 83.35% of customers completing the survey in this quarter stating that they were either satisfied or very satisfied and this mirrors the annual score via this survey. An internal Balanced Scorecard measure which this figure feeds into resulted in a score of 95.76% of customers being either satisfied or very satisfied. Both figures are above the 80% target score for customer satisfaction so for 2010 – 2011 the target has been increased to 90%.

An increasing number of customers who have used the RightStart service have told us that they find it met their expectations, was easy to use and is value for money. Those that have filed for a Trade Mark continue to tell us that the registration process is straightforward and that the examination report or RightStart discussion was at least OK with regards to satisfaction, understanding and usefulness.

More Patent customers were satisfied with the quality of the Patent examination report while Patent search report satisfaction has dipped this quarter. Satisfaction with our patent e-services has decreased during the quarter, with 8% less of customers being satisfied with this element when compared to the previous quarter. Although these are still encouraging results we will continue to monitor this area closely as the provision of electronic issues is a recurring theme of customer feedback.

This quarter the website section of the survey has seen a very slight dip in satisfaction in terms of usability and content. The IPO website receives approximately 350,000 hits on a monthly basis, so it is encouraging that so much positive feedback about the website has been received during the quarter when compared to any negative feedback. All useful information has been passed on to the relevant team for consideration and further action where appropriate.

Customer Satisfaction

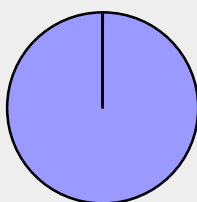
During your dealings with us, how satisfied, or dissatisfied, were you with the level of our performance?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Very Dissatisfied | 12.5% | 3 |
| Dissatisfied | 4.15% | 1 |
| Satisfied | 75.00% | 11 |
| Very Satisfied | 8.35% | 2 |
| <i>answered question</i> | | 17 |

A high proportion (83.35%) of customers who completed this question were satisfied or very satisfied with their experience of dealing with the office. This confirms the findings of previous customer engagements and exceeds our target of 80% of "Satisfied" or "Very Satisfied" customer responses in surveys. This has dipped since the last quarter which saw 93% of customers being satisfied or very satisfied, but it should be noted that the low numbers of people completing the survey should be taken into account. CRM have commissioned a new mechanism for determining customer satisfaction for 2010/2011 which will look at the wider IPO customer base and be more statistically reliable.

Customer Fairness

Do you feel you have been treated fairly by us at all times?

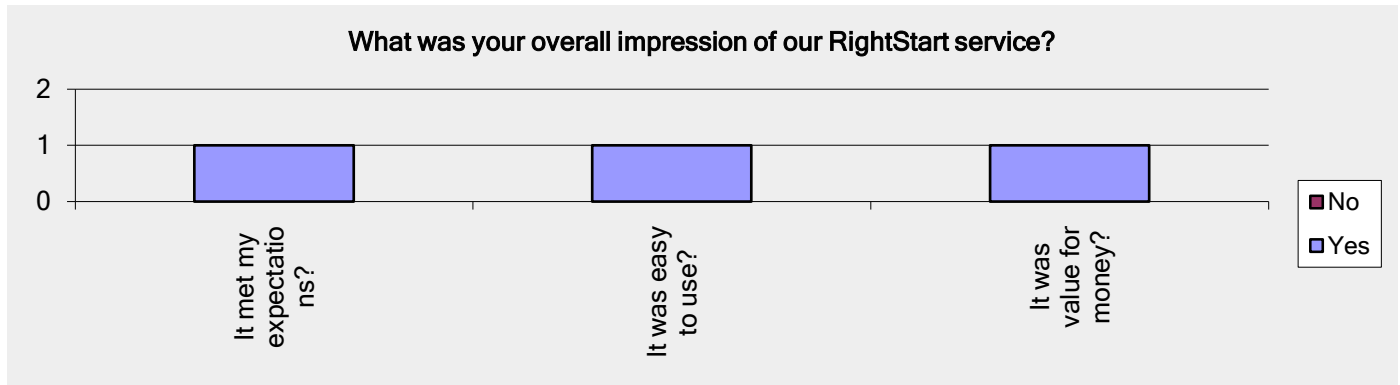


■ Yes
■ No (please explain)

