

**Final Report: 2005 Customer Satisfaction Survey**  
The Canadian Intellectual Property Office (CIPO)



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# CIPO: 2005 Customer Satisfaction Survey

1.	Background and Understanding .....	4
2.	Executive Summary .....	6
2.1.1	Method and Approach .....	6
2.1.2	Overall Satisfaction .....	7
2.1.3	Impressions of CIPO .....	7
2.1.4	Satisfaction with the Application Process .....	8
2.1.5	Satisfaction with CIPO Staff during the IP Application Process .....	9
2.1.6	Access to CIPO's Products and Services .....	9
2.1.7	Communications .....	10
2.1.8	Financial Aspects of CIPO's Service Delivery .....	10
2.1.9	Service Delivery Compared to Two Years Ago and Other like Entities .....	11
2.1.10	Complaint Resolution .....	11
2.1.11	Other Service offerings .....	11
2.2	Service Improvement Areas .....	12
2.2.1	Communications: High level Priority Improvement Area .....	12
2.2.2	Application Possessing: Middle to High level Service Improvement Area .....	13
2.2.3	Accessibility Product and Services: High Level Service Improvement Priority .....	14
3.	Sommaire pour la haute direction .....	15
3.1.1	Méthode et approche .....	15
3.1.2	Satisfaction globale .....	15
3.1.3	Impressions de l'OPIIC .....	15
3.1.4	Satisfaction à l'égard de la procédure de dépôt de demande .....	16
3.1.5	Satisfaction à l'égard du personnel de l'OPIIC au cours de la procédure de dépôt de la demande .....	18
3.1.6	Accès aux produits et aux services de l'OPIIC .....	18
3.1.7	Communications .....	19
3.1.8	Aspects financiers de la prestation de services de l'OPIIC .....	20
3.1.9	La prestation de services par rapport à il y a deux ans et à celle d'autres organismes .....	20
3.1.10	Règlement des plaintes .....	21
3.1.11	Autres services offerts .....	21
3.2	Secteurs d'amélioration du service .....	22
3.2.1	Communications : haute priorité pour l'amélioration du service .....	22
3.2.2	Traitement des demandes : priorité moyenne à élevée pour l'amélioration du service .....	23
3.2.3	Accessibilité aux produits et aux services : haute priorité pour l'amélioration du service .....	24
4.	Methodology .....	26
4.1	Questionnaire Design .....	26
4.2	Interviewing and Fieldwork .....	27
4.3	Participant Selection .....	27
4.4	Data Analysis Approach .....	27
5.	Branding and Client Satisfaction .....	32
5.1	The CIPO Brand .....	33
6.	CIPO's Perceived Client Orientation .....	35
6.1	Gap Analysis: CIPO's Perceived Client Focus .....	36
7.	Overall Impressions of CIPO .....	38
8.	Common Measurement Tool (CMT): The overall process of filing for IP Protection .....	41
8.1	Gap Analysis: Elements of Service Delivery Obtaining Intellectual Property Protection .....	43
8.2	Quadrant Analysis .....	45
8.3	Satisfaction with Turn around Times (TAT): Application Processing .....	46
9.	First Contact: Methods of First Contact with CIPO .....	50
9.1	Accessibility of Services .....	51

## CIPO: 2005 Customer Satisfaction Survey

9.2	Gap Analysis: Accessibility of Intellectual Property Protection.....	52
9.3	Quadrant Analysis: Accessibility of CIPO's Products and Services .....	54
9.4	Satisfaction with the Accessibility of Intellectual Property Services .....	54
9.5	Satisfaction with how easy it is to Access Intellectual Property Services .....	55
9.6	Predictors of Satisfaction with the Accessibility of CIPO's Services .....	55
9.7	The Service Experience: Online Services .....	56
9.8	The Service Experience: General Inquiries Line .....	57
9.9	Attitudes Toward the Toll Free General Inquiries Line .....	58
10.	Communications.....	59
10.1	Gap Analysis: CIPO's Communications .....	61
10.2	Overall satisfaction with CIPO's Communications .....	62
11.	Financial Aspects of CIPO's Service Delivery .....	64
11.1	Gap analysis: Service Elements Payment Process.....	65
11.2	Overall Satisfaction with the Payment Process .....	66
11.3	Paying Fees On-line and Satisfaction with the On-line Fee Payment Process.....	67
11.4	Value for Money .....	68
12	Cost of Intellectual Property Protection in Canada .....	69
13.	Service Delivery Since 2003 .....	70
13.1	CIPO Service compared to Other Government Departments and Agencies .....	71
13.2	CIPO Service compared to Other Intellectual Property Offices.....	72
15	Overall Satisfaction with CIPO's Products and Services .....	74
16.	Potential Additions to CIPO Current Service Delivery .....	76
17	New Data Exchange System.....	77
18	Product line Specific Questions .....	78
18.1	Patent Office Specific Questions .....	78
18.2	International Search Reports.....	78
18.3	Trade-Marks Office Specific Questions .....	79
18.6	Industrial Design Specific Questions .....	82
18.7	Summary of Client values by Product line and Applicant Type .....	83
19	General Observations and Conclusions.....	84
19.1	Client Centered .....	84
19.2	Branding .....	84
19.3	The Market Place .....	84
20	Recommendations.....	85
20.1	General Service Improvement Priorities .....	85
20.2	Research Recommendations.....	86

## 1. Background and Understanding

The Government of Canada, like many of its provincial counterparts and private sector organizations, has launched a Service Improvement Initiative (SII). Led by Treasury Board Secretariat (TBS), the Initiative is intended to directly contribute to its renewed citizen-focus, providing results for Canadians. The SII represents one component of a tri-partite service initiative across government, the other key elements being Service Canada and Government-Online, both of which are intended to address issues related to access in addition to performance.

The SII encourages the employment of client satisfaction measurement tools to assess the degree to which the services and products offered by government departments and agencies meet the needs of their clientele.

*Continuous improvement in client service depends on the capacity of departments and agencies to measure levels of satisfaction, to set improvement targets, to develop plans to meet those targets, to monitor implementation and to report back on progress. (TBS web site)*

When asked what most affects their views of the Government of Canada, many Canadians, whether direct clients of Government services or not, will allude to impressions of the serviceability of government departments and agencies. Service experiences and transactions between clients and organizations, whether they are government agencies or private sector companies, have the potential to adversely or beneficially affect clients' views of that organization. An organizations' brand is very much rooted in perceptions of its service to clients and customers. Ultimately, a poor service experience can do considerable and, in some cases, irreversible damage, to a client's impression of the organization.

The SII is intended to directly speak to the issues expressed by Canadians and clients of Government of Canada services about the quality and performance of service delivery across all departments and agencies of government. The key design features of SII are:

- A phased approach to improvements in service metrics with the application of SII first to lead or "mission critical" departments and eventually to all government departments and agencies with key services to the public. The phased approach allows for piloting of service improvement initiatives in key departments first, setting best practices and a lead for others;
- The application of the Common Measurement Tool in establishing benchmark measures of client satisfaction intended to provide for consistency and comparability over time, within and across departments.

## CIPO: 2005 Customer Satisfaction Survey

The CMT allows for a wide variability in the use of various methodologies. However, it does set out key measures and metrics which are quite comprehensive in terms of assessing the “full” service picture from the client’s perspective;

- The preparation of a Service Improvement Plan for each department based on client priorities as revealed in the results of the client satisfaction research;
- The setting of 10%+ improvement targets for client satisfaction over the five year period of the Initiative;
- Establishment of core service standards for each service channel;
- The reporting of service standards, service performance, improvements in client satisfaction and progress against five-year service improvement targets in the departmental performance reports and reports on priorities and plans;
- Managers will be held accountable to the extent that they do or do not meet service satisfaction and improvement targets within the current management performance systems; and finally,
- The SII program is intended to be a continuous and ongoing effort toward service improvement and re-orienting government departments, particularly those with front-line responsibilities, toward a citizen-first focus.

All this will be undertaken in three phases, beginning with lead departments paving the way in Phase I, moving to wider implementation in Phase II with all departments have key service interactions with the public beginning to implement first steps while lead departments begin reporting back on progress against baseline measures. Phase III is expected to show more direct progress from all departments (with few exceptions) toward the minimum 10% improvement target.

The Canadian Intellectual Property Office (CIPO) is a Special Operating Agency (SOA) of Industry Canada (IC). CIPO is responsible for the administration and processing of the greater<sup>1</sup> part of intellectual property in Canada.

As per the above stated requirement, CIPO has conducted two general client satisfaction studies since 2001. In 2001 and 2003 CIPO conducted telephone surveys with at least 1500 CIPO clients. In June of 2005, CIPO launched its third bi-annual client satisfaction survey.<sup>2</sup> The 2005 satisfaction survey is intended to build on the two previous studies conducted in 2001 and 2003. New product lines specific questions were added for the Industrial Design Division and

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<sup>1</sup> The Canadian Food Inspection Agency manages another type of intellectual property termed “[Plant breeders' rights](#)”. This type of IP protection **applies to** certain new plant varieties.

<sup>2</sup> Data collection began in early June 2005 and was completed in August 2005.

Copyright Office. Sample frame, sizes, and sampling procedures were kept similar to the 2001 and 2003 studies.

## **2. Executive Summary**

### **2.1.1 Method and Approach**

GPC Research conducted 1550 20-minute telephone interviews with a random sample of clients of the Canadian Intellectual Property Office. The sample was stratified by product line and applicant type to allow for greater analysis on the product line and applicant type level. The overall survey results are accurate to within +/- 2.49 percentage points 19 times out of 20, or at a 95% confidence interval. The margin of error at the sub-group level is higher than that of the overall sample. All interviews were conducted at GPC's central interviewing facility which is located in Ottawa, Ontario, Canada. The survey response rate was good, 42 percent which is similar to that achieved in 2001 and 2003.

### **2.1.2 Overall Satisfaction**

The vast majority of CIPO's direct clients<sup>3</sup> continue to be satisfied with the products and services they received from CIPO. Nevertheless, overall satisfaction has dropped slightly since 2003. The drop in overall satisfaction is in part explained by lower levels of satisfaction with CIPO's communications and some additional issues related to access and timeliness.

Overall satisfaction is highest among Copyright and Trademark applicants followed at a distance by Industrial Design and Patent applicants. In 2005, Agents are slightly more satisfied than Unrepresented applicants. In 2003, Unrepresented applicants were more likely to be satisfied with the products and services they received from CIPO than Agents.

### **2.1.3 Impressions of CIPO**

Identification with CIPO is up from the 2003 level by 4 percentage points. However, a majority of direct clients continue to identify more closely with the individual product line offices as the entity with which they do business. Those who identify more closely with CIPO are significantly more likely to say they are satisfied with CIPO's products. Furthermore, they are more likely to hold a favorable impression of CIPO. At the same time, more clients now hold a favorable impression of CIPO than did in 2003.

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<sup>3</sup> For the purposes of this study direct clients refers to those clients who file for IPP on behalf of themselves (unrepresented Applicant) or someone else (Agent).

#### **2.1.4 Satisfaction with the Application Process**

Six out of ten direct clients, a majority, say they are satisfied with the amount of time it took CIPO to process their respective IP applications. Satisfaction on this measure has decreased slightly since 2003. It should be noted, however, that this decrease has not translated into increased dissatisfaction in this area but rather increased indifference, especially among the Agent community.

Copyright applicants, eight out of ten, a majority, said they were satisfied with the turn around time (TAT) for IP application processing. About five out of ten Patent and Trade mark applicants said they were satisfied with TAT for IP applications while almost four out of ten Industrial design applicants said they were satisfied with the TAT for IP applications.

Unrepresented applicants were significantly more likely than Agents to say they were satisfied with the TAT for IP applications. However, Agents were not more likely than Unrepresented applicants to say they were dissatisfied with the TAT for IP applications. Agents were however, more likely than Unrepresented applicants to say they were neutral (say 3, on a 5 point scale) when asked how satisfied they were with TAT for IP applications.

Dissatisfaction with TAT for IP applications was highest among Patent and Industrial design applicants where two and three clients out of ten respectively said they were dissatisfied with the TAT for IP applications.

Five elements of service delivery related to the application filing process were examined. Key driver analysis suggests that the most efficient way to impact or drive overall satisfaction beyond its current level (60%) is to focus on the following elements of service delivery related to the application process:

- providing a final decision or action within a reasonable amount of time;
- providing easy access to CIPO employees without difficulty;
- maintaining staff competence.

Incidentally, all three of the above cited elements of IP application processing were highlighted by gap and quadrant analysis as middle to high priority areas for service improvement.

### **2.1.5 Satisfaction with CIPO Staff during the IP Application Process**

A strong majority of direct clients said they were satisfied with the CIPO staff that provided the service during the IP application process. Overall satisfaction with CIPO service staff that provided the service during the IP application process has increased since 2003 by five percentage points. Furthermore, agreement with the statement "CIPO staff was competent" has increased by 10 percentage points since 2003 which, in theory, helps explain the increase in satisfaction with the service staff on this measure in 2005. Generally speaking, satisfaction was high across all product lines and applicant types, especially among Agents and Copyright applicants.

### **2.1.6 Access to CIPO's Products and Services**

The Web is the number one point of first contact across most client groups and product lines. Even among Agents, the Web has surpassed the Telephone as the most frequently used channel of first contact with CIPO. Sub-group analysis suggests that the mode of first contact with CIPO to obtain information about its services is to some degree determined by location of applicant, company size, product line and applicant type.

First impressions are important and satisfaction with CIPO's Web site, the most commonly used point of first contact, is high for a majority of CIPO's direct clients.

As was the case in 2003, a strong majority of those surveyed said they were satisfied with the accessibility of IP services at CIPO. Nevertheless, a slight decrease in overall satisfaction since 2003 (4%) is revealed in this area. Satisfaction with the accessibility of CIPO's products and services was highest among Copyright applicants and lowest among Industrial Design applicants.

Other indicators such as region also help explain attitudes in this area. For example, Atlantic region (76%) and Quebec (72%) based applicants are more likely than Alberta (47%) and British Columbia (44%) clients to agree with the statement "CIPO's hours of service are convenient."

The second most commonly used point of first contact with CIPO is the 1-900 General Inquiries line (GIL). It is also frequently used touch point for CIPO's clients. A slight majority of direct clients indicated that they have contacted CIPO via the GIL in the past 2 years. Unrepresented applicants are more likely than Agents to have called the GIL. A clear majority of direct clients who have contacted CIPO via the GIL said they were satisfied with the service they

received; Unrepresented applicants were more likely than Agents to say they were satisfied.

### **2.1.7 Communications**

A majority of direct clients are satisfied with CIPO's communications. However, overall satisfaction with CIPO's communications has dropped eight percentage points since 2003. Survey results indicate that CIPO's performance is down across three of four communications elements examined since 2003. Across sub-groups, the most pronounced decrease on this measure occurred among the Agent community where agreement with the statement "*CIPO correspondence was easy to understand*" dropped by ten percentage points since 2003.

Sub-group analysis indicates that attitudes regarding CIPO's communications are determined in part by applicant type, region and experience filing with IP offices outside of Canada. For example, those who have filed outside of Canada were significantly less satisfied with CIPO's communications than those who have filed only in Canada in the past two years. Copyright and Trademark applicants said they were more likely to say they were satisfied with CIPO's communications than Patent and Industrial Design applicants. Also, Quebec based applicants were more satisfied than Alberta and British Columbia based applicants with CIPO's overall communications.

Regression analysis indicates that communication satisfaction is the strongest determinant or general predictor of overall client satisfaction, ahead of access, timeliness and staff.

### **2.1.8 Financial Aspects of CIPO's Service Delivery**

CIPO performs well on most elements of service delivery related to the payment process with two notable exceptions: answering questions regarding account status in a timely manner; and applying refunds in a timely manner.

Nevertheless, the vast majority of Unrepresented applicants and Agents combined say they are satisfied with the payment process at CIPO.

About 55 percent of direct clients report having paid their fees to CIPO via the online payment process. The incidence of online payment varies significantly across product lines. The vast majority of those clients who have used the online payment system are satisfied with it.

A strong majority of direct clients agreed that the products and services provided to them by CIPO are worth what they paid. Additionally, CIPO's direct clients

agreed that the overall cost of obtaining IP protection in Canada is reasonable relative to other countries.

### **2.1.9 Service Delivery Compared to Two Years Ago and Other like Entities**

A strong majority of direct clients indicated that CIPO's service has improved or stayed the same over the past 24 months. This sentiment is especially strong among the Agent community where 45 percent of Agents say CIPO's service has improved over the past two years.

A slight majority of direct clients say that CIPO is better than other government departments and agencies with which they have dealt. Furthermore, the vast majority say CIPO is as good as or better than other government departments and agencies with which they have dealt.

Moreover, a majority of direct clients who have filed for IP protection outside of Canada in the past two years say CIPO's service is as good as or better than that of other IP offices with which they have dealt.

### **2.1.10 Complaint Resolution**

Complaints to CIPO increased from eight percent in 2003 to twelve percent in 2005. However, complaint resolution is up by 16 percentage points since 2003.

### **2.1.11 Other Service offerings**

A clear majority of direct clients say that a 1-800 toll free General Inquiries Line would be important for them or their respective organizations. Unrepresented applicants are more likely than Agents to view it as important.

A slim majority of Agents agree that a direct link between their internal business systems and CIPO's to facilitate a common format for data exchange is a good idea. However, they feel the likelihood of their organization being prepared to devote resources to allow such a link to be created is at best somewhat likely.

Interest in purchasing a copy of the Industrial Design database is low among Industrial Design Agents and Unrepresented applicants. Most clients in both sub-groups are not interested in purchasing a copy of the Industrial Design database. The next section of this report will highlight survey results from questions that were specific to CIPO's four most widely used product lines.

## **2.2 Service Improvement Areas**

### **2.2.1 Communications: High level Priority Improvement Area**

Overall satisfaction with CIPO's communications is the strongest general predictor of overall client satisfaction. As such, it should be given high priority by CIPO for service improvement. Some additional communication areas for service improvement include the following:

- ✓ "CIPO provided me with the information I needed" should be given a middle -high level service improvement priority, especially among Patent and Industrial Design applicants and Agents;
- ✓ "Changes to the Act/Regulations/Office practices are communicated clearly" should be given a high level service improvement priority especially among Patent, Trademark and Industrial Design Agents;
- ✓ "Objects of substantive nature are reported in the 1st Examiners report" should be given a high level service improvement priority especially Patent and Trademark Agents;
- ✓ "As it relates to International search reports- "Written opinions are well reasoned" given a high level service improvement priority among Patent agents;
- ✓ "The style and tone of Examiners reports make them easy to understand" given a high level service improvement priority especially Trademark and Industrial Design Agents; and finally,
- ✓ "Opposition Board decisions are well reasoned" given a high level service improvement priority among Trademark Agents.

### **2.2.2 Application Possessing: Middle to High level Service Improvement Area**

Overall satisfaction with the amount of time it took CIPO to process IP applications is correlated with overall satisfaction, but not as strongly correlated as overall satisfaction with the accessibility of CIPO's products and services which is second only to overall satisfaction with CIPO's communications. As such, it should be given middle to high priority by CIPO for service improvement.

