

Patent Public Advisory Committee Quarterly Meeting

USPTO Patent Call Center Customer Satisfaction Measures



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Management

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Current Structure

- *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 approx. 10 minutes*

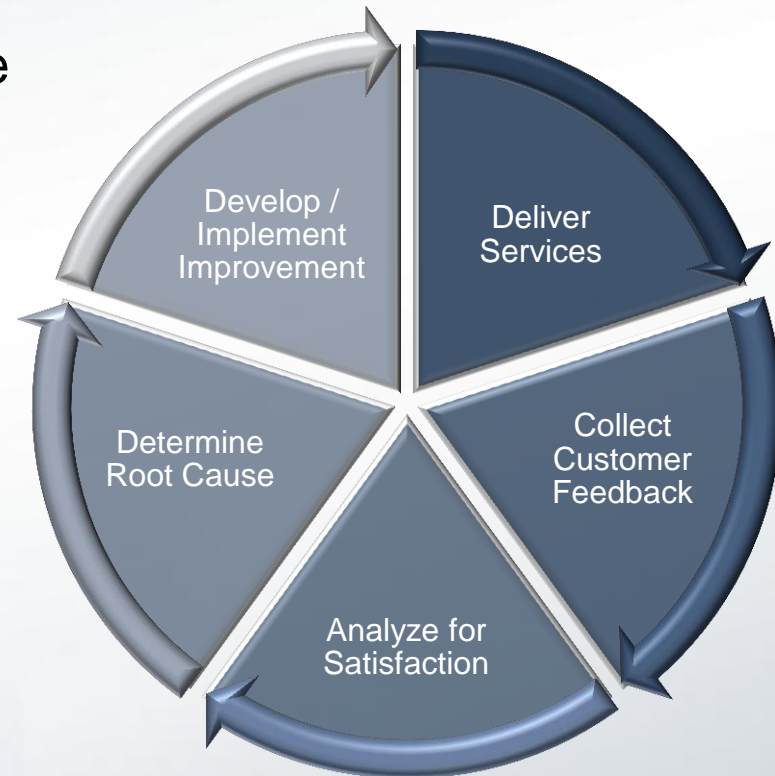
	Call Center	Total # of Agents	POPA Staff	NTEU Staff	Non Union Federal Staff	Contractor Staff
1	Application Assistance Unit	18	0	17	1	0
2	Electronic Business Center	30				30
3	Inventors Assistance Center	26				26
4	Office of Petitions	28	15	12		1
5	Patent Cooperation Treaty	27	23	4	0	0
6	Ombudsman	2	0	1	1	
7	Office of Patent Legal Administration	26	23	1	2	0

- Many of the Call Centers employ Quality Control in the form of recording or monitoring of 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.



Approach

- Customer Satisfaction **Training**
 - Patents Customer Service Agents have received Customer Service Training
- Foresee Customer Satisfaction **Survey** Experts Engaged
 - ✓ January - Contract Award Finalized
 - ✓ May - OMB Approval of Questions
 - June - Survey Deployment
 - Data Analysis after 300 responses
- Implement **Improvement** Plan
 - Training Opportunities
 - Process Documentation
 - Contractor SLA's Development





Survey Questions

- Survey Questions cover four main categories:
 - Drivers of Satisfaction
 - Overall Customer Satisfaction
 - Future Behaviors and
 - Demographics
- To follow are the OMB approved questions regarding USPTO call center experience:



Elements – Drivers of Satisfaction

	Accessibility (1=Poor, 10=Excellent, Don't Know)
Accessibility - Convenience	Please rate the <u>USPTO Customer Support Center</u> on the following: The convenience of using the phone for your needs
Accessibility - Efficiency	The number of steps needed to connect with a representative
Accessibility - Performance	How well the support center connects you with a representative
	Knowledge (1=Poor, 10=Excellent, Don't Know)
Knowledge - Understanding	Please rate the <u>knowledge</u> of the representative in the following areas: Quick understanding of your request or concern
Knowledge - Directness	Ability to directly answer your questions
Knowledge - Accuracy	Accuracy of information provided
	Response Speed (1=Poor, 10=Excellent, Don't Know)
Response Speed - Time	Please rate the speed to resolve your question or concern: Length of time needed on the phone
Response Speed - Efficiency	Number of steps taken to complete the process
Response Speed - Fixed First Time	Degree to which your request or question was resolved the first time
	Professionalism (1=Poor, 10=Excellent, Don't Know)
Professionalism - Understandable	Please rate the <u>professionalism</u> of the representative in the following areas: Use of understandable terms during your conversation
Professionalism - Responsiveness	Responsiveness to your questions or concerns
Professionalism - Courtesy	Courtesy shown to you
	Resolution (1=Poor, 10=Excellent, Don't Know)
Resolution - Detail	Please rate the <u>answer</u> provided to your question or concern in the following areas: Level of detail provided
Resolution - Usefulness	Usefulness to your needs
Resolution - Clarity	Clarity of reasoning and logic



Customer Satisfaction & Future Behaviors

	Customer Satisfaction
Satisfaction - Overall	What is your overall satisfaction with your customer service experience? (1=Very Dissatisfied, 10=Very Satisfied)
Satisfaction - Expectations	How well did your customer service experience meet your expectations? (1=Fell Short, 10=Exceeded)
Satisfaction - Ideal	How well did your customer service experience compare to your idea of an ideal customer experience? (1=Not Very Close, 10=Very Close)

	Future Behaviors
Contact Via Channel Again	How likely are you to contact USPTO via the phone to resolve your service needs in the future? Contact via Phone Again for Service (1=Very Unlikely, 10=Very Likely)
Confidence	Please rate your confidence in USPTO as a result of this customer service experience. Confidence (1=Not at all Confident, 10= Very Confident)
Recommend	How likely are you to recommend USPTO customer service to someone else? Confidence (1=Very Unlikely, 10= Very Likely)



Questions and Comments?

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