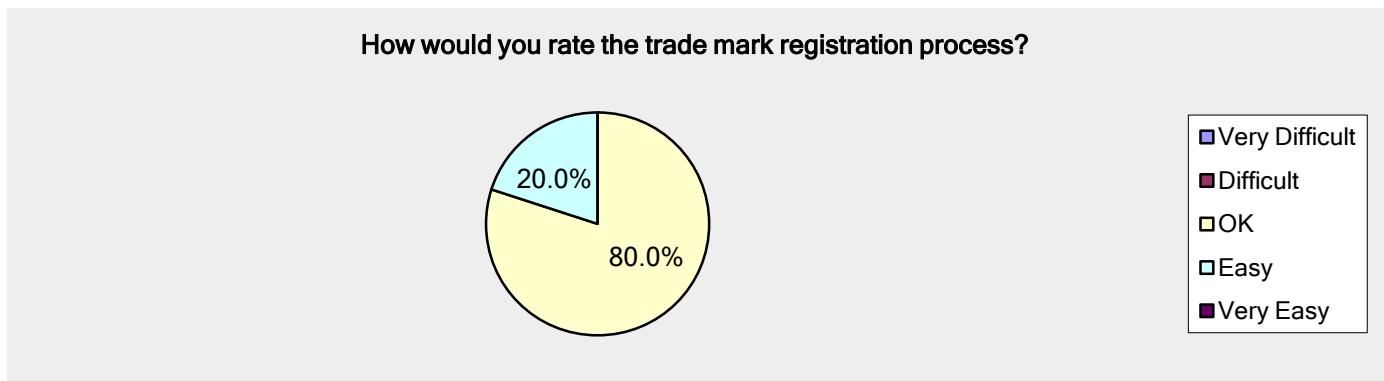
All customers who answered this question (12) this quarter feel that they have been treated fairly by us at all times. There has been an increase in the previous quarter's figure of 96% for this question and confirms that our customers feel that they have been treated fairly by us at all times.

Trade Marks

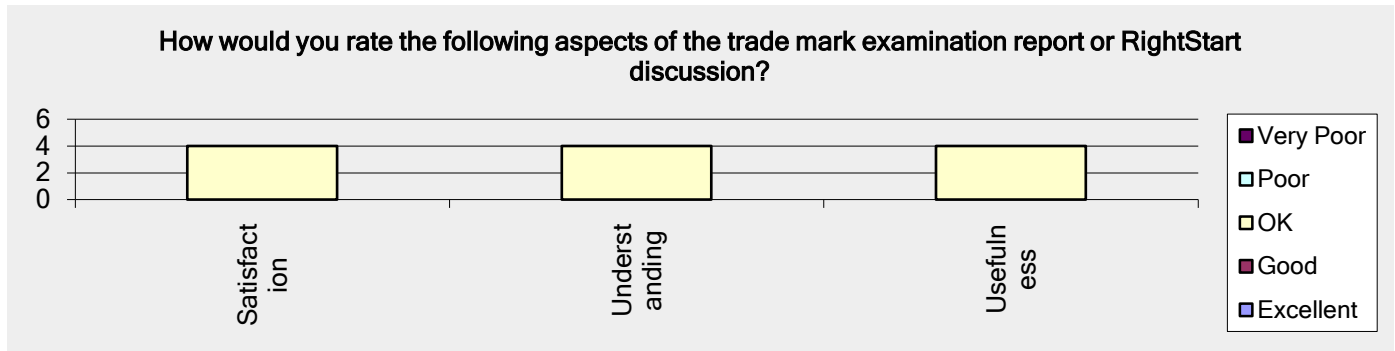
The new RightStart service for Trade Marks launched at the start of November, feedback has therefore been limited to date. The findings in the chart below are still very early indications and only based upon 1 user of the system in this quarter.



Those that have used the service found that it met their expectations, was easy to use and was value for money.



This question shows us that no respondents found the registration process difficult. This reflects the positive feedback received generally on ease of use and correlates on the return for the last quarter where 45.5% found the process to be OK and 54.5% found it easy.