- "CIPO Staff was competent" given a middle to high level service improvement priority especially across all product lines, especially among Industrial Design applicants, Unrepresented applicants and Agents Clients
- "I received my final decision/action within a reasonable amount of time" given a high level service improvement priority across all product lines especially Industrial Design and Patent applicants. Among Agents is should be given a very high level service improvement priority;
- "Filing certificates are received in a timely manner" given a high level service improvement priority among Patent Agents;
- "Examiners' subsequent actions are received in a timely manner" should be given a high level service improvement priority among Patent Agents;
- "Questions I have about Examiners office actions are answered in a timely manner" should be given a high level service improvement priority among Trademark Agents;
- As it relates to filing a TM Opposition, "Four months is a sufficient amount of time to submit written reports" should be given a high level service improvement priority among;
- "Questions I have concerning filing are answered in a timely manner" should be given should be given a high level service improvement priority among Copyright agents;
- "Transfers of ownership are processed efficiently" should be given a high level service improvement priority among Copyright Agents;
- "Two months is adequate for clients to respond to an office action" should be given a high level service improvement priority among Industrial Design Agents;

## CIPO: 2005 Customer Satisfaction Survey

- “Examiners’ subsequent actions are received in a timely manner” should be given a high level service improvement priority among Industrial Design Agents; and finally,
- “Questions regarding my account status are answered in a timely manner” should be given a high level service improvement priority among Agents.

### **2.2.3 Accessibility Product and Services: High Level Service Improvement Priority**

Overall satisfaction with the accessibility of CIPO’s services is highly correlated with overall satisfaction. The strength of the relationship suggests that accessibility is the second most important determinant or general predictor of overall satisfaction. As such, we recommend that it be given high priority for service improvement. The main priority should be placed on the following areas by client type:

- ✓ “Various methods of accessing CIPO services are available” should be given high priority among Industrial Design applicants and middle priority among Unrepresented applicants;
- ✓ “I was able to get through to a CIPO employee without difficulty” should be given a high priority for service improvement across all product lines except Copyrights but especially ID and Patents, among BC and Alberta based clients and Agents;
- ✓ “The hours of service are convenient” should be given a middle priority for service improvement among Trademark and Copyright applicants;
- ✓ “It is clear who to contact within CIPO to receive service” should be given high to very high priority for service improvement across all product lines and applicant types.

### **3. Sommaire pour la haute direction**

#### **3.1.1 Méthode et approche**

GPC Research a mené 1550 entrevues téléphoniques de 20 minutes auprès d'un échantillon aléatoire de clients de l'Office de la propriété intellectuelle du Canada (OPIC). L'échantillon a été divisé par gammes de produits et types de déposants afin de permettre une analyse plus poussée à ces niveaux. Les résultats globaux du sondage comportent une marge d'erreur de plus ou moins 2,49 %, 19 fois sur 20, ou à un intervalle de confiance de 95 %. La marge d'erreur au niveau des sous-groupes est plus élevée que celle de l'ensemble de l'échantillon. Toutes les entrevues ont été réalisées au centre d'appels de GPC à Ottawa en Ontario au Canada. Le taux de réponse au sondage a été bon, soit 42 pour cent, ce qui est semblable à celui de 2001 et de 2003.

#### **3.1.2 Satisfaction globale**

La grande majorité des clients directs<sup>4</sup> de l'OPIC continuent d'être satisfaits des produits et des services qu'ils reçoivent de l'Office. Malgré tout, la satisfaction globale a légèrement diminué depuis 2003. Cette baisse s'explique en partie par des taux de satisfaction plus faibles à l'égard des communications de l'OPIC et de certains autres aspects ayant trait à l'accès et à la rapidité d'exécution.

La satisfaction globale est plus élevée chez les déposants de droits d'auteur et de marques de commerce, puis, dans une proportion moindre, chez les déposants de dessins industriels et de brevets. En 2005, les agents sont légèrement plus satisfaits que les déposants non représentés. En 2003, ces derniers étaient plus susceptibles d'être satisfaits des produits et des services qu'ils recevaient de l'OPIC que les agents.

#### **3.1.3 Impressions de l'OPIC**

L'identification de l'OPIC est à la hausse de quatre points de pourcentage par rapport à 2003. Malgré tout, une majorité de clients directs continuent de s'identifier plus au bureau du produit en question comme organisme avec lequel ils font affaire. Les clients qui s'identifient davantage à l'OPIC sont nettement plus enclins à affirmer qu'ils sont satisfaits des produits qu'il offre. De plus, ils sont plus susceptibles d'avoir une impression favorable de l'Office. En même

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<sup>4</sup> Aux fins de cette étude, « clients directs » désigne les clients qui ont déposé une demande de protection de propriété intellectuelle pour leur propre compte (déposant non représenté) ou pour celui d'une autre personne (agent).

temps, plus de clients ont maintenant une impression favorable de l'OPIC qu'en 2003.

#### **3.1.4 Satisfaction à l'égard de la procédure de dépôt de demande**

Six clients directs sur dix, soit la majorité, ont déclaré être satisfaits de délai qu'il a fallu à l'OPIC pour traiter leur demande de propriété intellectuelle (PI). Le taux de satisfaction de cette mesure a légèrement diminué par rapport à 2003. Toutefois, il faut souligner que cette diminution ne se traduit pas par une insatisfaction plus élevée à ce niveau, mais plutôt par une indifférence accrue, surtout chez les agents.

Huit déposants d'une demande de droits d'auteur sur dix, soit la majorité, déclarent être satisfaits du délai d'exécution pour le traitement d'une demande de PI. Environ cinq déposants sur dix d'une demande de brevet et de marque de commerce ont déclaré être satisfaits du délai d'exécution, tandis que près de quatre déposants de dessin industriel sur dix ont affirmé être satisfaits du délai d'exécution de leur demande.

Les déposants non représentés étaient nettement plus enclins que les agents à se déclarer satisfaits du délai d'exécution de la demande. Toutefois, les agents n'étaient pas plus enclins que les déposants non représentés à affirmer être insatisfaits du délai d'exécution de la demande. Malgré tout, les agents étaient plus enclins que les déposants non représentés à se déclarer neutres (3 sur une échelle de 5 points) quant à leur degré de satisfaction à l'égard du délai d'exécution de la demande.

L'insatisfaction à l'égard du délai d'exécution de la demande de PI était la plus élevée chez les déposants de brevets et de dessins industriels alors que deux et trois clients sur dix respectivement étaient insatisfaits du délai d'exécution de leurs demandes.

Cinq éléments de la prestation de services ayant trait à la procédure de dépôt de demande ont été examinés. L'analyse des facteurs déterminants suggère que la façon la plus efficace d'améliorer le degré de satisfaction ou de le porter au-delà du taux actuel (60 %) est de mettre l'accent sur ces éléments de la prestation de services lors du traitement d'une demande :

- communiquer une décision finale ou une réponse dans un délai raisonnable;
- permettre d'entrer en contact avec un employé de l'OPIC sans difficulté;

## CIPO: 2005 Customer Satisfaction Survey

- avoir un personnel compétent.

D'ailleurs, ces trois éléments du traitement d'une demande ont été soulignés lors de l'analyse des lacunes et par quadrant en tant qu'aspects à priorité élevée ou moyenne pour améliorer le service.

### **3.1.5 Satisfaction à l'égard du personnel de l'OPIC au cours de la procédure de dépôt de la demande**

Une grande majorité de clients directs ont déclaré être satisfaits du personnel de l'OPIC qui les a servis pendant le traitement de leur demande de PI. La satisfaction globale à l'endroit du personnel de service de l'OPIC avec qui ils ont fait affaire a augmenté de cinq points de pourcentage par rapport à 2003. De plus, le degré d'accord avec l'énoncé : « *le personnel de l'OPIC était compétent* » a augmenté de 10 points de pourcentage depuis 2003, ce qui, en théorie, contribue à expliquer la hausse du degré de satisfaction à l'endroit du personnel de service pour cette mesure en 2005. Dans l'ensemble, le taux de satisfaction était élevé pour toutes les gammes de produits et chez tous les types de déposants, surtout chez les agents et les déposants de droits d'auteur.

### **3.1.6 Accès aux produits et aux services de l'OPIC**

Le Web est le mode d'accès le plus populaire pour le premier contact pour la plupart des groupes de clients et pour toutes les gammes de produits. Même chez les agents, le Web a surpassé le téléphone comme moyen utilisé le plus souvent pour communiquer d'abord avec l'OPIC. L'analyse des sous-groupes suggère que le mode de contact avec l'OPIC d'abord privilégié pour obtenir de l'information à propos de ses services est, dans une certaine mesure, déterminé par l'emplacement du déposant, la taille de l'entreprise, la gamme de produits et le type de déposant.

La première impression est importante et le degré de satisfaction à l'égard du site Web de l'OPIC, le mode de contact le plus souvent privilégié en premier, était élevé chez la majeure partie des clients directs de l'OPIC.

Tout comme ce fut le cas en 2003, une forte majorité des répondants ont affirmé être satisfaits de l'accessibilité aux services de protection intellectuelle de l'OPIC. Malgré tout, on note une légère baisse de la satisfaction globale à ce niveau par rapport à 2003 (4 %). Le degré de satisfaction quant à l'accessibilité aux produits et services de l'OPIC était le plus élevé parmi les déposants de droits d'auteur, et le plus faible parmi les déposants de dessins industriels.

D'autres indicateurs, comme la région, permettent aussi d'expliquer les attitudes à ce niveau. Par exemple, les déposants de la région de l'Atlantique (76 %) et du Québec (72 %) sont plus susceptibles d'être d'accord avec l'énoncé : « *les heures de service sont convenables* » que les clients de l'Alberta (47 %) et de la Colombie-Britannique (44 %).

Le deuxième mode d'accès le plus utilisé pour communiquer avec l'OPIC en premier est la ligne 1 900 pour les renseignements généraux. C'est aussi un mode d'accès populaire chez les clients de l'OPIC par la suite. Une légère majorité de clients directs ont indiqué avoir communiqué avec l'OPIC par l'entremise de la ligne de renseignements généraux au cours des deux dernières années. Les déposants non représentés sont plus susceptibles que les agents d'avoir appelé la ligne de renseignements généraux. Une majorité nette de clients directs qui ont communiqué avec l'OPIC par l'entremise de la ligne de renseignements généraux ont déclaré être satisfaits du service reçu. Les déposants non représentés étaient plus susceptibles que les agents d'affirmer être satisfaits du service reçu lorsqu'ils communiquaient avec l'OPIC par l'entremise de la ligne de renseignements généraux.

### **3.1.7 Communications**

La majorité des clients directs sont satisfaits des communications de l'OPIC. Toutefois, la satisfaction globale à l'égard des communications de l'OPIC a chuté de huit points de pourcentage depuis 2003. Les résultats du sondage indiquent que, par rapport à 2003, le rendement de l'OPIC est à la baisse au niveau de trois des quatre volets des communications examinés. Parmi les sous-groupes, la baisse la plus prononcée pour cette mesure se situe chez les agents dont le degré d'accord avec l'énoncé : « *la correspondance de l'OPIC était facile à comprendre* » a chuté de dix points de pourcentage depuis 2003.

L'analyse des sous-groupes indique que les attitudes à l'égard des communications de l'OPIC sont déterminées en partie par le type de déposant, par sa région et par son expérience à faire affaire avec des bureaux de propriété intellectuelle de l'extérieur du Canada. Par exemple, ceux qui ont déposé une demande à l'extérieur du Canada étaient nettement moins satisfaits des communications de l'OPIC que ceux qui n'avaient déposé des demandes qu'au Canada au cours des deux dernières années. Les déposants de droits d'auteur et de marques de commerce étaient plus enclins à affirmer être satisfaits des communications de l'OPIC que les déposants de brevets et de dessins industriels. De même, les déposants du Québec étaient davantage satisfaits que ceux de l'Alberta et de la Colombie-Britannique quant à l'ensemble des communications de l'OPIC.

L'analyse de régression indique que la satisfaction à l'égard des communications est le meilleur paramètre de prévision de la satisfaction globale du client. Dans l'ensemble, l'analyse de la corrélation et de régression indique que la satisfaction

à l'égard des communications est liée de plus près à la satisfaction globale que la satisfaction à l'égard de l'accessibilité aux produits et aux services de l'OPIC, du délai d'exécution de l'OPIC pour le traitement des demandes et du personnel de l'OPIC concerné pendant le dépôt de la demande.

### **3.1.8 Aspects financiers de la prestation de services de l'OPIC**

L'OPIC s'en tire bien pour la plupart des aspects de la prestation de services ayant trait au processus de paiement, à deux exceptions notables près, soit la réponse aux questions quant à l'état du compte en temps opportun et les remises de remboursements en temps utile.

Malgré tout, la grande majorité des déposants non représentés et des agents combinés déclarent être satisfaits du processus de paiement de l'OPIC.

Environ 55 pour cent des clients directs indiquent avoir réglé leur dû à l'OPIC à l'aide du paiement en ligne. La fréquence des paiements en ligne varie beaucoup en fonction des gammes de produits. La grande majorité des clients qui ont eu recours au système de paiement en ligne en sont satisfaits.

Une forte majorité de clients directs sont d'accord que les produits et services qui leur sont offerts par l'OPIC en valent le coût. De plus, les clients directs de l'OPIC sont d'accord que le coût global de l'obtention d'une protection de propriété intellectuelle au Canada est raisonnable par rapport à celui en vigueur dans d'autres pays.

### **3.1.9 La prestation de services par rapport à il y a deux ans et à celle d'autres organismes**

Une forte majorité de clients directs ont indiqué que le service à la clientèle de l'OPIC s'est amélioré ou est resté le même au cours des 24 derniers mois. Ce sentiment est surtout présent chez les agents alors que 45 pour cent d'entre eux affirment que le service à la clientèle de l'OPIC s'est amélioré au cours des deux dernières années.

Une légère majorité de clients directs affirment que l'OPIC est mieux que d'autres ministères ou organismes gouvernementaux avec lesquels ils ont fait affaire. De plus, la grande majorité des répondants affirment que l'OPIC est équivalent ou mieux que d'autres ministères et organismes gouvernementaux avec lesquels ils ont fait affaire.

En outre, une majorité de clients directs qui ont déposé une demande de propriété intellectuelle hors du Canada au cours des deux dernières années

affirment que le service de l'OPIC est aussi bon ou meilleur que celui d'autres bureaux de propriété intellectuelle avec lesquels ils ont fait affaire.

#### **3.1.10 Règlement des plaintes**

Les plaintes déposées à l'OPIC sont passées de huit pour cent en 2003 à douze pour cent en 2005. Toutefois, le règlement des plaintes est à la hausse de 16 points de pourcentage par rapport à 2003.

#### **3.1.11 Autres services offerts**

Une nette majorité de clients directs affirment qu'un numéro sans frais 1 800 serait important pour eux ou pour leur entreprise. Les déposants non représentés sont plus enclins que les agents à considérer ce point comme important.

Une légère majorité d'agents sont d'accord qu'un lien direct entre leurs systèmes d'affaires internes et l'OPIC pour permettre un format commun d'échange de données est une bonne idée. Toutefois, ils indiquent que la possibilité que leur entreprise soit prête à consacrer des ressources pour permettre la mise en œuvre d'un tel lien est, au mieux, probable.

L'intérêt envers l'achat de la base de données des dessins industriels est faible chez les agents de déposants en dessins industriels et les déposants non représentés. La majeure partie des clients des deux sous-groupes ne sont pas intéressés à acheter une copie de la base de données des dessins industriels. La prochaine section de ce sommaire mettra l'accent sur les aspects sur lesquels il est recommandé d'accorder divers degrés de priorité pour l'améliorer le service.

## 3.2 Secteurs d'amélioration du service

### 3.2.1 Communications : haute priorité pour l'amélioration du service

La satisfaction globale à l'égard des communications de l'OPIIC est le meilleur paramètre général de prévision de la satisfaction globale du client. Par conséquent, l'OPIIC devrait y accorder une grande priorité pour améliorer son service. Voici certains volets des communications qui permettraient d'améliorer le service :

- ✓ « *l'OPIIC m'a fourni l'information dont j'avais besoin* » - une priorité moyenne à élevée devrait être accordée à cet aspect pour améliorer le service, surtout auprès des déposants et agents de déposants de dessins industriels et de brevets;
- ✓ « *Les modifications apportées à la Loi, aux règlements et aux pratiques du Bureau sont communiquées clairement* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service, surtout auprès des agents de déposants de brevets, de marques de commerce et de dessins industriels;
- ✓ « *Toutes les objections de nature substantielle sont rapportées dans le premier rapport de l'examineur* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service, surtout auprès des agents de déposants de brevets et de marques de commerce;
- ✓ Pour ce qui est des rapports de recherche internationale : « *Les recherches internationales sont en accord avec les opinions écrites* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de brevets;
- ✓ « *Le style et le ton des rapports des examinateurs rendent ces rapports faciles à comprendre* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service, surtout auprès des agents de déposants de marques de commerce et de dessins industriels;
- ✓ « *Les décisions de la Commission des oppositions sont bien raisonnées* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de marques de commerce.

### 3.2.2 Traitement des demandes : priorité moyenne à élevée pour l'amélioration du service

La satisfaction globale à l'égard du délai d'exécution de l'OPIC pour traiter les demandes de propriété intellectuelle est en lien avec la satisfaction globale, mais pas aussi fortement que la satisfaction globale quant à l'accessibilité aux produits et services de l'OPIC qui se classe deuxième, tout juste après la satisfaction globale à l'égard des communications de l'OPIC. Par conséquent, l'OPIC devrait lui accorder une priorité moyenne à élevée pour améliorer le service. Voici d'autres aspects pour améliorer le service:

- « *Le personnel de l'OPIC était compétent* » - une priorité moyenne à élevée devrait être accordée à cet aspect pour améliorer le service pour toutes les gammes de produits, surtout auprès des déposants de dessins industriels, des déposants non représentés et des agents;
- « *J'ai obtenu une décision finale ou une réponse dans un délai raisonnable* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service pour toutes les gammes de produits, surtout auprès des déposants de dessins industriels et de brevets. Auprès des agents, on devrait lui accorder une très haute priorité.
- « *Les certificats de dépôt sont reçus en temps opportun* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de brevets;
- « *Les mesures subséquentes prises par l'examineur sont reçues rapidement* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de brevets;
- « *J'obtiens rapidement des réponses à toutes mes questions au sujet des mesures prises par le bureau de l'examineur* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de marques de commerce;
- En ce qui a trait à la déposition d'une opposition à une marque de commerce : « *Une période de quatre mois suivant l'établissement de la preuve constitue une période de temps suffisante pour soumettre une argumentation par écrit* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de marques de commerce;
- « *Je reçois rapidement des réponses à mes questions au sujet des dépôts de demande* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de droits d'auteur;

- « *Les transferts de propriété sont traités efficacement* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de droits d'auteur;
- « *Une période de deux mois constitue une période suffisante pour permettre aux clients de répondre à des mesures prises par le Bureau* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de dessins industriels;
- « *Les mesures subséquentes prises par l'examineur sont reçues rapidement* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents de déposants de dessins industriels, et finalement;
- « *Je reçois des réponses en temps utile aux questions relatives à l'état de mon compte* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des agents.

