

Customer and Market Focus

The Customer and Market Focus category examines how the organization determines requirements, expectations, and preferences of customers and markets. Also examined is how the organization builds relationships with customers and determines the key factors that lead to customer acquisition, satisfaction, and retention and to business expansion.

Second Self-Assessment

Findings - Customer and Market Focus

Strengths

- + The USPTO uses a wide variety of mechanisms to determine customer needs.
- + Customer service represents a major USPTO strategic goal and there is a strong customer focus throughout the organization.
- + The USPTO uses annual customer surveys to measure overall customer satisfaction and determine customer requirements.

Second Self-Assessment

Findings - Customer and Market Focus (Con't.)

Opportunities for Improvement

- There is no systematic approach in place to determine why various segment groups use/don't use the patent and trademark systems.
- There is no systematic complaint handling and problem resolution process in place in order to promptly address problems and collect data in order to be able to analyze systemic problems and trends.
- Complaint data is not being used for training purposes or for educating customers about expectations and aspects of the filing process.
- All employees need to be accountable for customer service through the individual performance plans.

Second Self-Assessment

Findings - Customer and Market Focus

Conclusion:

