Patent Public Advisory Committee Meeting

USPTO Patent Call Center
Customer Satisfaction Measures

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Why Measure Customer Satisfaction

- Measuring
  - Provides key insights and measures as to how well USPTO is meeting the needs of the users we serve.
  - Improves compliance, commitment, and communication by developing action plans based on survey results.
  - Allows the Office to have a proactive approach to the pending Bipartisan legislation to improve customer service delivery across federal agencies.

  (Government Customer Service Improvement Act of 2013)

- USPTO call centers receive over 800,000 calls each year
- First call resolution (self reported) runs between 20% to 99+%
- Average handle time for calls ranges from 2 ½ minutes to about 10 minutes

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**Satisfaction Drivers**
- Ease Timeliness
- Clarity Accessibility
- Courtesy Professional
- Ease Usability

**Satisfaction Results**
- Process
- Information
- Customer Service
- Website

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Chart based on ASCI Survey Methodology (http://www.theacsi.org/about-acsi/acsi-methodology)
Current Approach

- Both the Ombudsman and OCIO Service Desk employ formal customer surveys to gauge customer satisfaction.

- Many of the Call Centers (*) employ Quality Control in the form of recording or monitoring live calls.

- All of the Call Centers have an informal process that allows for calls to be escalated to a manager at the request of a caller.

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**Patents (12)**

- Application Assistance Unit *
- Assignments Recordation Branch *
- Central Reexamination Unit
- Electronic Business Center *
- Inventors Assistance Center
- Inventors Assistance Program
- Office of Patent Legal Administration
- Office of Petitions
- Patent & Trademark Copy Fulfillment Branch *
- Patent Cooperation Treaty
- Patent Trial & Appeal Board
- Patents Ombudsman Program

**Trademarks (2)**

- Trademark Assistance Center *
- Trademark Trial & Appeal Board *

**OCIO (3)**

- OCIO Electronic Business Support *
- OCIO Service Desk *
- USPTO Contact Center (UCC)

**Finance (1)**

- Receipts Accounting Division *
Current Results

- 60% of users are either “satisfied” or “very satisfied” with the customer service received from the Ombudsman Program.

- Over 91% of OICO Service Desk users rate the service received as “outstanding” or “very good”.

Recommended Approach

• Engage experts to assist the Office
  – Survey Development
  – Survey Deployment
  – Data Collection
  – Data Analysis
  – Data Reporting

• Implement a Continuous Improvement Plan
Questions and Comments?

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