### **3.2.3 Accessibilité aux produits et aux services : haute priorité pour l'amélioration du service**

La satisfaction générale quant à l'accessibilité aux services de l'OPIC est étroitement liée à la satisfaction globale. L'étroitesse de la relation suggère que l'accessibilité est le deuxième facteur déterminant ou paramètre général de prévision le plus important de la satisfaction globale. Par conséquent, nous recommandons de lui accorder une haute priorité afin d'améliorer le service. La principale priorité devrait être accordée aux aspects suivants, selon le type de client :

- ✓ « *Divers modes d'accès aux services de l'OPIC sont offerts* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service auprès des déposants de dessins industriels, et une priorité moyenne devrait être accordée à cet aspect pour améliorer le service auprès des déposants non représentés;
- ✓ « *J'ai pu entrer en contact avec un employé de l'OPIC sans difficulté* » - une priorité élevée devrait être accordée à cet aspect pour améliorer le service pour toutes les gammes de produits, à l'exception des droits d'auteur, mais surtout pour les dessins industriels et les brevets, auprès des déposants et agents de déposants de la Colombie-Britannique et de l'Alberta;

## CIPO: 2005 Customer Satisfaction Survey

- ✓ « *Les heures de service sont convenables* » - une priorité moyenne devrait être accordée à cet aspect pour améliorer le service auprès des déposants de marques de commerce et de droits d'auteur;
- ✓ « *Il est clairement indiqué qui contacter à l'OPIIC pour obtenir le service* » - une priorité élevée à très élevée devrait être accordée à cet aspect pour améliorer le service pour toutes les gammes de produits et auprès de tous les genres de clients.

La prochaine section de ce rapport offrira un compte-rendu détaillé de l'approche méthodologique utilisée pour mener l'étude.

## 4. Methodology

GPC conducted 1550 20-minute telephone interviews with CIPO clients from across Canada. The sample was stratified by product lines and client types to achieve a representative sample from each sub-group.

Strata	Sample Size	Margin of Error
Patents	540	+/-3.98%
Copyrights	300	+/-5.49%
Trademarks	550	+/-3.94%
Industrial Designs	160	+/-7.62%
<b>Total</b>	<b>1550</b>	<b>+/-2.49%</b>
Agents	449	+/-5.00%
Unrepresented	600	+/-4.00%
<b>Direct Client Total</b>	<b>1049</b>	<b>+/-3.00%</b>
Represented	501	+/-4.00%
<b>Total</b>	<b>1550</b>	<b>+/-2.49%</b>

### 4.1 Questionnaire Design

The survey language and structure was designed by GPC Public Affairs in consultation with representatives from CIPO. It is a mixture of closed ended, single response, multiple response and scaled questions. According to industry practices and standards, the questionnaire was thoroughly pre-tested in a live Computer Assisted Telephone Interviewing (CATI) pre-test and computerized simulation. The results of the pre-test helped refine the questionnaire and eliminate errors in skip logic and phrasing. Please see appendix A for both French and English questionnaires.

## **4.2 Interviewing and Fieldwork**

All interviewing was carried out through GPC Public Affairs' national survey centre which is located in Ottawa, Canada.

Field and quality control supervisors were present at all times during the data collection process. A minimum of 15 percent of each interviewer's completed work was monitored. GPC contacted 6,000 clients of CIPO for this study.

The real response rate for the survey is 42.00%: the number of completed interviews (1550) divided by the total dialed sample (6,000) minus the non-valid/non-respondent numbers, no contacted, wrong numbers, not in service, fax/modem lines, ineligible non clients as well as those that presented a language barrier (2,309). Please see appendix C for a detailed listing of the calling results.

A minimum of seven telephone calls were made to a given client before the telephone number was "retired"<sup>5</sup>.

## **4.3 Participant Selection**

Only CIPO clients, or their proxy, were allowed to participate in the research interviews. To ensure that this occurred, GPC screened potential respondents using the screening criteria from the 2003 survey. Only those who had filed for IPP in the past 2 years were included in the study. Respondents were advised to respond concerning the last IP application filed.

## **4.4 Data Analysis Approach**

Our analysis approach moved through three phases with the ultimate goal of providing CIPO with information that would help them to identify areas where service improvement is required and to identify key drivers of satisfaction with the products and services offered by CIPO.

The analysis was carried out in three phases.

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<sup>5</sup> For the purposes of this study "retired" means non-responsive and no additional telephones calls are made to that number.

#### **4.4.1 Phase 1: Cross Tabulation**

The first phase of our analysis was a simple examination of cross tabulated data to identify trends across sub-groups of the survey population. All survey questions were cross tabulated against the following sub-groups of the client population:

- Product line
- Applicant Type
- Company size
- Number of applications filed
- Brand identification
- Region
- Filing experience
- Location of filing

This provided us with a basic understanding of the service experiences across critical sub-groups and helped inform and focus the second and third phases of our analysis approach.

#### **4.4.2 Phase 2: Gap Analysis**

Gap/quadrant analysis is a simple but informative analysis technique. Gap analysis is a tool wherein the success scores are subtracted from the importance scores to show the “gap” between the two. A “negative gap” indicates that success is rated below importance. For example, if 95 percent of clients agreed that CIPO’s service is timely and 98 percent indicated that it is important that CIPO’s service is timely then the service gap is minus three percentage points. This analysis approach is used to prioritize and identify areas where service improvement may be advisable. As such, we suggest that the outputs of gap analysis can be classified into three service improvement priority areas: 1. Low Level Service Improvement Priorities (Gaps -12 or less)

2. Medium Level Service Improvement Priorities (Gaps between -13 and -20)
3. High Level Service Improvement Priorities (Gaps greater than -21)

Gap analysis, while informative, is derived using a client’s subjective rating of importance for each service element. In theory, some elements are more important than others. Put another way, some elements are key or more important for clients when providing overall service appraisals. For example, in some instances outcome is more important than process and vice versa depending on the nature of the client relationship. With this logic in mind, GPC

## CIPO: 2005 Customer Satisfaction Survey

moved to the next phase of its analysis which involved using two additional analysis techniques: correlation and regression analysis.

#### 4.4.3 Phase 3: Correlation and Regression Analysis

Correlation analysis<sup>6</sup> was employed to help provide insight into the degree, form and direction of relationships between all elements of service delivery related to client satisfaction in the areas of communications, accessibility, process, staff and timeliness.

To provide further insight into how service elements impact component satisfaction (i.e. satisfaction with communication), regression<sup>7</sup> analysis was employed.

First, the elements of component satisfaction (i.e. **CIPO staff was competent etc**) was regressed against overall component satisfaction (i.e. **satisfaction with amount of time it takes to process IP applications**) to determine which satisfaction elements best predicted overall component satisfaction. In stage two, component satisfaction (i.e. **overall satisfaction with application Turn around time etc.**) was regressed against overall satisfaction to determine which general areas best predict or drive overall satisfaction.

In summary, cross tabulation, gap and quadrant analysis were employed to provide a general descriptive summary of potential service improvement priorities while correlation and regression analysis were employed to identify the aspects and elements of service delivery that drive overall satisfaction.

#### 4.4.4 Strategic Path Analysis Pictorial



<sup>6</sup> Correlation is the statistical relationship between two variables. It indicates how they move together and not necessarily casual relationship. Strength of the relationship is measured from -1 (perfect negative correlation) to +1 (perfect positive correlation).

<sup>7</sup> Regression is a statically relationship between two variables x and y. Regression allows you to predict the value of y based on the known value of x.

#### **4.4.5 External Determinants of Client Satisfaction**

Level of client satisfaction with CIPO's products and services is not only an output of the relationship experience between CIPO and its' clients, but, it is also determined by factors outside of CIPO's interactions with its clients. An example of external determinants of satisfaction includes service experience with other like organizations. Much of this report will focus on the client relationship aspects of maintaining high levels of client satisfaction. The first section of this report will discuss the relationship between brand, impressions and overall satisfaction.

*“The solid analytics at the heart of the new (branding) approach may not only require new skills in the marketing department but also highlight steps that other parts of the organization – from product development to operations to customer service – must take to help deliver the brand.”*

The McKinsey Quarterly, 2003 Number 4

## **5. Branding and Client Satisfaction**

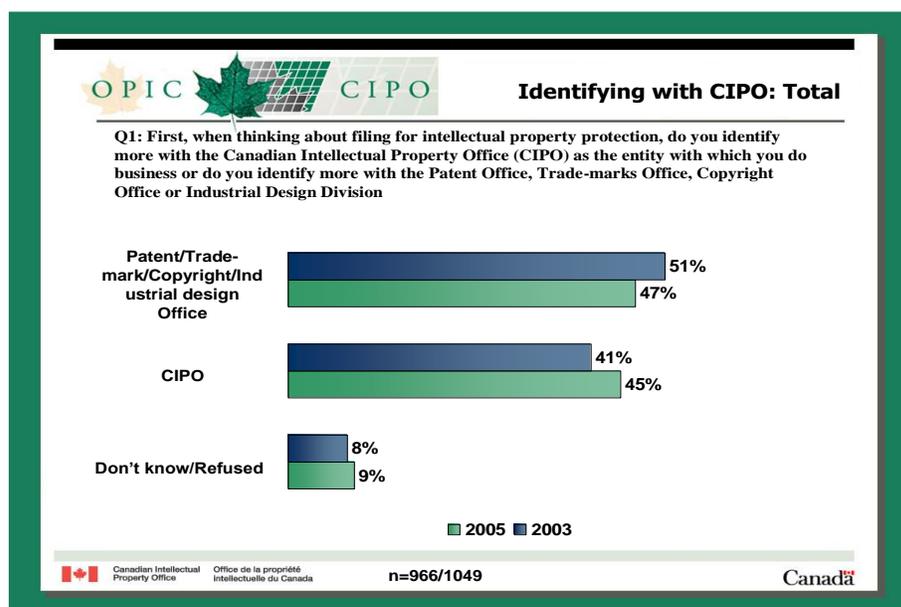
Product, service and organization branding is recognized as a powerful tool for organizations in both the public and private sectors to set themselves apart from the competition. The most successful brands have global recognition with stakeholders and, subsequently, strong financial and other tangible benefits associated with that recognition. The relationship between brand and customer satisfaction is bi-directional; both feed into one another and have positive and negative impacts on each other. Therefore, understanding brand can provide insight into how clients view the service they receive from CIPO and vice versa.

## 5.1 The CIPO Brand

In 2005, more “direct clients” of CIPO -Unrepresented applicants and Agents- are identifying with the “CIPO brand”. In general brand awareness, as it was in 2003, is lower among Unrepresented applicants than among Agents.

All survey respondents were asked if they identify more with the Canadian Intellectual Property Office (CIPO) as the entity with which they do business or if they identify more with the Patent Office, Trade-marks Office, Copyright Office or Industrial Design Division as the entity with which they do business.

Chart 1: Identifying with CIPO



As per Chart 1 above, a slight plurality (47%) of Agents and Unrepresented applicants heretofore referred to as “direct clients” say they identify more closely with the individual IP offices as the entity with which they do business. A slightly smaller percentage of direct clients (45%) say they identify more closely with CIPO. The remaining eight percent either say they do not know or refused to respond to the question. Some sub-group variations in response are apparent.

Agents (51%) are more likely than Unrepresented applicants (43%) to identify with the individual IP offices/divisions while both Agents (45%) and Unrepresented applicants (45%) are equally likely to identify CIPO as the entity with which they do business. Across product lines identification with CIPO is very similar to the overall result. Although, Patents applicants are slightly more likely

## CIPO: 2005 Customer Satisfaction Survey

to identify with the individual IP offices while Copyright applicants are slightly more likely to identify with “CIPO”.

Brand awareness is lower among Unrepresented applicants than it is among the Agent community. It is plausible that this reality is in part determined by the relative low level of interactions between Unrepresented clients and CIPO compared to the level of interaction between Agents and CIPO, as Table 1 below indicates.

**Table 1: Average Number of Application Transactions by Client Type**

<b>Client Type</b>	<b>Average Number of IP Applications filed in the past two years.</b>	<b>Total Number of Applicants by Client Group</b>
Unrepresented	1.87	1115
Agents	51.68	22,533

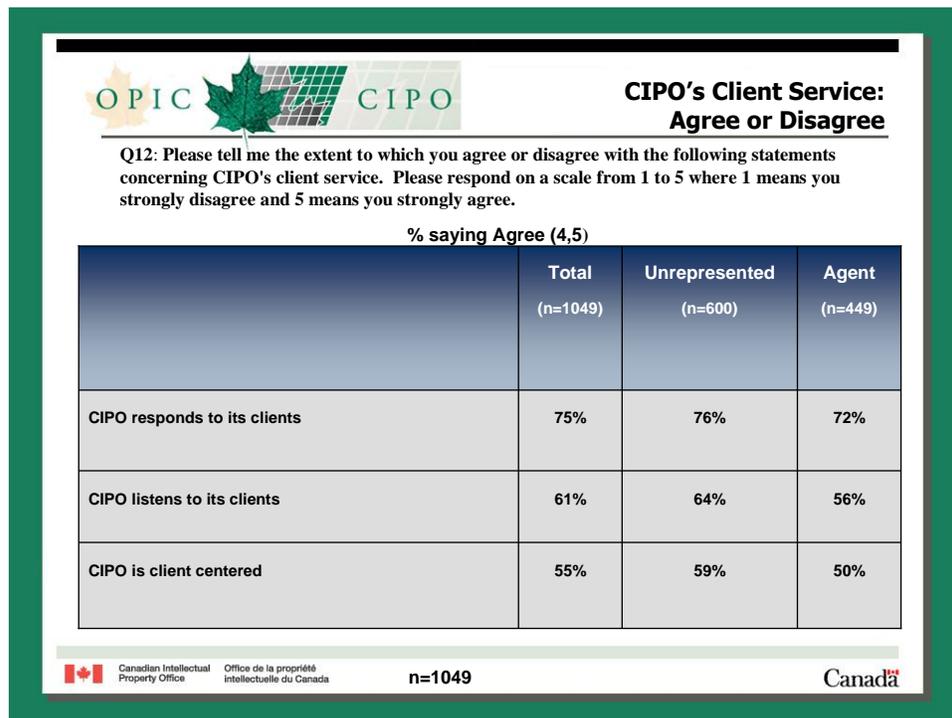
In summary, CIPO’s direct clients remain slightly more likely to identify with CIPO’s individual IP offices than they are to identify with “CIPO” as the entity with which they do business. However, identification with CIPO has increased significantly since 2003 and is almost, at least from a statistical standpoint, at the same level as identification with the various IP offices. The next section of this report will examine client perceptions of CIPO client orientation.

## 6. CIPO's Perceived Client Orientation

A strong majority (75%) of clients agree that CIPO responds to its clients. A slightly smaller majority (61%) agree that CIPO listens to its clients. Finally, a slight majority (55%) agreed with the statement "CIPO is Client Centered".

All respondents were read three statements that relate to CIPO's client service. Respondents were asked, once again, to respond on a standard five point agreement scale.

Chart 2: CIPO's Perceived Client Focus



As Chart 2 illustrates, strong majorities of CIPO's direct clients agreed (saying 4 or 5, on a 5 point scale) that CIPO responds to its clients (75%) and that CIPO listens to its clients (61%). Only a slight majority (55%) of direct clients agreed with the statement "CIPO is client centered". Some statistically significant variations in response are apparent across sub-groups of the direct client population but not between Unrepresented applicants (76%) and agents (72%) as both sub-groups are as likely to agree with the statement "CIPO responds to its clients". Across product lines some significant variations in response are apparent.

## CIPO: 2005 Customer Satisfaction Survey

Those most likely to have agreed that CIPO responds to its clients are as follows:

- ✓ Copyright applicants (79%), compared to Industrial Design applicants (61%).

In contrast, those most likely to have indicated that CIPO listen to its clients are as follows:

- ✓ Unrepresented applicants (64%), compared to Agents (56%);
- ✓ No product line level variations are apparent.

Finally, Unrepresented Applicants (59%) were more likely than Agents (50%) to agree with the statement “CIPO is Client Centered”. As was the case for the statement “CIPO listens to its clients, no product line level variations in response were apparent.

### 6.1 Gap Analysis: CIPO’s Perceived Client Focus

This area has an average overall service gap of -28 percentage points. Gap analysis suggests that responding to clients is a mid level service improvement area for CIPO. High priority areas for service improvement are CIPO’s image as “client centered” (service gap -33) and listening “to its clients’ (service -32)

Table 2: Gap Analysis Client Service

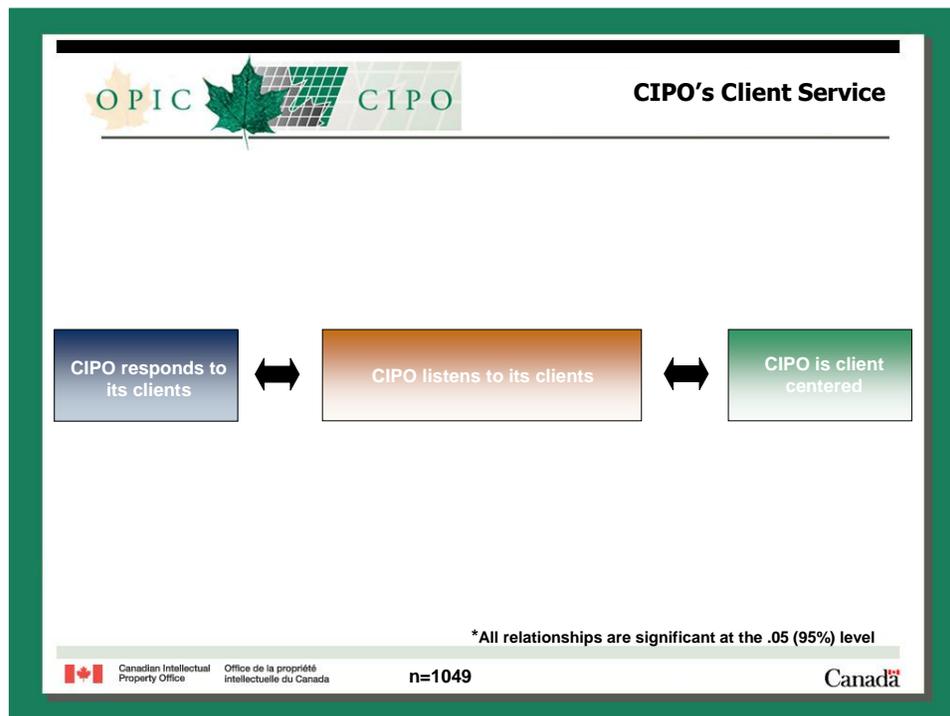
Client Orientation Elements	Agree (4-5)	Imp (4-5)	Gap	Service gap Greater than -12 points	Service Gap greater than -12 points
				Product Line	Applicant Type
CIPO responds to its clients	75%	94%	-19	Patent -20	Unrepresented - 17
				Trade mark -21	
				Industrial Design -36	Agent -23
				Copyright -15	
CIPO listens to its clients	61%	93%	-32	Patent -31	Unrepresented - 29
				Trade mark -34	
				Industrial Design -38	Agent -36
				Copyright -29	
CIPO is client centered	55%	88%	-33	Patent -32	Unrepresented - 31
				Trade mark -39	
				Industrial Design -38	Agent -35
Average Score	63%	91%	-28		

## CIPO: 2005 Customer Satisfaction Survey

The highest priority for service improvement across this set of reputation and image elements should be placed on improving CIPO's image as "client centered" (-33 gap) and on "listening to its clients" (-32 gap). **Of note, service gaps are higher among Agents than Unrepresented applicants across each of the three client service elements.**

Correlation analysis does provide some insight into the strength of the relationships between these variables. The statement "CIPO listens to its clients" is more highly correlated with the statement "CIPO is client centered" than it is with the statement "CIPO responds to its clients". "Responding to clients" is more highly correlated with listening than it is with being "client centered". As a result the relationship between the variables is in all likelihood very similar to the relationship depicted in Chart 3.

Chart 3: CIPO's Client Service



Being perceived to be "client centered" is a fundamental principal of CIPO's service delivery mandate. The relationship between these variables is significant because it may provide clues to how CIPO can increase perceptions that it is "client centered".