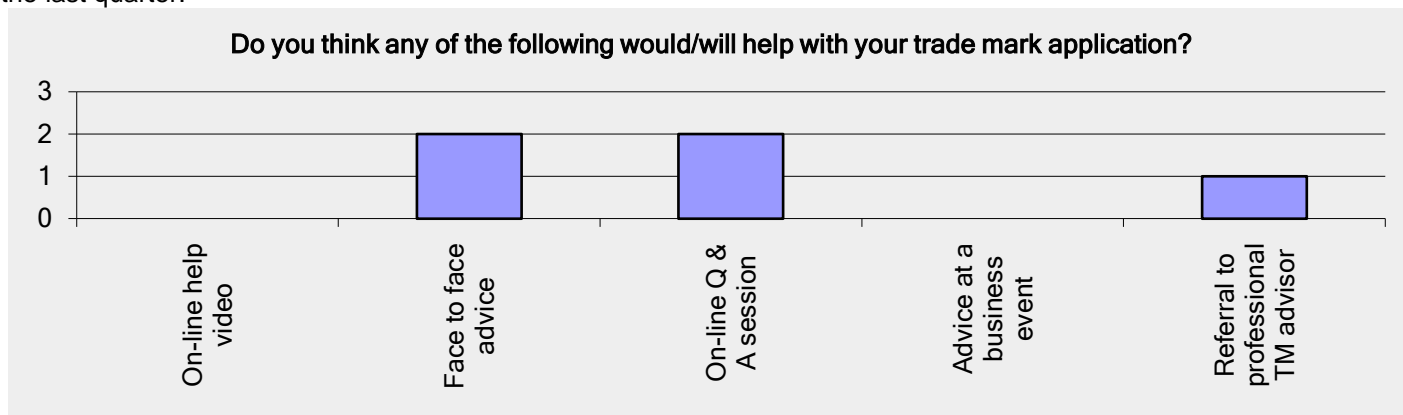


The above table demonstrates customer satisfaction with both the Trade Mark Examination report and also any RightStart discussion with all finding it OK in terms of satisfaction, understanding and usefulness.

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

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 100.00% | 4 |
| No | 0.00% | 0 |
| How can we improve? | | 0 |
| answered question | | 4 |

Maintenance of customer satisfaction when dealing with staff over the phone has remained at 100% when compared to the last quarter.



Customers continue to tell us that face to face advice would be a particularly useful way of helping with their application as well as an online Q&A session like those previously run by Trade Marks from previous feedback.

| What is deterring you from applying for a trade mark? | | |
|--------------------------------------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Cost | 0.00% | 0 |
| Complexity | 25.00% | 1 |
| Lack of help / advice | 25.00% | 1 |
| Other (please state) | 50.00% | 2 |
| <i>answered question</i> | | 4 |

This quarter the emphasis has remained as “Other” with all comments did not relate to any one underlying reason for not filing for a Trade Mark, customers telling us that this was simply not something they needed at the present time.

Trade Marks - Comments

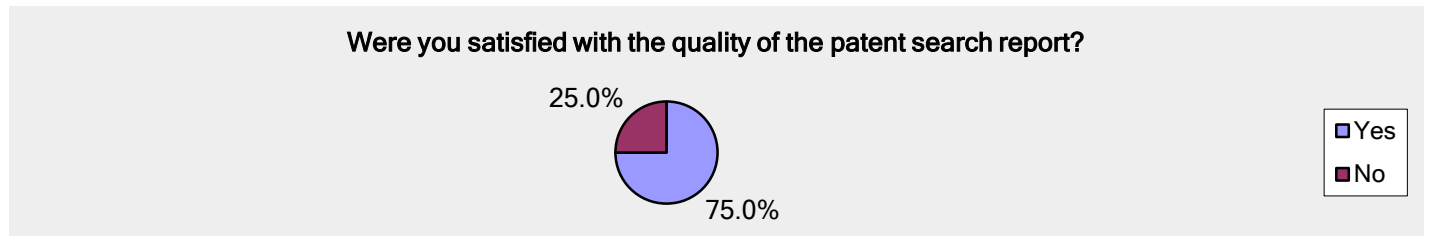
There were no specific comments or suggestions made in relation to Trade Marks this quarter.

Patents

Customers were asked if they were satisfied with the quality of the examination report:



100% of customers confirmed that they were satisfied with the quality of the examination report, a significant increase on the 86% from the previous quarter.

