Higher expectations by users

<table>
<thead>
<tr>
<th>User Expectations</th>
<th>Pain points</th>
<th>Possible improvements</th>
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<tbody>
<tr>
<td>speediness of service delivery</td>
<td>relatively longer time than direct filing</td>
<td>digitization, process stream-lining</td>
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<td>visibility of status of service requests</td>
<td>transaction monitoring/tracking capability</td>
<td>eMadrid, trademark status services (dCP status report, certificates, extracts service)</td>
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<td>predictability/certainty of the outcome</td>
<td>low visibility or understanding of rules and practice at IB and Member Offices, esp. regarding classification and uniqueness of office practice</td>
<td>Higher visibility of classification policy and practice, improvement of information sharing in tools such as MGS, Member Profile Database, eMadrid and etc.</td>
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<td>consistency/quality of decisions</td>
<td>divergent policies and practice regarding classification, esp. new terms</td>
<td>more alignment among offices</td>
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<tr>
<td>customer support</td>
<td>effectiveness in problem-solving</td>
<td>enhancement of customer support</td>
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A result of the business environment evolution

- Technological advancement improved service delivery in both private and public sector

- Service innovation and improvement in regional/national IP Offices

- A quiet shift of focus from trademark application/registration to a combination of application/registration and post-registration management/commercialization
A few examples: user-centric examination practice innovation

- Pre-approved lists of G&S indications for major users
- Bulk service like change of address/name to support the user’s business demand
- Pro-active user engagement for payment of the second-part of fee
- Helping users to consolidate their trademark portfolios
- …
Reach-out about unpaid cases (the second-part of fee)

- **61%** success rate
- Very positive feedback by the users
- Valuable insight about users' behavioral pattern
- Support to dCP’s income generation
Future development: factors to be considered

- Conviction about the benefits of providing better user experience in retaining customers, improving value of services, building good reputation, etc..
- Assessment of resource availability (MT5)
- Development of SOPs
- Need for a new mindset of examiners: pro-actively understand the user’s business needs by going beyond considering service requests per se
- Possible need for up-skilling or re-skilling and new support tools
- Need for keeping an open eye to service innovation in IP Offices