Impressions of CIPO are very much rooted in how CIPO operates and interacts with its clients and also, but perhaps to a more limited degree, determined by the environment in which they operate. The external environment will be the focus of

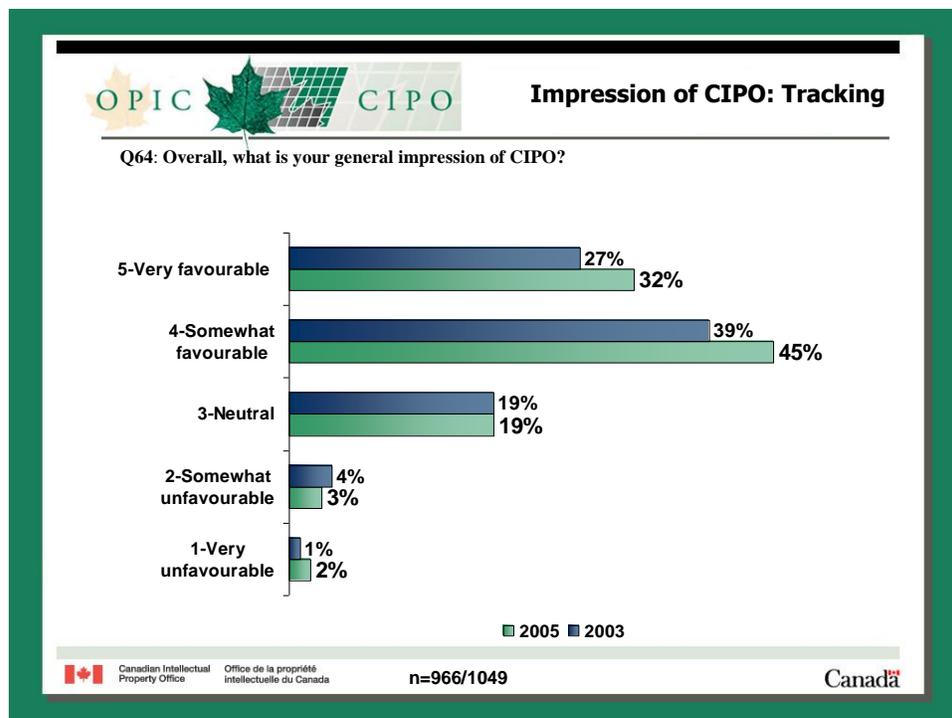
the final section of this report. The next section of this report will examine clients overall impression of CIPO.

## 7. Overall Impressions of CIPO

A majority of CIPO clients continue to hold a favorable impression of CIPO. Furthermore, the percentage of direct clients who hold a favourable impression of CIPO has grown by 11 percentage points since 2003.

All direct clients were asked to indicate if they hold a favorable or unfavorable impression of CIPO on a five point scale where 5 meant very favorable and 1 meant very unfavorable.

Chart 4: Impression of CIPO Since 2003



A strong majority (77%) of direct clients of CIPO said that they hold a favorable impression of CIPO. This represents a statistically significant 11 point increase on this measure since 2003.

Across product lines some variations in response were apparent. Copyright applicants (87%) were far more likely than Industrial Design applicants (64%), Patent applicants (68%) and finally, Trademark applicants (75%) to hold a favorable impression of CIPO.

## CIPO: 2005 Customer Satisfaction Survey

Just like understanding client satisfaction with service delivery elements, understanding client impressions of CIPO is a multi-faceted undertaking involving a careful analysis of both internal and external factors that influence attitude formation.

Correlation analysis reveals that the internal factors which best predict impressions of CIPO are:

- ✓ Overall satisfaction with the products and services CIPO provides;
- ✓ Overall satisfaction with CIPO's communications;
- ✓ Overall satisfaction with the accessibility of CIPO's products and services;
- ✓ Satisfaction with the Copyright registration process among copyright applicants;
- ✓ Satisfaction with the Industrial design registration process among Industrial design applicants.

For Unrepresented applicants, the best overall predictors of impressions of CIPO are the same as those listed above. Among the Agent community they differ slightly. The best general predictors for Agents include the following indicators:

- ✓ Overall satisfaction with the products and services CIPO provides;
- ✓ Overall satisfaction with CIPO's Communications;
- ✓ CIPO staff is competent;
- ✓ Overall satisfaction with the accessibility of CIPO's products and services;
- ✓ Satisfaction with the Copyright registration process among copyright applicants;
- ✓ Satisfaction with the Industrial design registration process among Industrial design applicants.

The relationship between brand and impressions of CIPO is important and understanding how brand impacts impression and vice versa can lead to a more complete understanding of overall satisfaction among CIPO clients. For instance, those who identify more closely with CIPO (81%) are more likely than those who identify more closely with the individual product lines (71%) to indicate that they have a favorable impression of CIPO. Furthermore, those that identify more closely with CIPO (83%) are also more likely than those who identify with the individual product lines (76%) to say they are satisfied with the products and services provided by CIPO.

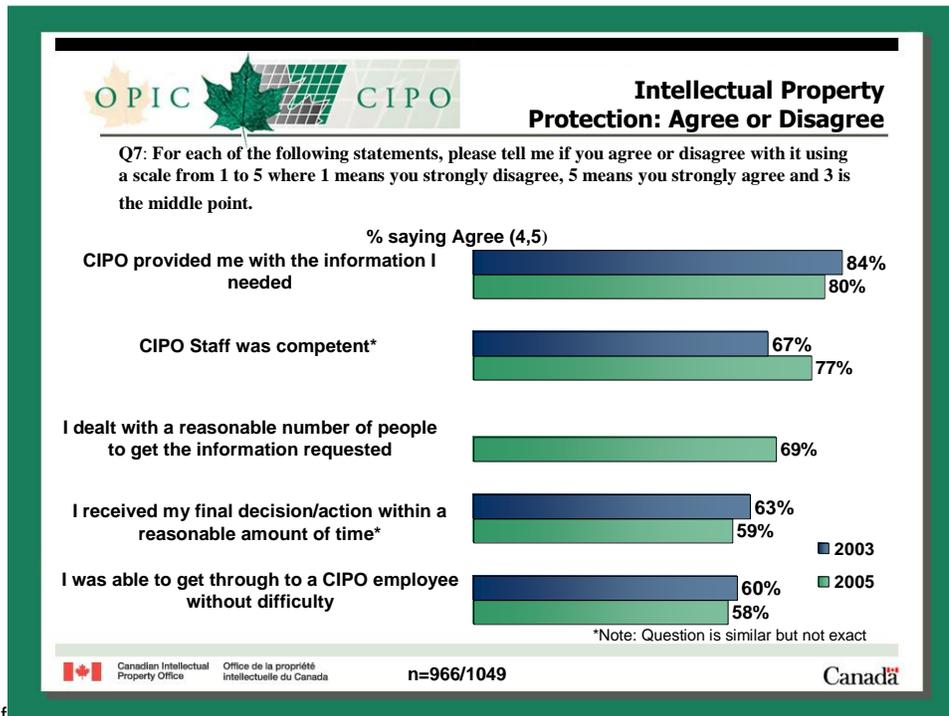
If an organization's brand is very much rooted in perceptions of its service to clients, then all elements of service delivery must be carefully examined and understood in order to truly understand and appreciate an organization brand. The next section of this report examines the results from a series of questions

designed to provide insight into client impressions of the process of filing for intellectual property protection (IPP) with CIPO.

## 8. Common Measurement Tool (CMT): The overall process of filing for Intellectual Property Protection

Measuring and understanding client satisfaction is a multi-faceted primary research undertaking involving a careful examination of many elements of service delivery. To better understand client satisfaction with the process of filing for IPP all direct clients of CIPO were read a series of agree/disagree statements that relate specifically to five key elements of CIPO's service delivery during the application filing process. Respondents were asked to respond on the standard five point agreement scale where 1 meant they totally disagreed and 5 meant they totally agreed with the statement, 3 was the middle.

Chart 5: Elements of Service Delivery: Filing for IPP



As Chart 5 above illustrates, a very strong majority of direct clients agree (saying 4 or 5, on a 5 point scale) *that in the end, CIPO provided them with the information they needed (84%), that CIPO staff was competent (77%), that they dealt with a reasonable number of people to get the information requested (69%), that they received their final decision/action within a reasonable amount of time (59%) and finally, that they were able to get through to a CIPO employee without difficulty (58%).*

Three elements of service delivery measured in 2005 were also measured in 2003.

**1. In the end, CIPO provided me with the information I needed.**

Agreement with this statement remains relatively stable since 2003.

Eighty five percent of agents agreed (saying 4 or 5 on a 5 point scale) with this statement in 2003 and virtually the same percentage, 82 percent, agreed again in 2005. Unrepresented applicants were significantly less likely to have agreed with the above statement in 2005 (77%) compared to 2003 (84%).

Across product lines Patent applicants (71%) were less likely than the other three product line applicants to have agreed with the statement *in the end, CIPO provided me with the information I needed.*

**2. I was able to get through to a CIPO employee without difficulty.**

Agreement with this statement remains virtually unchanged since the 2003 survey.

Some minor variations in opinion exist across sub-groups of the greater survey population.

Patent applicants (67%) were more likely than any of the other product line applicants to agree with the statement *I was able to get through to a CIPO employee without difficulty.* Quebec based clients (66%) were more likely than British Columbia based clients (48%) and the national average (58%) to agree with the above statement.

**3. CIPO staff was competent**

Direct clients, both sub-groups, were more likely to agree with the statement "CIPO staff was competent" than they were in 2003.

Trademark applicants (80%) are slightly more likely than any of the other product line applicants to indicate that "CIPO staff was competent". Agents (79%) are slightly more likely than Unrepresented applicants (75%) to agree with the statement "*CIPO staff was competent*".

***Experience filling for IPP outside of Canada seems to impact client views concerning the amount of time it took to file for IPP with CIPO.***

Approximately 62 percent of those surveyed had only filled IP applications in Canada in the past two years.

## CIPO: 2005 Customer Satisfaction Survey

Table 3 below illustrates the differences and similarities in response between those that have only filed for IP protection in Canada and those who have filed for IPP outside of Canada.

**Table 3: Service Elements by Location of Filing**

Service Element	Total	Filed only in Canada	Filed in Canada and abroad
CIPO provided me with the information I needed	80%	81% (=)	77% (=)
CIPO Staff was competent	77%	76% (=)	79% (=)
I dealt with a reasonable number of people to get the information requested	69%	68% (=)	72% (=)
I received my final decision/action within a reasonable amount of time	59%	66% (+)	49% (-)
I was able to get through to a CIPO employee without difficulty	58%	58% (=)	58% (=)

Table 3 highlights very minor variations in response exist between those who have filed for IP protection only in Canada in the past two years and those who have filed in Canada and abroad with one exception. Those applicants who have only filed in Canada (66%) were significantly more likely than those who have filed in Canada and abroad (49%) to agree with the statement *I received their final decision within a reasonable amount of time*. **The above information tends to suggest that factors outside of CIPO's direct control are in part determinants of attitudes regarding turn around times for IPP application filing.** CIPO should be mindful of this reality as it moves forward with service improvement initiatives in the area of turnaround times for IP applications.

### 8.1 Gap Analysis: Elements of Service Delivery Obtaining Intellectual Property Protection

Gap analysis helps determine potential service improvement areas across service elements and within broader overall service areas. Service elements with wider negative performance gaps are potential priority areas for service improvement. The average overall service gap for this broader service area is minus 16.6 percentage points which is slightly smaller than the average overall gap in the areas of accessibility (-23) and communications (-17.5).

Table 4: Gap Analysis: Obtaining IPP

Service Delivery Elements				Service Gap greater than or equal to -12 points	Service Gap greater than or equal to -12 points
	Agree (4-5)	IMP (4-5)	GA P	Product Line	Applicant Type
CIPO provided me with the information I needed	80%	91%	-11	Patent -15	Unrepresented -14
				Industrial Design -21	
CIPO Staff was competent	77%	93%	-16	Patent -19	Unrepresented -17
				Trade mark -14	
				Industrial Design -23	Agent -15
Copyright -17					
I dealt with a reasonable number of people to get the information requested	69%	74%	-5	Industrial Design -13	
I received my final decision/action within a reasonable amount of time	59%	85%	-26	Patent -31	Unrepresented -20
				Trade mark -32	
				Industrial Design -52	Agent -35
I was able to get through to a CIPO employee without difficulty	58%	83%	-25	Patent -14	Unrepresented -21
				Trade mark -30	
				Industrial Design -27	Agent -29

Given the margin of error associated with the sub-group findings, we suggest that the above evaluated elements can be broken down into three broad service improvement categories:

1. Low Level Service Improvement Priorities (Gaps -12 or less)
2. Medium Level Service Improvement Priorities (Gaps between -13 and -20)
3. High Level Service Improvement Priorities (Gaps greater than -21)

#### **8.1.1 Low Level Service Improvement Priority Elements**

A majority of direct clients (69%) agree with the statement “I dealt with a reasonable number of people to get the information requested” during the process of obtaining IPP. This aspect of service delivery was rated as important (i.e. 4 or 5, on a 5 point importance scale) by 74 percent of those surveyed. With a service gap of minus six points, this aspect of obtaining IPP should be viewed as a low priority area for service delivery improvement efforts.

#### **8.1.2 Low-Middle Priority Improvement Elements**

As Table 4 illustrates, CIPO was given high marks by clients on the two most important client rated elements of service delivery related to the overall process of obtaining IPP - providing clients with the information they needed (service gap -11) and CIPO staff competence (service gap -16). These elements should be view as low to mid level service improvement areas.

#### **8.1.3 High Priority Service Improvement Elements**

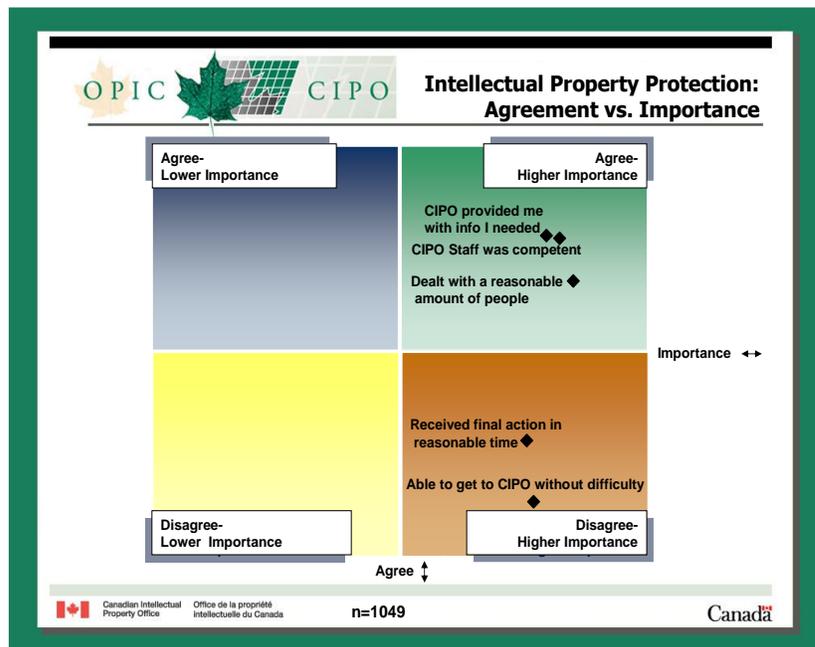
A slight majority of those surveyed indicated agreement with the statements “*I received a final decision/action within a reasonable amount of time*” (59%) and “*I was able to get through to a CIPO employee without difficulty*” (58%).

Conversely, respondents ascribed a high importance rating to both of these aspects of the IPP filing process, 85 and 83 percent respectively. With service gaps of -26 and -25 points, these two aspects of the process of obtaining IPP should be viewed as high priority areas for service delivery improvement.

## 8.2 Quadrant Analysis

Quadrant analysis further supports the findings of the gap analysis above.

Chart 6: Quadrant Analysis IP Application Processing Elements



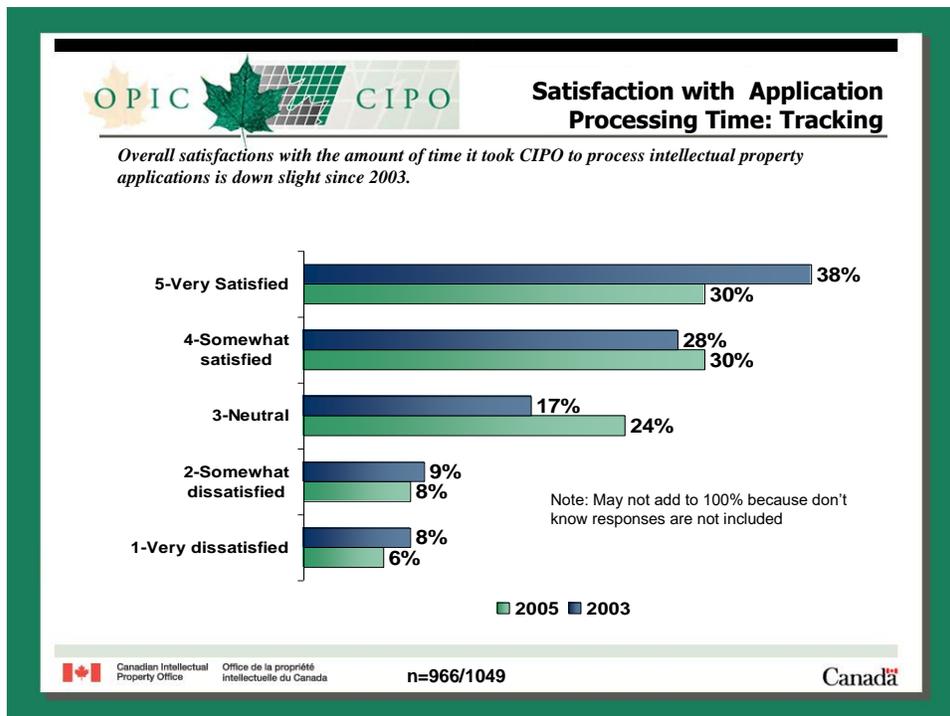
Both gap and quadrant analysis suggest that access to CIPO employees (the ability to get to a CIPO employee without difficulty) and reasonable turn around times (received my final action within a reasonable amount of time) should receive high priority for service improvement efforts. The next section of this report will highlight the degree of impact targeted service improvement efforts can have on overall satisfaction indicators. Using correlation and regression analysis we have identified which elements of service delivery are the best predictors of overall satisfaction with the amount of time it takes CIPO to process IP applications.

### 8.3 Satisfaction with Turn around Times (TAT): Application Processing

After providing agreement and importance ratings for a variety of elements of service delivery related to the process of filing an IP application, all direct clients were asked to indicate their level of satisfaction with the amount of time it took CIPO to process their IP application.

Overall, a majority (60%) of direct clients said they were satisfied with the amount of time it took CIPO to process their respective IP applications. This represents a six point decrease in overall satisfaction among direct clients since 2003 in this area.