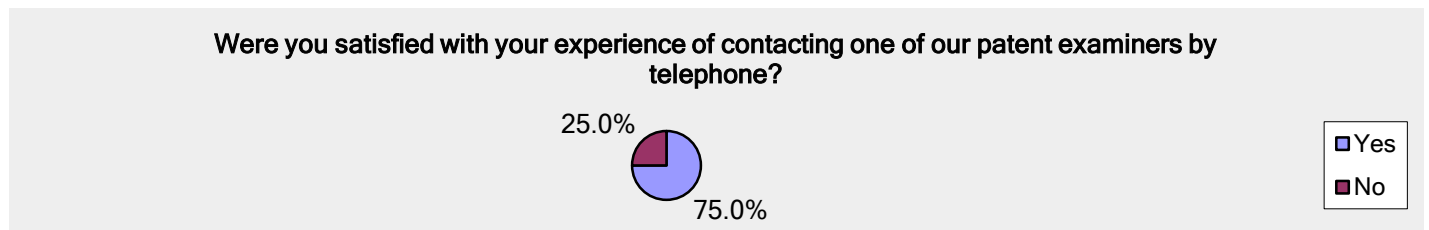


75% of customers confirmed that they were satisfied with the quality of the patent search report; a marked decrease since the last quarter (86%).

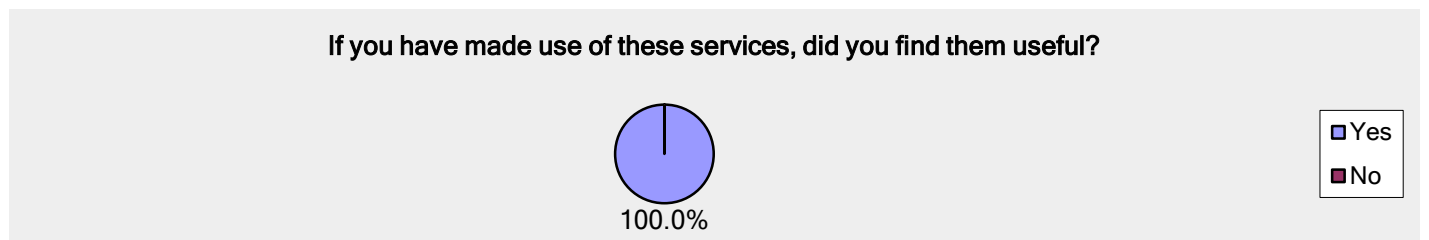
Were you satisfied with the quality of the patent electronic services we offer?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 75.0% | 2 |
| No | 25.0% | 1 |
| How can we improve? | | 0 |
| <i>answered question</i> | | 3 |

75% of respondents were satisfied with the quality of the patent electronic surveys on offer, a decrease from the 83% of those in the previous quarter.



75% of respondents said that they were satisfied when replying to the question about their experience of contacting one of our patent examiners by telephone.

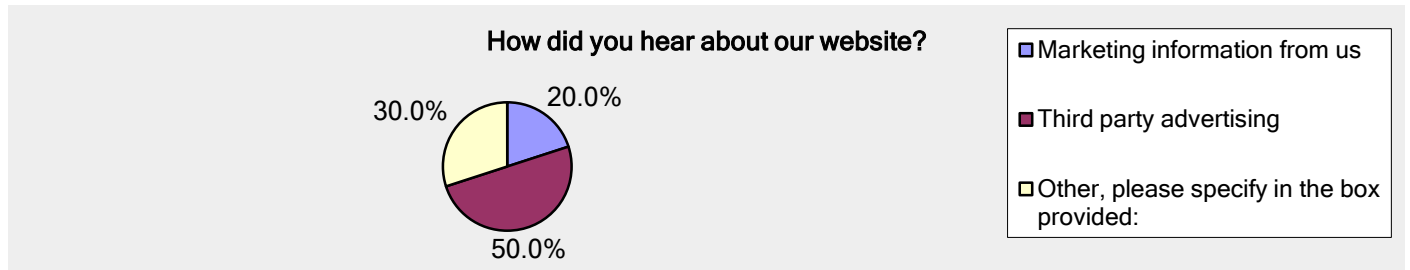


Only 46.45% (4 out of 9) of respondents are aware of the extra services that we offer such as mediation, opinions and a tribunal service. Of these 4, half have made use of these extra services.