Chart 7: Overall Satisfaction with TAT



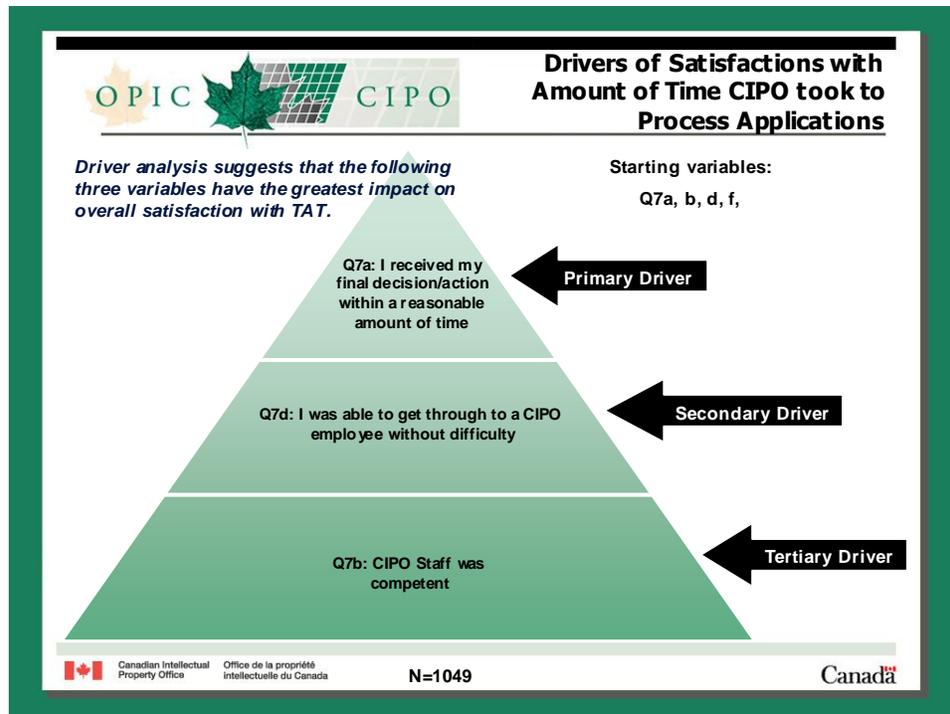
Across CIPO's four key product lines, variations in response are very pronounced. Copy right applicants (85%) are most likely to say they are satisfied with the overall amount of time it takes CIPO to process their respective IP applications followed by Patent (51%) and Trademark applicants (51%). Industrial design applicants (34%) are least satisfied with TAT for IP applications. Furthermore, Industrial design (37%) and Patent applicants (21%) provided CIPO with the highest dissatisfaction rating in this area in 2005.

Compared to 2003, direct clients seem to be more indifferent concerning TAT, especially Agents. This is suggested by a seven percentage point increase in the number of neutral ratings (saying 3, on the 5 point scale) in 2005.

## CIPO: 2005 Customer Satisfaction Survey

Regression analysis was employed to assist CIPO to most strategically understand and appreciate the elements of service delivery that will yield the highest increase in overall satisfaction with TAT. This analysis approach suggests that overall satisfaction with the amount of time it took CIPO to process IP applications is in large part determined by three elements of service delivery, In order of prominence, they are displayed in Chart 8 below.

Chart 8: Drivers of Satisfaction TAT



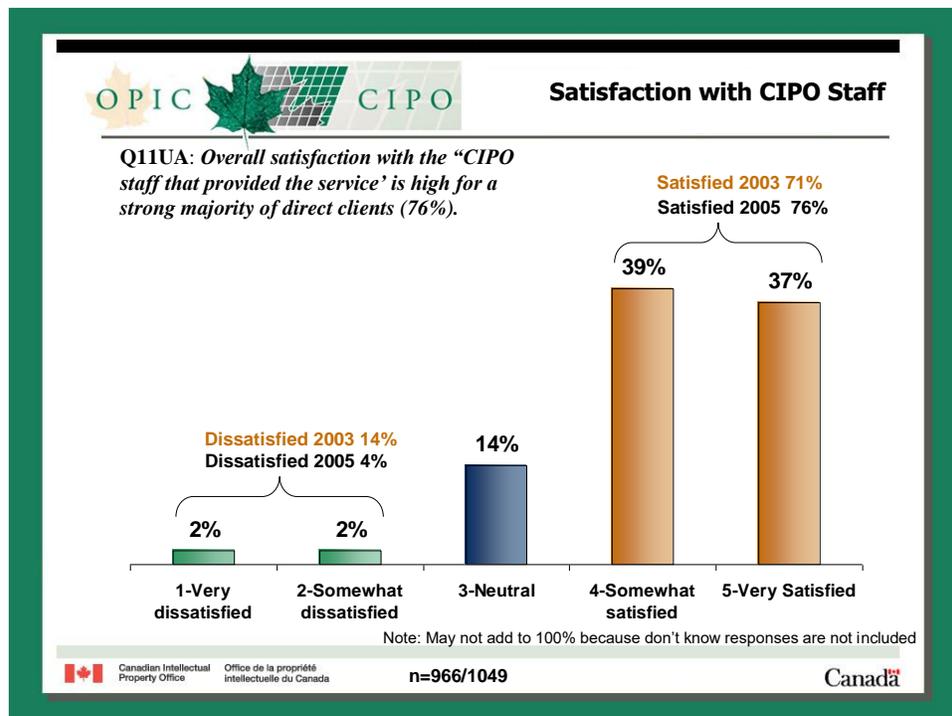
Of the elements tested, the best indicator of over satisfaction with the amount of time it took CIPO to process IP applications is found in survey responses to the statement “I received my final decision/action within a reasonable amount of time.” To better understand how this statement impacts on overall satisfaction with the amount of time it takes CIPO to process IP applications further examination in this area is required.

## 8.4 Overall Satisfaction CIPO's Service Staff

A strong majority of direct clients said were satisfied with the CIPO staff that provided the service. Overall satisfaction with CIPO service staff has increased since 2003 by five points.

All direct clients were asked how satisfied they were with the CIPO staff that provided the service during the application process.

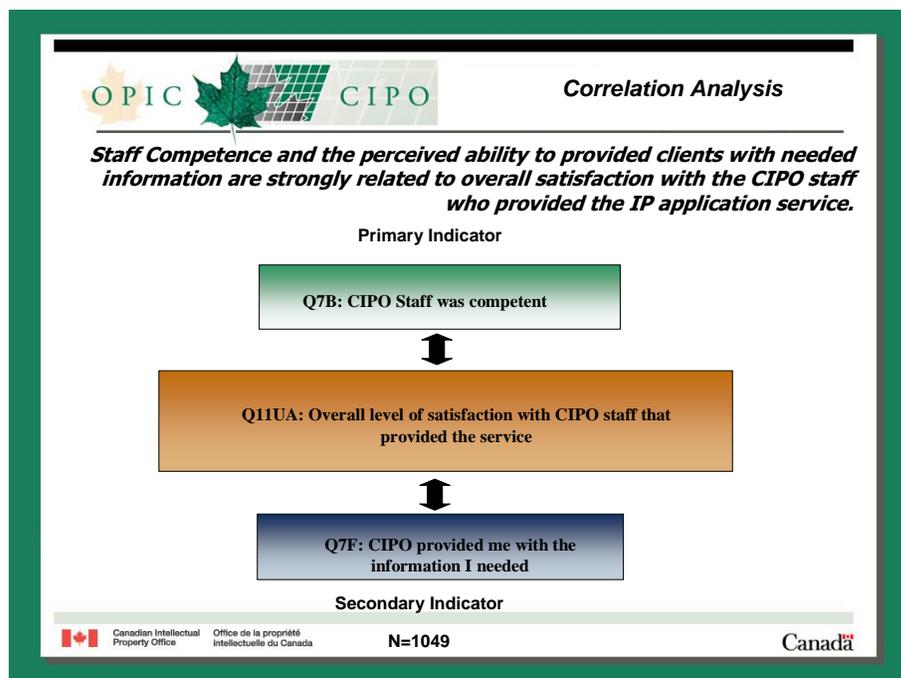
Chart 9: Satisfaction with Service Staff



As Chart 9 illustrates, a strong majority of respondents (76%) are satisfied (saying 4 or 5 on a 5 point scale) with the CIPO staff who provided the service. A low percentage, four percent, of direct clients indicated dissatisfaction (saying 1 or 2 on a 5 point scale) with the CIPO staff that provided the service. This result is almost unchanged since 2003 with a couple of notable exceptions; dissatisfaction with the service staff has declined by 10 points since 2003 and satisfaction with the service staff has increased by 5 percentage points. In addition, sub-groups of the direct client population are significantly more satisfied with the service staff than others:

- Agents (79%) were most likely to indicate satisfaction, compared to unrepresented applicants (73%);
- Copyright (79%) and Trademark (77%) applicants were more likely to indicate satisfaction, compared to Industrial Design (74%) and Patent (72%) applicants.

Chart 10: Correlation Analysis: General Predictors of Satisfaction with CIPO Staff



Several variables were correlated against overall satisfaction with the CIPO staff that provided the service and it revealed that agreement with the statement “CIPO staff was competent’ is strongly correlated with overall satisfaction with CIPO staff that provided the service. Of note, agreement with the statement “CIPO staff was competent’ has increased by 10 percentage points since 2003 which, in theory, helps explain the increase in satisfaction with the service staff on this measure in 2005. In addition, CIPO’s perceived ability to provided clients with needed information is also a correlate of overall satisfaction with the CIPO staff that provided the service.

**The above findings tend to suggest that a strong relationship exists between the elements of service delivery examined above and overall satisfaction with the service and products provided by CIPO. Additionally, it suggests that not all elements of service delivery have the same impact on overall service delivery indicators.** For example, satisfaction with the overall amount of time it took CIPO to process IP applications is closely related to two different service elements than overall satisfaction with the staff that provided the service.

In addition to being able to get what they need from competent CIPO staff in a timely manner, CIPO clients also need to expect to be provided with easy access

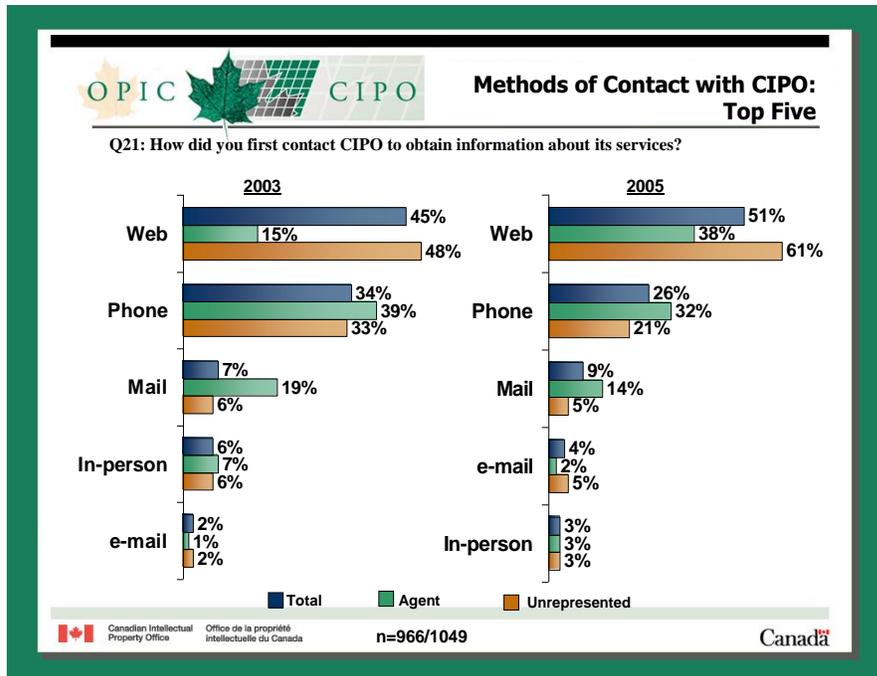
to IP services from CIPO. The “accessibility” of CIPO’s IP services will be examined in the next section of this report.

## 9. First Contact: Methods of First Contact with CIPO

The Web is the number one point of first contact across most client groups and product lines. Even among Agents, the Web has surpassed the Telephone as the most frequently used channel of first contact with CIPO.

A slight majority of Agents and Unrepresented IP applicants combined (51%) say that their first contact with CIPO to obtain information about its services was via the Web. The second most frequently used first contact point is telephone (26%) followed at a distance by regular mail (9%). As the chart below depicts, the “Web” is becoming the most commonly first point of contact with CIPO for direct clients. This is also true for Represented applicants.

Chart 11: Methods of First Contact



Those most likely to first contact CIPO via the Web are as follows:

- ✓ Unrepresented applicants (61%), compared to Agents (38%);
- ✓ Copyright applicants (62%), compared to Trademark (53%), Industrial Design (36%) and Patent applicants (35%);
- ✓ British Columbia based applicants (60%), compared to Quebec based applicants (34%);
- ✓ Firms with 10 or less employees (55%), compared to firms with 100 or more employee (36%).

Those most likely to first contact CIPO via the Telephone are as follows:

- ✓ Agents (32%), compared to Unrepresented applicants (21%);
- ✓ Industrial Design (38%) and Patent applicants (32%), compared to Copyrights (21%) and Trademark applicants (25%);
- ✓ Quebec based applicants (45%), compared to British Columbia based applicants (16%);
- ✓ Firms with 100 or more employee (36%), compared to firms with 10 or less employees (55%).

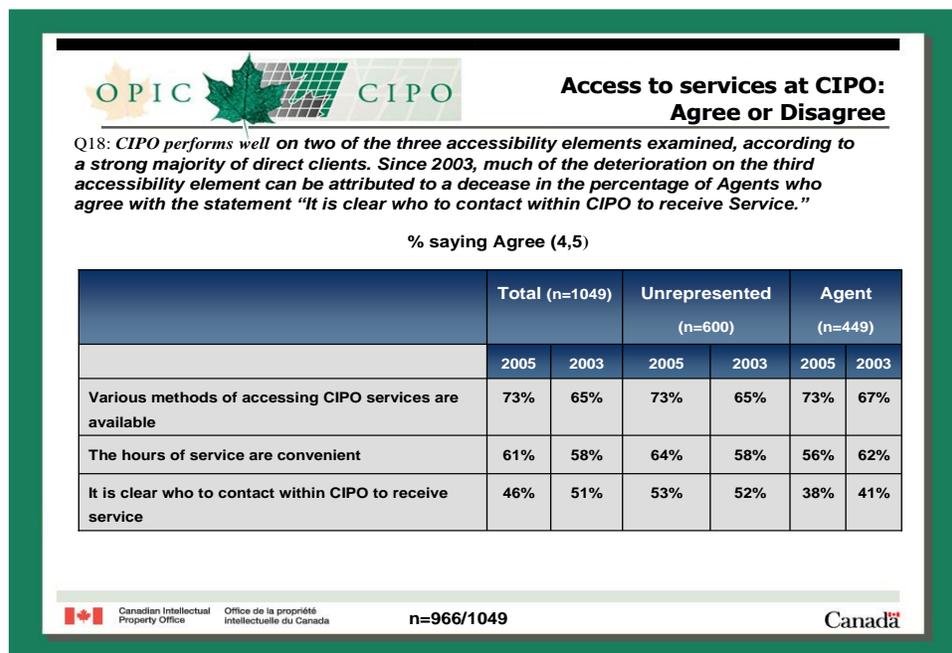
The sub-groups analysis above tends to suggest that mode of first contact with CIPO to obtain information about its services is to some degree determined by location of applicant, company size, product line and applicant type.

The two most commonly used access portals with CIPO are the telephone and the Web. Other modes of contact include regular mail and in-person visits but the incidence of contact via these modes is substantially less frequent than telephone and the Web. The next section of this report will examine direct client attitudes toward the accessibility of CIPO's products and services.

### **9.1 Accessibility of Services**

All direct clients of CIPO were asked to indicate their level of agreement with a series of statements related to the accessibility of CIPO services and products. As was the case with the previously examined service elements they were also asked how important each service element was to them at the time they were filing for IPP. Both indicators will again be combined (gap analysis) to determine areas where serviceability gaps exist.

Chart 12: Accessibility of CIPO's Products and Services



As per Chart 12 above, CIPO performs well on two of the three accessibility elements examined, according to a strong majority of direct clients. Since 2003, much of the deterioration on the third rated accessibility element can be attributed to a three percent decrease in the number of Agents who agree with the statement "It is clear who to contact within CIPO to receive Service."

As Chart 12 illustrates, a strong majority of direct clients (73%) agree with the statement "various methods of accessing CIPO's services are available". This represents an eight point increase on this indicator since 2003 (65%). Both sub-groups of direct clients, Unrepresented applicants and Agents, are as likely to agree with the above statement. Across product lines, Copyright applicants are slightly more likely to agree with the statement "various methods of accessing CIPO's services are available".

On note, Atlantic region (76%) and Quebec (72%) based applicants are more likely than Alberta (47%) and British Columbia (44%) clients to agree with the statement "CIPO's hours of service are convenient."

## 9.2 Gap Analysis: Accessibility of Intellectual Property Protection

The accessibility elements examined above are rated as important by vast majorities of direct clients. With an average serviceability gap of around -23 percentage points, all three elements of service delivery are potential priority areas for increased service improvement efforts. However the service gap associated with the statement "it is clear who to contact within CIPO to receive

CIPO: 2005 Customer Satisfaction Survey

service” is a substantive -44 percentage points, which tends to suggests that this is a high to very high priority service improvement area, especially among Industrial Design applicants (-60) and Agents (-51).

Table 5: Gap Analysis Accessibility

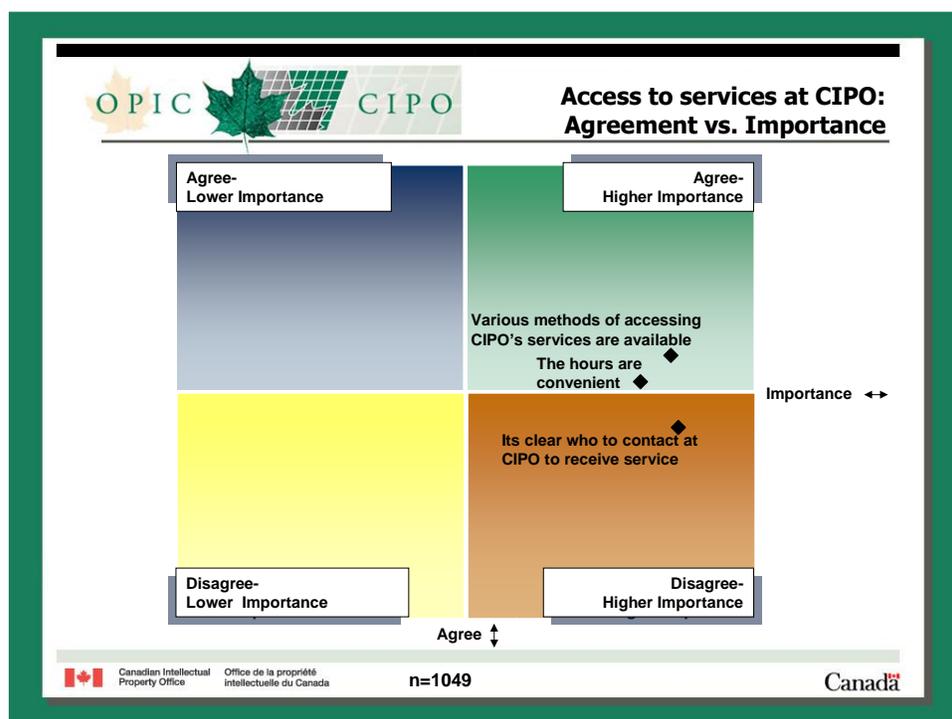
Accessibility Indicators	Agree (4-5)	Imp (4-5)	Gap	Service gap Greater than -12 points	Service Gap greater than -12 points
				Product Line	Applicant Type
Various methods of accessing CIPO services are available	73%	89%	-16	Patent -15	Unrepresented -18
				Trade mark -16	
				Industrial Design -26	Agent -13
				Copy right -13	
The hours of service are convenient	61%	80%	-19	Trade mark -20	Unrepresented -17
				Industrial Design -15	
				Copy right -24	Agent -23
It is clear who to contact within CIPO to receive service	46%	90%	-44	Patent -37	Unrepresented -28
				Trade mark -35	
				Industrial Design -60	Agent -51
				Copyright 38	

Again, correlation analysis was employed to help understand which elements of accessibility are most closely related with overall accessibility satisfaction. The outcome of that analysis will be a significant part of the next section of this report.

### 9.3 Quadrant Analysis: Accessibility of CIPO's Products and Services

Quadrant analysis highlights the potential need for clarification of **who to contact within CIPO to receive service among direct clients**. Table 3 illustrates that this aspect of accessibility should be given high priority for service delivery improvement.

Chart 13: Quadrant Analysis Accessibility Elements



As was indicated above, correlation analysis was used to determine which aspects of service delivery are related to overall satisfaction with two overall accessibility indicators.

### 9.4 Satisfaction with the Accessibility of Intellectual Property Services

Approximately 50 percent of direct clients were asked how satisfied they were with the accessibility of IP services at CIPO. A strong majority of those surveyed (74%) said they were satisfied with the accessibility of IP services at CIPO. This represents a slight decrease in overall satisfaction since 2003 (4%). There are some apparent variations in response across product lines with satisfaction being highest among Copyright applicants and lowest among ID applicants.

### 9.5 Satisfaction with how easy it is to Access Intellectual Property Services

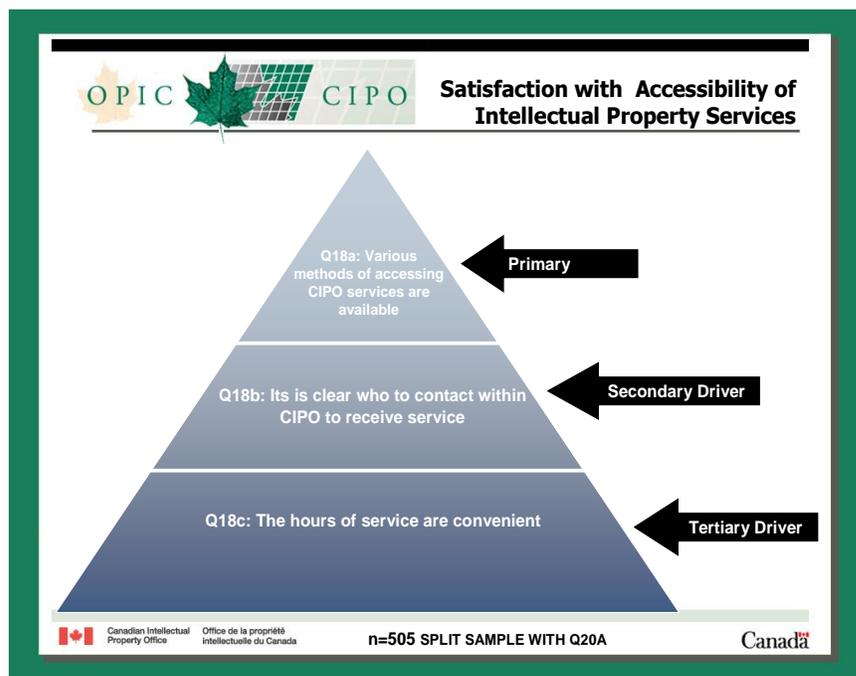
The other 50 percent of direct clients were asked how satisfied they were with “how easy it is to access IP services at CIPO”. Once again, a strong majority of those surveyed (75%) said they were satisfied with “*how easy it is to access IP services at CIPO*”. Once again, satisfaction is highest among Copyright applicants (80%) and lowest among ID applicants (61%).

### 9.6 Predictors of Satisfaction with the Accessibility of CIPO’s Services

Overall satisfaction with the accessibility of IP products and service is a key predictor of overall satisfaction. Put another way, accessibility satisfaction is closely related to overall satisfaction. The strength of the relationship between satisfactions with access is only slightly less significant than the relationship between overall satisfaction and overall communications satisfaction. Given the relative important of accessibility vis-à-vis overall satisfaction GPC conducted correlation analysis to better understand how the elements of accessibility impact overall satisfaction with accessibility which ,in theory, provides insight into the overall client satisfaction with the products and services offered by CIPO.

Correlation analysis suggests that the three elements of accessibility examined are all, to varying degrees, highly correlated with overall satisfaction with accessibility. See Chart 14 below.

Chart 14: Accessibility Service Delivery Elements: Correlates of Accessibility Satisfaction



When correlated against overall satisfaction the relationships, though somewhat weaker, are the same as that which are depicted in Chart 14. The number one actionable correlate or general predictor of overall satisfaction is satisfaction with CIPO's communications. Overall satisfaction with the accessibility of CIPO's products and service is the second highest correlation with overall satisfaction.

### 9.7 The Service Experience: Online Services

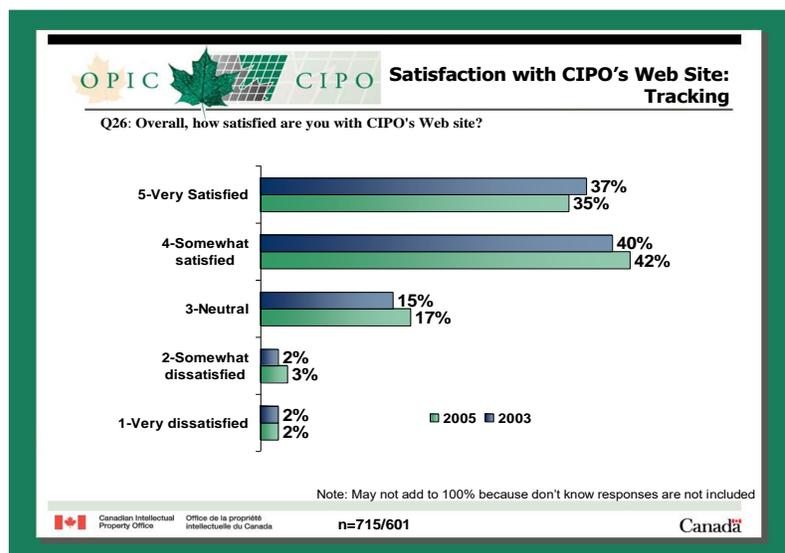
A strong majority of CIPO clients continue to be satisfied with the CIPO Web site.

Access to CIPO's products and services is an important determinant of overall satisfaction with CIPO's products and services. Only overall satisfaction with communications is more strongly related to All direct clients were asked to indicate if they had visited the CIPO Website in the past 2 years or 24 months.

The results of this question suggest that the vast majority of direct clients (90%) had visited the CIPO Website in the 24 month period preceding data collection. Agents (93%) were slightly more like than Unrepresented applicants (87%) to say they had visited the Website. Across product lines Industrial Design (96%) and Trademark applicants (93%) are slightly more like than Patent (88%) and Copyright (85%) applicants to have visited the CIPO Web site in the past 2 years.

Satisfaction with the Web site remains high as 77 percent of direct clients say they were satisfied with the Web site. Seventeen percent said they were neutral and the other five percent said they were dissatisfied with the Web site. As the chart below depicts, overall satisfaction with the Web Site has been at this level since 2003.

Chart 15: Overall Satisfaction with the Web Site since 2003

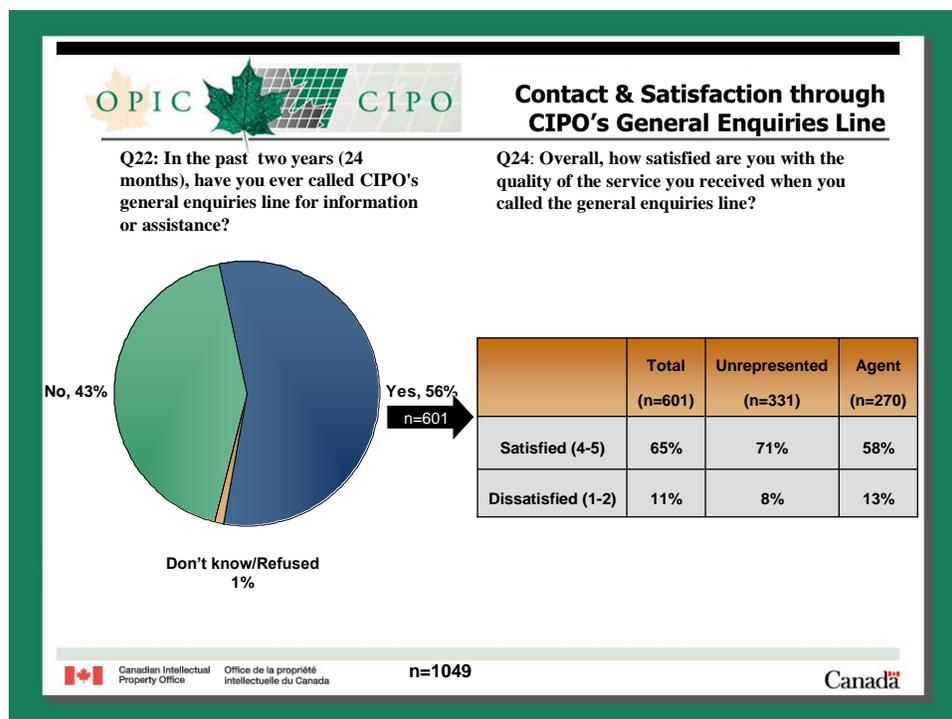


Patent (71%) and Industrial Design (66%) applicants are significantly less likely than Trademark (79%) and Copyright (81%) applicants to say they are satisfied with CIPO's Web Site. Agents (78%) and Unrepresented (78%) applicants are more likely than Represented applicants (69%) to say they are satisfied with CIPO's Web site.

### 9.8 The Service Experience: General Inquiries Line

A slight majority of direct clients indicated that they have contacted CIPO via the general inquiries line in the past 2 years. Unrepresented applicants are more like than Agents to have called the general inquiries line. A clear majority of direct clients say they were satisfied with the service they received when the called with Unrepresented applicants being more likely to be satisfied than Agents.

All direct clients were asked if they had contacted CIPO via the 1-900 general inquires line in the past two years.



A little more than 55 percent of direct clients said they have called the general inquires lines at CIPO in the past two years. Of those who said they had called the general inquires lines 65 percent said they were satisfied with the service they received when they called. Twenty-four percent said they were neutral and ten percent said they were dissatisfied with the service the received when the called the General Inquiries Line.

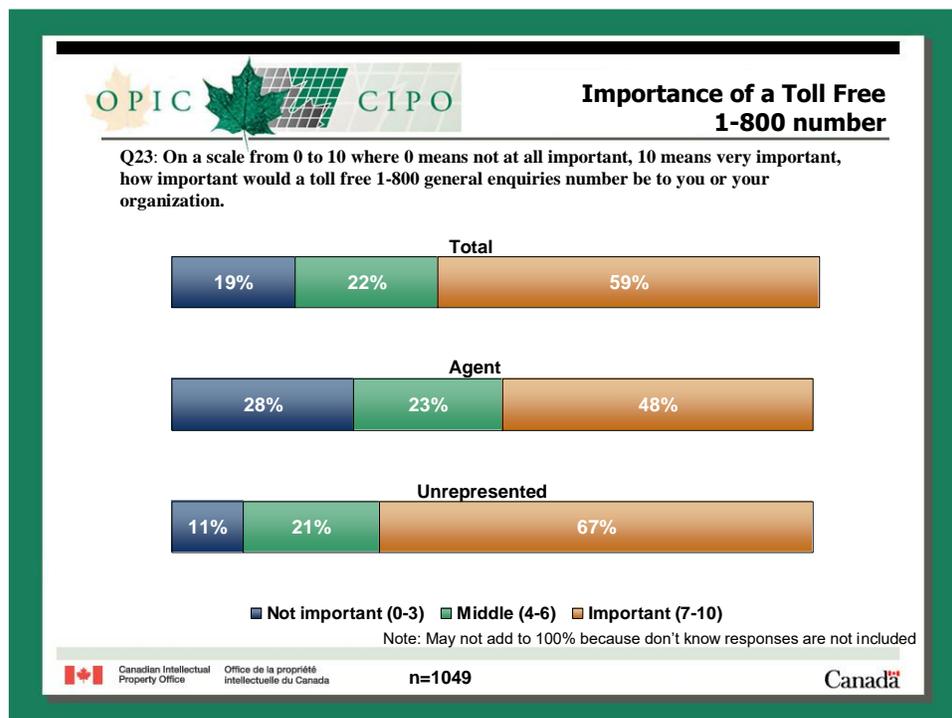
Among those most with the service they received are the following sub-groups:

- ✓ Unrepresented applicants (71%), compared to Agents (58%);
- ✓ Copyright applicants (74%), compared to Trademark applicants (59%).

### 9.9 Attitudes Toward the Toll Free General Inquiries Line

Presently CIPO clients can contact CIPO via telephone using a 1-900 general inquiries line. All direct clients were asked how important a toll free 1-800 general inquires line would be to them or their organization.

Chart 16: Importance of a 1-800 General Inquiries Line



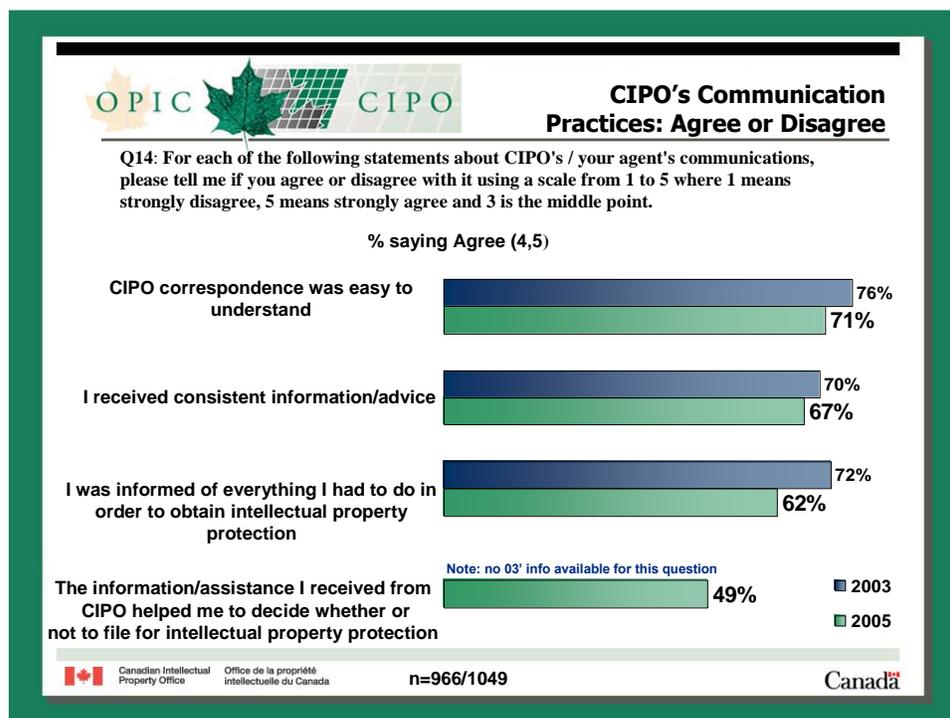
Almost six in ten direct client say it is important for them to have 1-800 access to A CIPO general inquires line. Unrepresented applicants are more likely than Agents to say it would be important. Quebec based applicants and small enterprises are more likely than Ontario based applicants and large enterprises to indicate that a 1-800 general inquires line would be important. CIPO's communications with its clients is the topic under examination in the next section of this report.

## 10. Communications

CIPO's performance is down across three of four communications elements examined since 2003. The most pronounced decrease occurred among the Agent community where agreement with the statement "*CIPO correspondence was easy to understand*" dropped by 10 percentage points since 2003.

All direct clients were asked to indicate their agreement with a series of statements related to CIPO's communications with it clients. They were also asked, as they had been in a previous section of the survey questionnaire, to indicate how important each communication aspect is to them in their respective interactions with CIPO.

Chart 17: Aspects of Communications



A majority of CIPO's clients agree with the statements "*CIPO correspondence is easy to understand*" (71%), "*that they receive consistent information or advice from CIPO*" (67%) and "*that they were informed about everything they had to do to obtain IPP*" (62%). Slightly less than a majority (49%) of those interviewed agree with the statement that *the "information/assistance they received from CIPO helped them to decide whether or not to file for intellectual property protection"*.

## CIPO: 2005 Customer Satisfaction Survey

Those subgroups most likely to agree with the statement “I was informed of everything I had to do in order to obtain intellectual property protection” are as follows:

- ✓ Unrepresented applicants (70%), compared to Agents (51%);
- ✓ Copyright applicants (78%), compared to Trademark (56%), Patent (56%) and Industrial Design applicants (54%);
- ✓ Those who have only filed in Canada (68%), compared to those who have filed in Canada and abroad (53%).

Those subgroups most likely to agree with the statement “*I received consistent information or advice*” are as follows:

- ✓ Unrepresented applicants (72%), compared to Agents (61%);
- ✓ Copyright applicants (78%), compared to Trademark (63%), Patent (63%) and Industrial Design applicants (51%);
- ✓ Those who have only filed in Canada (71%), compared to those who have filed in Canada and abroad (52%).

Those subgroups most likely to agree with the statement “*CIPO correspondence was easy to understand*” are as follows:

- ✓ Agents (74%), compared to Unrepresented Applicants (68%);
- ✓ Copyright applicants (81%), compared to Trademark applicants (65%).

Those subgroups most likely to agree with the statement “*the information or assistance I received from CIPO helped me to decide whether or not to file for IPP*” are as follows:

- ✓ Unrepresented applicants (62%), compared to Agents (32%);
- ✓ Copyright applicants (62%), compared to Patent (45%), Trademark (44%), and Industrial Design applicants (36%);
- ✓ Those who have only filed in Canada (57%), compared to those who have filed in Canada and abroad (37%).

As the above sub-group analysis suggests, attitudes regarding elements of CIPO’s communications are determined in part by applicant type and experience filing with IP offices outside of Canada.

### 10.1 Gap Analysis: CIPO's Communications

Gap analysis reveals an average service gap of approximately 17.5 percentage points in the overall area of CIPO's communications. This suggests that communications may be in general a middle level service improvement area. Although one element, (*I received consistent information or advice*) is a potential high priority area for service improvement activity, especially for Industrial Design applicants (-42) and Agents (-27).