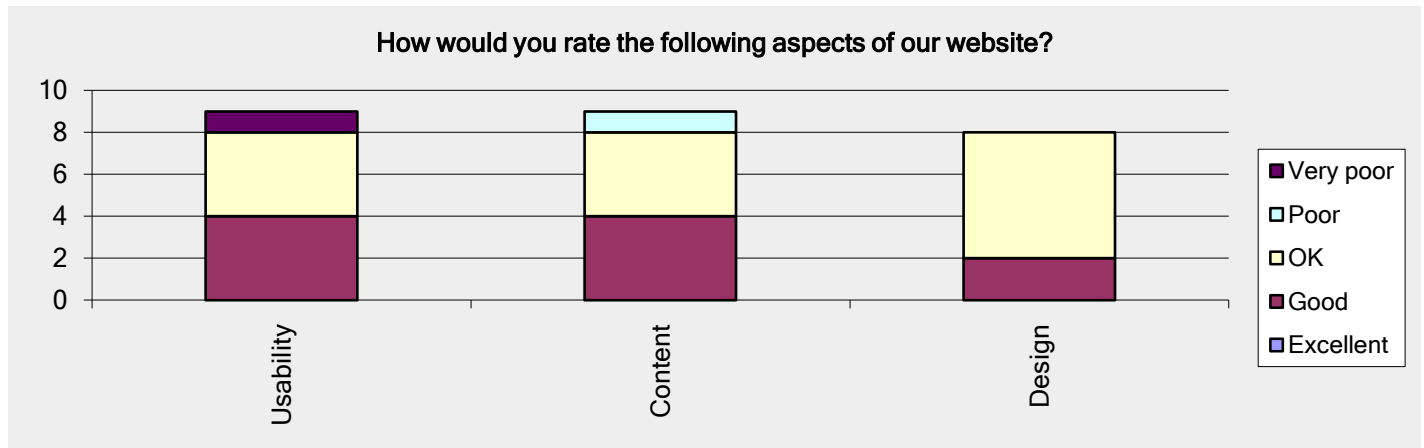
Patents - Comments

There were no specific comments or suggestions made in relation to Patents this quarter.

Website



50% of our survey respondents heard about our website via third party advertising, 20% via marketing information from us and 30% heard about it from another source including a patent professional, word of mouth and Google.



The results above show that out of the multiple answers received, one respondent found the website to be very poor in terms of usability and one respondent found the website to be poor in terms of content; this is slightly worse than the last quarter when there were no issues deemed to be poor or very poor.

| Are you: | | |
|---------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| A private applicant | 25.0% | 1 |
| An I.P. Professional | 75.0% | 3 |
| An SME (under 250) | 0.0% | 0 |
| A Large company (over 250) | 0.0% | 0 |
| Other (please specify) | 0.0% | 0 |
| <i>answered question</i> | | 4 |

This question gives us an insight into the types of customer who have been completing the survey. The specific views received to date continue to be mainly from IP professionals although 24 respondents failed to answer this question.

Website – Comments

There were no specific comments or suggestions made in relation to the website this quarter.

Annual review – 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 | 8.15% | 7 |
| Dissatisfied | 8.65% | 9 |
| Satisfied | 62.15% | 61 |
| Very Satisfied | 21.05% | 19 |
| <i>answered question</i> | | 96 |

Out of the total of 150 responses to the survey 96 who answered this question has seen 83.20% as either being satisfied or very satisfied with the level of our performance during their dealings with us.

Annual review – Customer Fairness

| During your dealings with us, how do you feel that you have been treated overall? | | |
|-----------------------------------------------------------------------------------|------------------|----------------|
| | Response Percent | Response Count |
| Treated fairly | 92.05% | 70 |
| Treated unfairly (please explain why) | 7.95% | 7 |

A very large proportion of the 77 customers who answered this question felt that they had been treated fairly overall.

Annual review – Trade Marks

| How would you rate the following aspects of the trade mark examination report or RightStart discussion? | | | | | | |
|---------------------------------------------------------------------------------------------------------|-----------|-----------|-------------------|-----------|-----------|----------------|
| | Very Poor | Poor | OK | Good | Excellent | Response Count |
| Satisfaction | 0.0% (0) | 10.0% (2) | 50.0% (14) | 30.0% (9) | 10.0% (2) | 27 |
| Understanding | 0.0% (0) | 10.5% (2) | 52.6% (14) | 21.1% (7) | 15.8% (3) | 26 |
| Usefulness | 0.0% (0) | 11.1% (2) | 50.0% (13) | 27.8% (8) | 11.1% (2) | 25 |

From the above table it is fair to say that most respondents found the various aspects of Trade Mark examination or the RightStart discussion as being OK or better with regards to satisfaction, understanding and usefulness. Only around 10 to 11% stated that they found either poor in terms of satisfaction, understanding and usefulness.

With regards to, "How we can improve" in this area one respondent stated, "By ensuring that any objections are explained clearly, with the premises on which the objection is raised clearly stated and the logical train of thought leading to the objection identified in detail."

| Do you think any of the following would/will help with your trade mark application? | | |
|-------------------------------------------------------------------------------------|--------------------|----------------|
| | | Response Count |
| On-line help video | 13.89% (5) | 5 |
| Face to face advice | 27.78% (10) | 10 |
| On-line Q & A session | 19.44% (7) | 7 |
| Advice at a business event | 8.33% (3) | 3 |
| Referral to professional TM advisor | 30.56% (11) | 11 |

Most respondents advised that the best way for assistance with their Trade Mark application would be referral to a professional Trade Mark advisor and face to face advice closely followed by an on-line Q&A session; as a result an on-line Q&A session was run for Trade Marks which was found to be very helpful for those using this service.

Annual review – Patents

| Were you satisfied with the quality of the patent examination report? | | |
|------------------------------------------------------------------------------|-------------------------|-----------------------|
| | Response Percent | Response Count |
| Yes | 86.6% | 19 |
| No | 13.4% | 3 |

The vast majority of survey respondents were satisfied with the quality of the Patent examination report and in terms of, "How we can improve" one customer stated, "Not a lot! The IPO combined Search and Examination report is particularly useful to Norwegian applicants requiring an independent assessment of patentability before entering PCT. One general issue centred on the length of time it takes for an examination report to be completed and issued.

| Were you satisfied with the quality of the patent search report? | | |
|-------------------------------------------------------------------------|-------------------------|-----------------------|
| | Response Percent | Response Count |
| Yes | 81.2% | 18 |
| No | 18.8% | 4 |

Yet again the vast majority of survey respondents were satisfied with the quality of the Patent search report. Two general comments in response to the "How can we improve" section were, "Find more relevant documents" and "By referring to specific passages of the prior art for each claim, rather than simply reciting "the whole document" in most cases."

| Were you satisfied with the quality of the patent electronic services we offer? | | |
|----------------------------------------------------------------------------------------|-------------------------|-----------------------|
| | Response Percent | Response Count |
| Yes | 75.0% | 15 |
| No | 25.0% | 5 |

As in the case of the Patent examination and search reports satisfaction with Patent electronic services was highly regarded by survey respondents. One common theme in terms of "How can we improve" was the suggestion that the IPO should provide online file inspection and prosecution like the EPO and USPTO offer. We advised that unfortunately this is currently restricted due to current Copyright law within the UK but that we were looking at removing this barrier in the near future so as to be able to offer this much requested service to our customers.

Annual review – Website

| 26. How did you hear about our website? | | |
|--------------------------------------------|------------------|----------------|
| | Response Percent | Response Count |
| Marketing information from us | 21.75% | 16 |
| Third party advertising | 32.45% | 24 |
| Other, please specify in the box provided: | 45.85% | 34 |

Only a small percentage of those surveyed advised us that they heard about our website as a result of marketing information from us. The majority stating that they heard about our website by another means, these include Google, Business Link, work colleagues, link from CIPA and IP Kat.

| How would you rate the following aspects of our website? | | | | | | |
|----------------------------------------------------------|-----------|-----------|--------------------|--------------------|------------|----------------|
| | Very poor | Poor | OK | Good | Excellent | Response Count |
| Usability | 5.09% (3) | 8.47% (5) | 38.98% (23) | 37.29% (22) | 10.17% (6) | 59 |
| Content | 5.09% (3) | 6.78% (4) | 37.29% (22) | 37.29% (22) | 13.55% (8) | 59 |
| Design | 1.75% (1) | 7.02% (4) | 40.35% (23) | 42.11% (24) | 8.77% (5) | 57 |

Website usability, content and design all scored highly overall with between 86% and 91% of those answering this question finding it to be OK, good or excellent. Usability being at least OK was 86.44%, content being at least OK was 88.13% and design being at least OK was 91.23%. All of these high figures indicate the success rate of all the work put in by our website team and the ongoing work they do in maintaining the website since the relaunch.

Annual review – About you

| Are you: | | Response Percent | Response Count |
|-----------------------------|--|------------------|----------------|
| A private applicant | | 17.35% | 6 |
| An I.P. Professional | | 65.60% | 22 |
| An SME (under 250) | | 5.55% | 2 |
| A Large company (over 250) | | 8.35% | 3 |
| Other (please specify) | | 3.15% | 1 |

As evidenced above it is clear to see that the majority of survey respondents were IP Professionals with a small turnout from private applicants, small to medium enterprises and larger companies. This shows us that we have had responses from the broad spectrum of customers that the IPO deals with.