**Table 1: Gap Analysis Communications Service Delivery Elements**

Aspects of Communication	Agree (4-5)	Imp (4-5)	Gap	Service gap Greater than -12 points	Service Gap greater than -12 points
				Product Line	Applicant Type
CIPO correspondence was easy to understand	71%	90%	-19	Patent -16	Unrepresented -22
				Trade mark -26	
				Industrial Design -19	Agent -16
I received consistent information/advice	67%	89%	-22	Patent -23	Unrepresented -18
				Trade mark -25	
				Industrial Design -42	Agent -27
				Copy right -15	
I was informed of everything I had to do in order to obtain intellectual property protection	62%	79%	-17	Patent -19	Unrepresented -18
				Trade mark -21	
				Industrial Design -15	Agent -18
The information/assistance I received from CIPO helped me to decide whether or not to file for intellectual property protection	49%	61%	-12	Trade mark -14	Agent -13

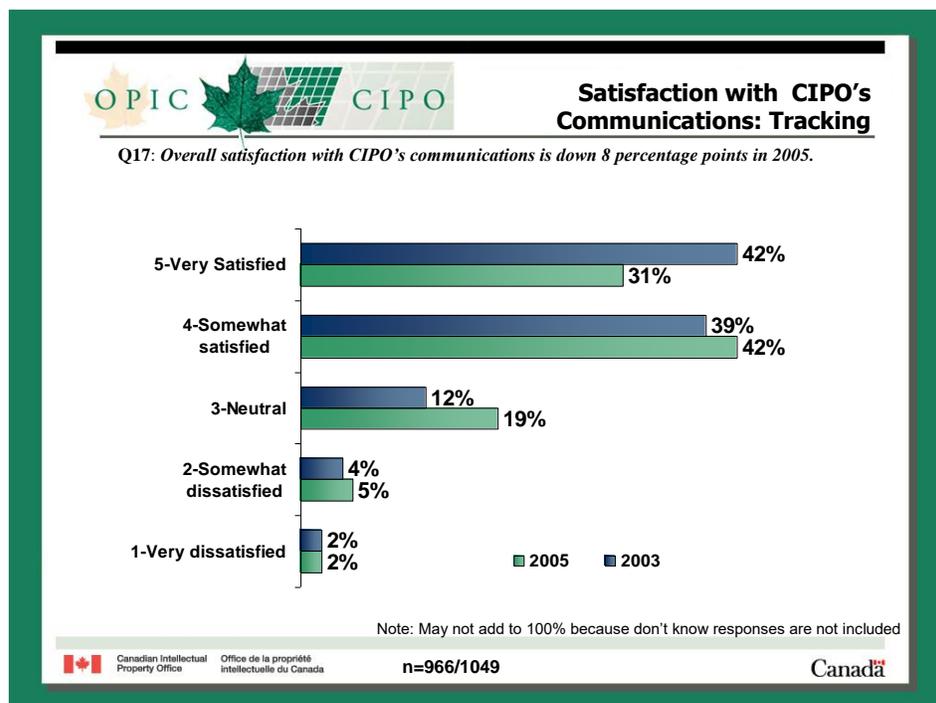
As has been indicated in previous sections of this report, overall satisfaction with CIPO's communications is highly correlated with overall satisfaction with the products and services offer by CIPO. Overall satisfaction with CIPO's communications is more highly correlated than any other overall satisfaction

indicator with overall satisfaction. Given its relative importance, understanding the drivers of overall satisfaction with communication is required.

## 10.2 Overall satisfaction with CIPO's Communications

A majority of direct clients are satisfied with CIPO's communications. However, overall satisfaction with CIPO's communications is down 8 percentage points since 2005.

Chart 18: Overall Satisfaction with CIPO's Communications



Those subgroups most likely to indicate overall satisfaction with CIPO's communications are as follows:

- ✓ Copyright applicants (84%), compared to Trademark (70%), Patent (62%) and Industrial Design applicants (62%);
- ✓ Quebec based clients (80%), compared to Alberta (68%) and British Columbia based clients (66%)
- ✓ Those who have only filed in Canada (76%), compared to those who have filed in Canada and abroad (71%).

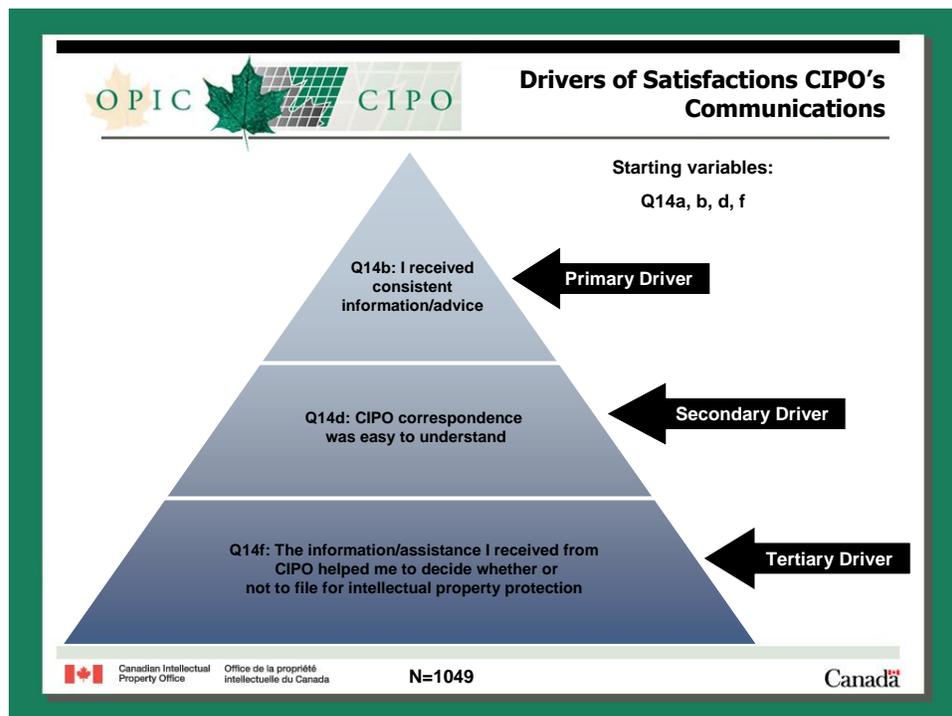
Product line, region of origin and experience with IP offices abroad tend to be good determinants of overall satisfaction with CIPO's communications.

Once again key driver analysis was employed to determine which elements of communication are impacting overall communication satisfaction. Chart 3 below

## CIPO: 2005 Customer Satisfaction Survey

suggests that receiving consistent information or advice is the key driver of overall satisfaction with CIPO's communications. Since that indicator revealed the widest satisfaction gap it represents a high service improvement priority for CIPO especially among the Agent community.

**Chart 19: Predictors of Communication Satisfaction**



Insight into how communications impacts on overall satisfaction can be garnered by examining represented applicants' views vis-à-vis their Agents performance in this area.

**Table 2: Communication Satisfaction**

	<b>Represented</b> (n=501)		<b>Unrepresented/Agent</b> (n=1049)
<b>Q16: Overall Satisfaction with agent's communications.</b>	<b>86%</b>	<b>Q17: Overall satisfaction with CIPO's communications.</b>	<b>73%</b>
<b>Q61r: Overall satisfaction with the services offered by you Agent.</b>	<b>84%</b>	<b>Q60ua: Overall satisfaction with the services offered by CIPO.</b>	<b>79%</b>

Firstly, correlations analysis reveals that satisfaction with Agent communication among Represented applicants is more strongly related to overall satisfaction with the product and service offered by Agents than it is for direct clients of CIPO and satisfaction with CIPO's products and services. As the table below depicts,

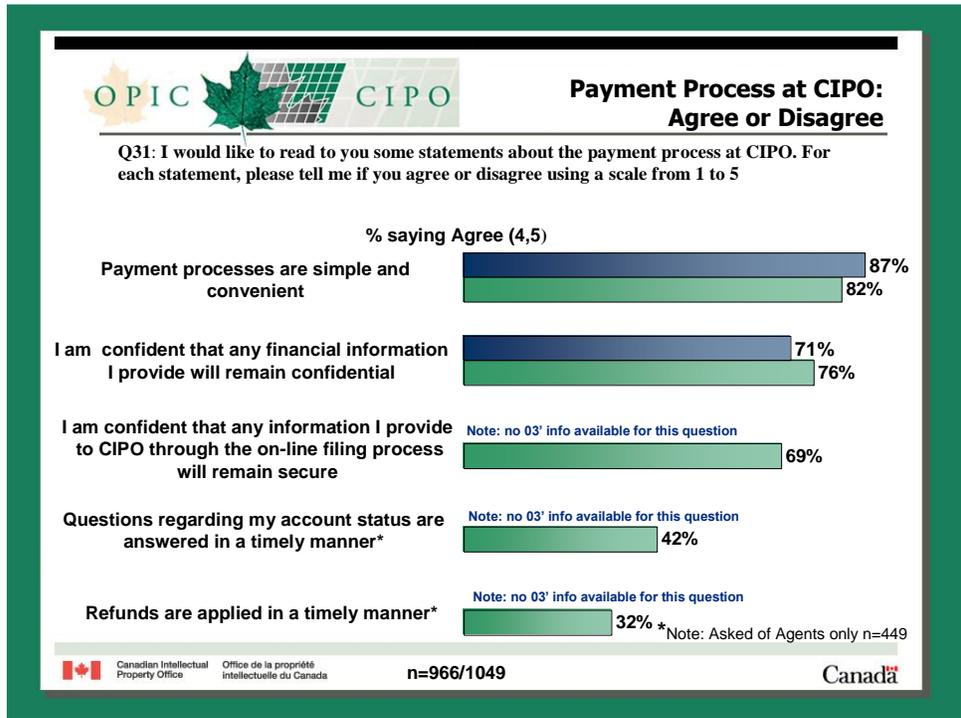
Represented applicants are more satisfied with their Agents communications overall than direct clients of CIPO are with CIPO’s communications. Furthermore, they are more satisfied overall with the product and service offer by their agents than direct clients of CIPO are with CIPO products and services. The point here is to demonstrate how communication impacts overall satisfaction. The next section will examine the financial aspects of the relationship between CIPO and its direct clients.

## 11. Financial Aspects of CIPO’s Service Delivery

CIPO performs well on most elements of service delivery related to the payment process with two notable exceptions: answering questions regarding account status in a timely manner; applying refunds in a timely manner.

All direct clients were read a series of statements that relate specifically to the payment process at CIPO.

Chart 20: Financial Aspects of CIPO’s Service Delivery



A strong majority of direct clients (82%) agree that payment processes are simple and convenient, that any financial information provided will remain confidential (76%) and finally, that any information I provide to CIPO through the online filing process will remain secure (69%).

## CIPO: 2005 Customer Satisfaction Survey

Only 42 percent of agents agree that questions regarding their account status are answered in a timely manner. A smaller percentage (32%) of Agents surveyed agreed with the statement “refunds are applied in a timely manner”. Only 20% of Copyright agents agreed with the statement “refunds are applied in a timely manner”.

### 11.1 Gap analysis: Service Elements Payment Process

Gap analysis suggests that among the Agent community the two areas most in need of increased service improvement efforts are as follows:

- ✓ Questions regarding my account status are answered in a timely manner;
- ✓ Refunds are applied in a timely manner.

Other service improvement areas are highlighted in red in the table below by product line and applicant type.

Table 6: Gap Analysis Payment Process

Aspects of Payment Process	Agree (4-5)	Imp (4-5)	Gap	Service gap Greater than -12 points	Service Gap greater than -12 points
				Product Line	Applicant Type
Payment processes are simple and convenient	82%	93%	-11	Industrial Design -13	
I am confident that any financial information I provide will remain confidential	76%	94%	-18	Patent -16	Unrepresented -20
				Trade mark -17	
				Industrial Design -26	Agent -15
I am confident that any information I provide to CIPO through the on-line filing process will remain secure	69%	92%	-23	Copyright -21	Unrepresented -22
				Patent -25	
				Trade mark -20	Agent -23
Questions regarding my account status are answered in a timely manner*	42%	83%	-41	Industrial Design -27	Agent -41
				Copyright -24	
				Patent -46	
Refunds are applied in a timely manner*	32%	77%	-45	Trade mark -41	
				Industrial Design -37	
				Copy right -37	
				Patent -50	
				Trade mark -36	
				Industrial Design -49	
				Copy right -59	

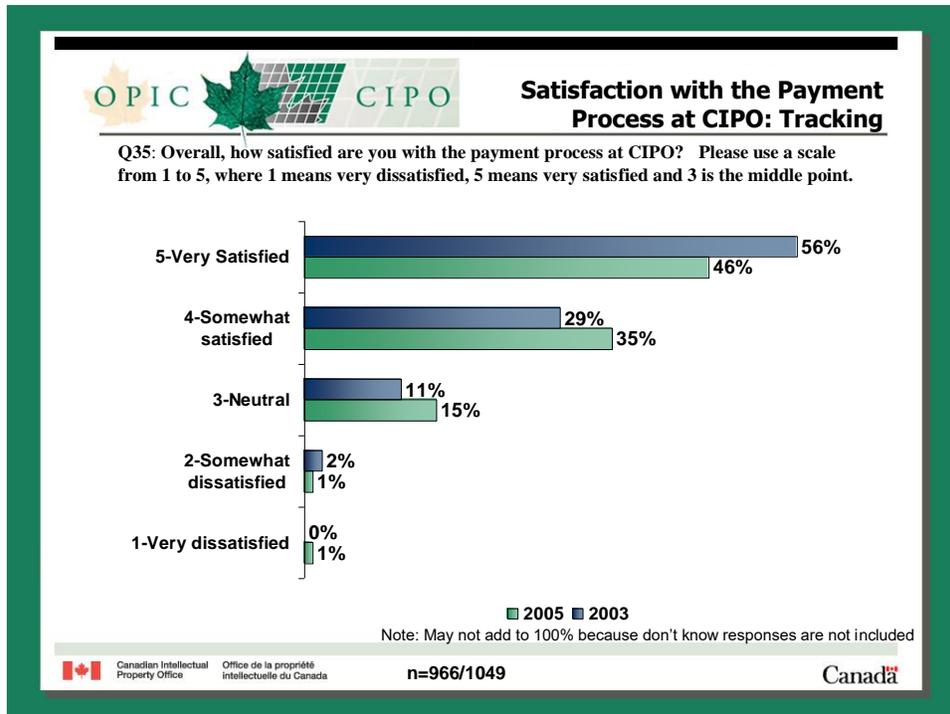
\*Note only asked of Agents (n=449)

## 11.2 Overall Satisfaction with the Payment Process

The vast majority of Unrepresented applicants and Agents combined say they are satisfied with the payment process at CIPO.

All direct clients were asked to indicate how satisfied they are with the payment process at CIPO.

Chart 21: Satisfaction with the Payment Process



As the chart above depicts, the vast majority (81%) of direct clients say they are satisfied with the payment process at CIPO. The result is statistically virtually the same as the 2003 (85%) result. Agents (81%) and unrepresented applicants (81%) are equally likely to be satisfied with the payment process at CIPO. Copyright applicants (87%) are most likely to be satisfied with the payment process while Patent applicants (74%) are least likely to be satisfied with the payment process.

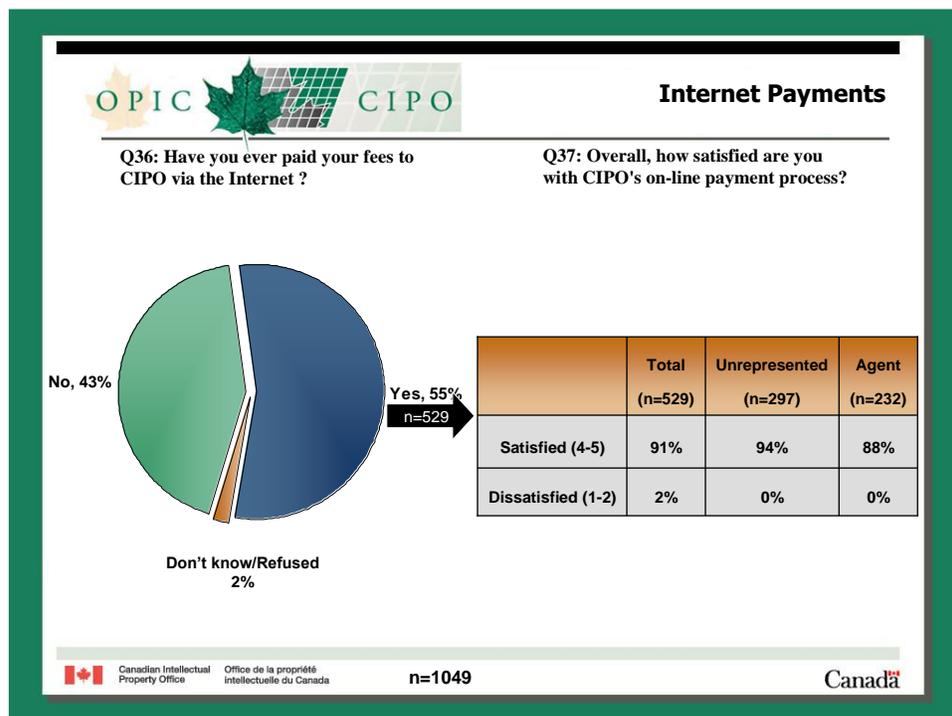
Correlation analysis suggests that both overall satisfaction with the online payment process and overall satisfaction with the payment process are highly correlated with the statement “payment processes are simple and convenient.” Online payment will be the topic of the next section of this report.

### 11.3 Paying Fees On-line and Satisfaction with the On-line Fee Payment Process

About 55 percent of direct clients report having paid their fees to CIPO via the online payment process. The incidence of online payment varies significantly across product lines. The vast majority of those clients who have used the online payment system are satisfied with it.

All direct clients were asked if they had ever paid their fees online and those who had were asked how satisfied they were with the online payment process.

Chart 22: Paying Fees On-line



Trademark (61%) and Copyright (66%) applicants are more likely than Patent (28%) and Industrial Design (45%) applicants to say they have paid their fees online. Agents were as likely as unrepresented applicants to report having paid their fees online.

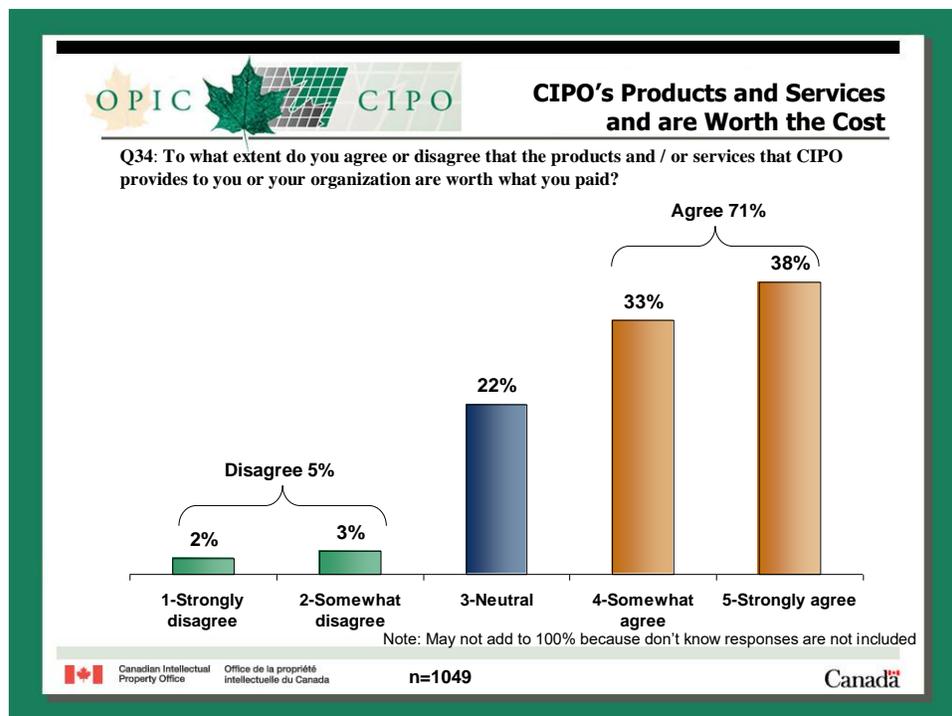
As the table above indicates, the vast majority (91%) of CIPO's direct clients say they are satisfied with the online payment process at CIPO. Unrepresented applicants who have paid their fees online are slightly more likely than Agents who have paid their fees online to be satisfied with the payment process at CIPO.

## 11.4 Value for Money

A strong majority of direct clients agree that the products and services provided to them by CIPO are worth what they paid.

All direct clients were asked to agree or disagree that the products or services CIPO provides them or their organization are worth what they paid.

Chart 23: Value for Money



A strong majority (71%) of direct clients agree that the products and services provided to them by CIPO are worth what they paid with 22 percent saying they are neutral and the remaining five percent in disagreement that the products and services provided to them by CIPO are worth what they paid. Across product lines, very little sub-group variation is apparent. Nevertheless some sub-group variations in response are apparent.

Those most likely to agree are as follows:

- ✓ Agents (75%), compared to Unrepresented Applicants (68%);
- ✓ Quebec based applicants (83%), compared to Atlantic Region applicants (63%) and Ontario based applicants (67%);
- ✓ Firms with 11 to less than 100 employees (83%) compared to the average (71%).

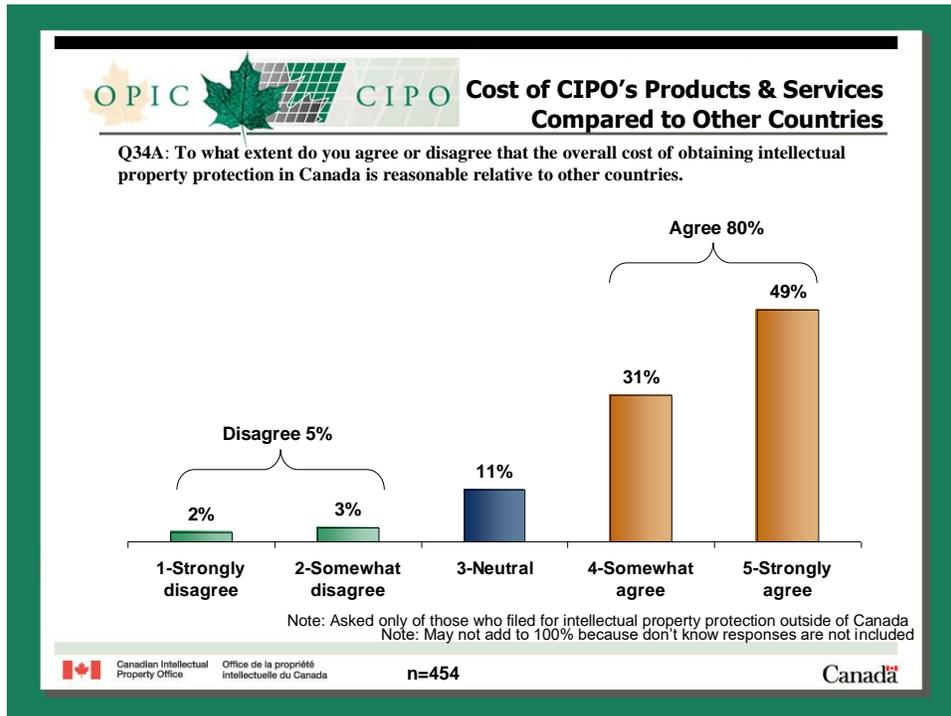
The next section of this report will examine in a comparative fashion elements of CIPO's service delivery relative to other similar organizations.

## 12 Cost of Intellectual Property Protection in Canada

The vast majority of CIPO direct clients agree that the overall cost of obtaining IP protection in Canada is reasonable relative to other countries.

Unrepresented applicants and Agents who had indicated that they had filed IP applications outside of Canada were asked to indicate the extent to which they agreed that the cost of obtaining IPP in Canada is reasonable relative to other countries.

Chart 24: Relative Cost of CIPO's Products and Services



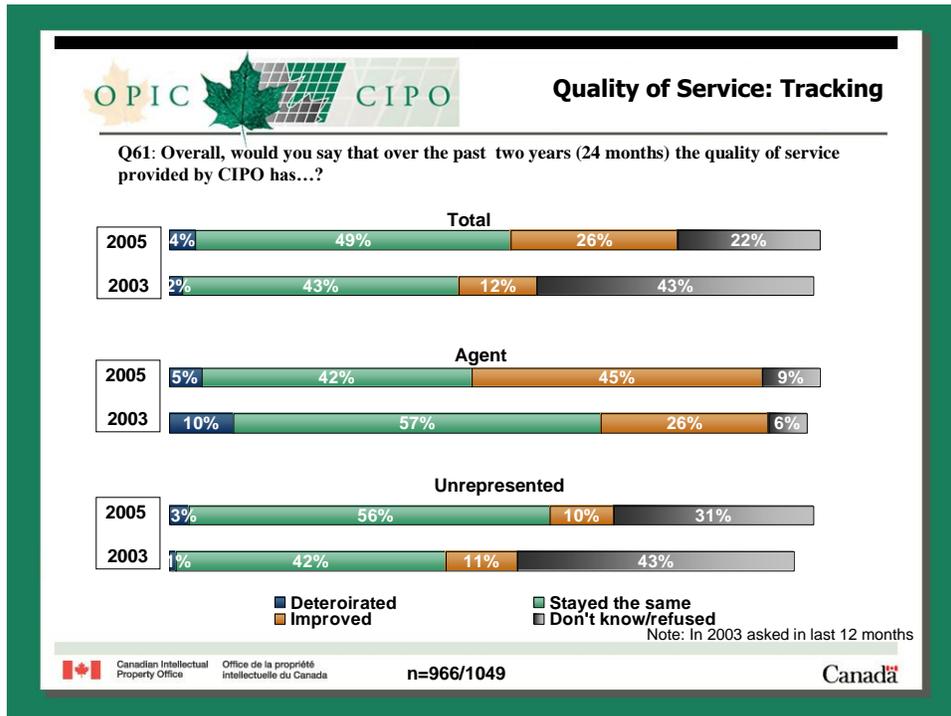
A little more than 450 Agents and Unrepresented applicants had filed for IP protection outside of Canada in the past two years. Agents (87%) are more likely than Unrepresented applicants (66%) to indicate that the cost of obtaining IPP in Canada is reasonable relative to other countries. Across product lines, Trademark applicants are more likely than copyright applicants to agree that the cost of IPP in Canada is reasonable relative to other countries.

### 13. Service Delivery Since 2003

A strong majority of direct clients say CIPO’s service has improved or stayed the same over the past 24 months. This sentiment is especially true among the Agent community where 45 percent of Agents say CIPO’s service has improved over the past two years.

All direct clients were asked if they thought that over the past 24 months CIPO’s service has improved, stayed the same, or deteriorated.

Chart 25: Quality of Service Since 2003



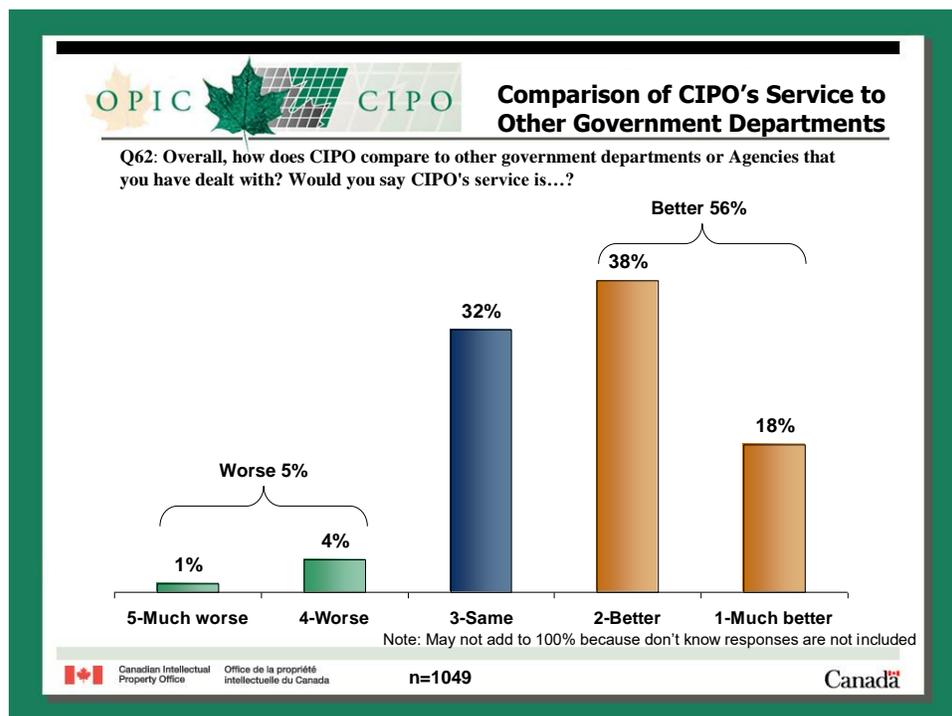
A strong majority of direct clients say that the quality of CIPO’s service has stayed the same or improved in the past 24 months. Twenty-two percent say it has deteriorated in the past 24 months. Since 2003, this results has changed. The percentage of direct clients saying CIPO’s service has deteriorated has declined by 21 percentage points while, at the same time, the percentage who said it has improved or stayed the same has increased by 20 percentage points above the 2003 level.

### 13.1 CIPO Service compared to Other Government Departments and Agencies

A slight majority of direct clients say that CIPO is better than other government departments and agencies. Furthermore, the vast majority say CIPO is as good as or better than other government departments and agencies they have dealt with.

All direct clients were asked how CIPO compared to other government department and agencies they have dealt with.

Chart 26: CIPO Service compared to Other Government Departments and Agencies



A majority said that CIPO was better while a greater majority said they were as good as or better than other government departments, with only five percent saying they were worse.

Among those sub groups most likely to say they are better, we find the following:

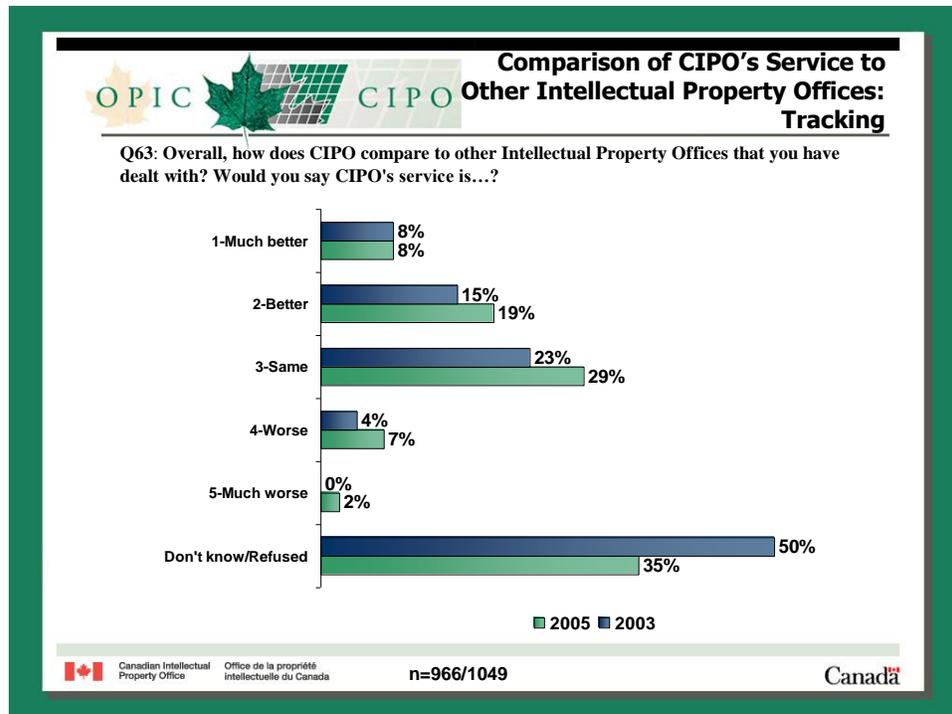
- ✓ Agents (59%), compared to Unrepresented applicants (54%);
- ✓ Copyright applicants (59%), compared to Industrial Design applicants (40%).

### 13.2 CIPO Service compared to Other Intellectual Property Offices

A slight majority of direct clients who have dealt with IP offices outside of Canada say CIPO's service is the same or better than that of other IP offices.

All direct clients were asked how CIPO compared to other IP offices they have dealt with.

Chart 27: CIPO Service compared to Other Intellectual Property Offices



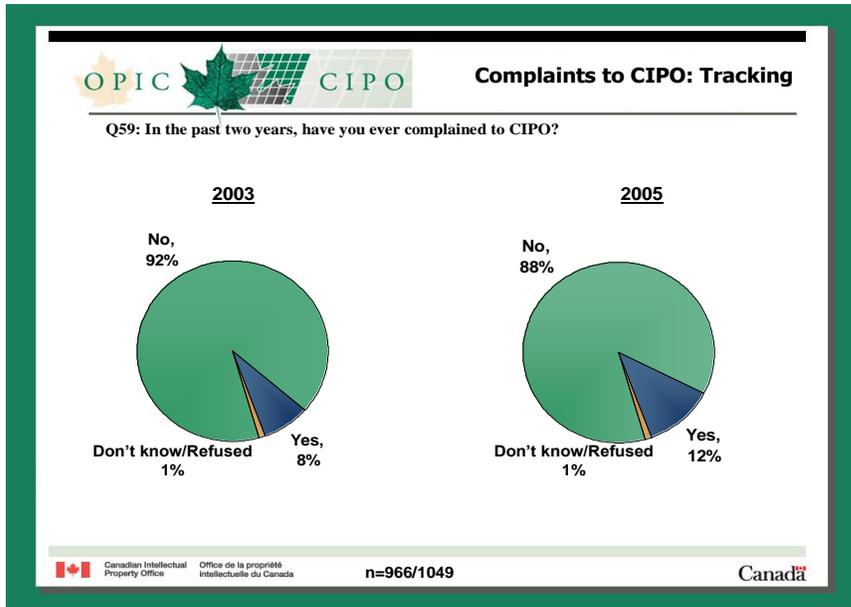
Agents are more likely than Unrepresented applicants to say that CIPO is the same or better than other IP offices they have dealt with. While Patent and Industrial Design applicants are less likely than Copyright and Trademark applicants to say CIPO is the same or better than other IP offices.

## 14 Complaints and Complaint Resolution

Complaints to CIPO increased from eight percent in 2003 to twelve percent in 2005, however, complaint resolution is up by 16 percentage points since 2003.

All direct clients were asked if they had complained to CIPO in the past two years.

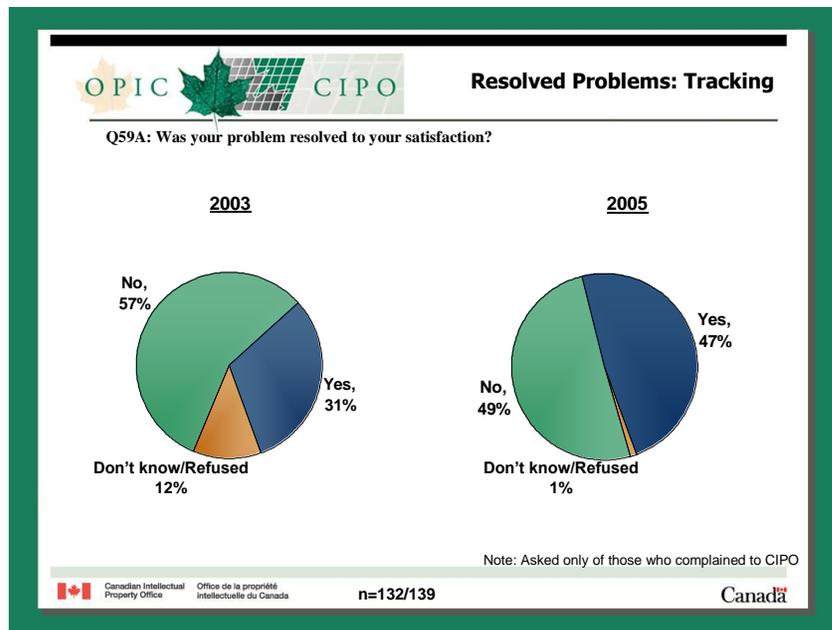
Chart 28: Complaints to CIPO



Agents are more likely than Unrepresented applicants to say they have complained to CIPO in the past two years. Across product lines Industrial Design applicants are far more likely to indicate they have complained to CIPO than any of the other product line applicants.

As the chart below illustrates, about one-half of all complaints were resolved which represents a significant increase in complaint resolution over the 2003 result.

Chart 29: Complaint Resolution



No subgroup variations in response were apparent.

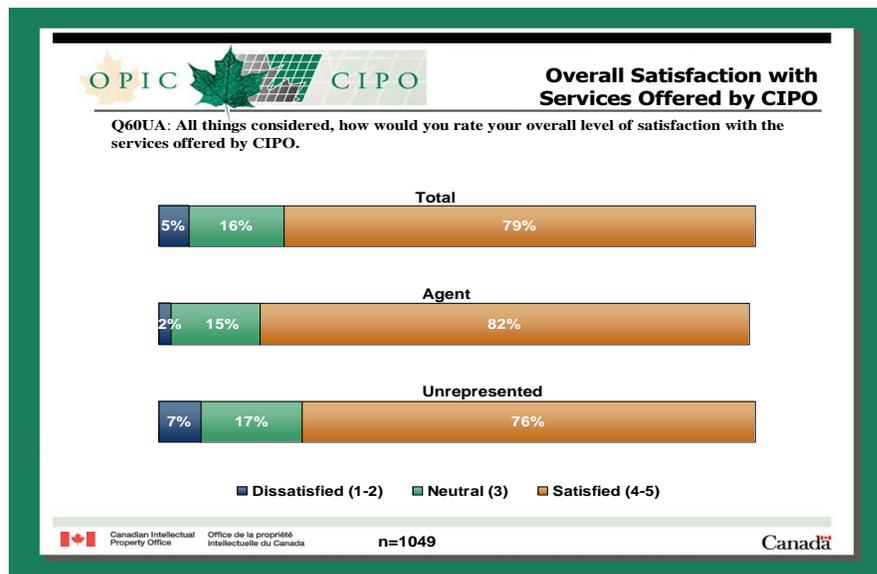
## 15 Overall Satisfaction with CIPO's Products and Services

The vast majority of CIPO's direct clients continue to be satisfied with the products and services they received from CIPO. Nevertheless, overall satisfaction has dropped slightly since 2003. The drop in overall satisfaction is in part explained by lower levels of satisfaction with CIPO's communications and access issues and timeliness.

All direct clients were asked if they were satisfied with the services offered by CIPO. They were asked to respond on the standard 5 point satisfaction scale.

## CIPO: 2005 Customer Satisfaction Survey

Chart 30: Overall Satisfaction with the Products and Services offered by CIPO



Overall satisfaction with CIPO's services has remained high since 2001. Since 2003, overall satisfaction has dropped by 4 percentage points. In 2005, Agents are more satisfied than Unrepresented applicants. This is the reverse of the 2003 situation when Agents were less likely to be satisfied than Unrepresented applicants. In 2005, Unrepresented applicants overall satisfaction has dropped six percentage points since 2003.

Dissatisfaction holds at the 2003 level while indifference or neutral ratings have increased by four percentage points since 2003.

Sub-groups most likely to say they are satisfied with CIPO's services are as follows:

- ✓ Agents (82%), compared to unrepresented applicants (76%);
- ✓ Copyright (90%) and Trademark applicants (79%), compared to Patent (66%) and Industrial design (67%) applicants.

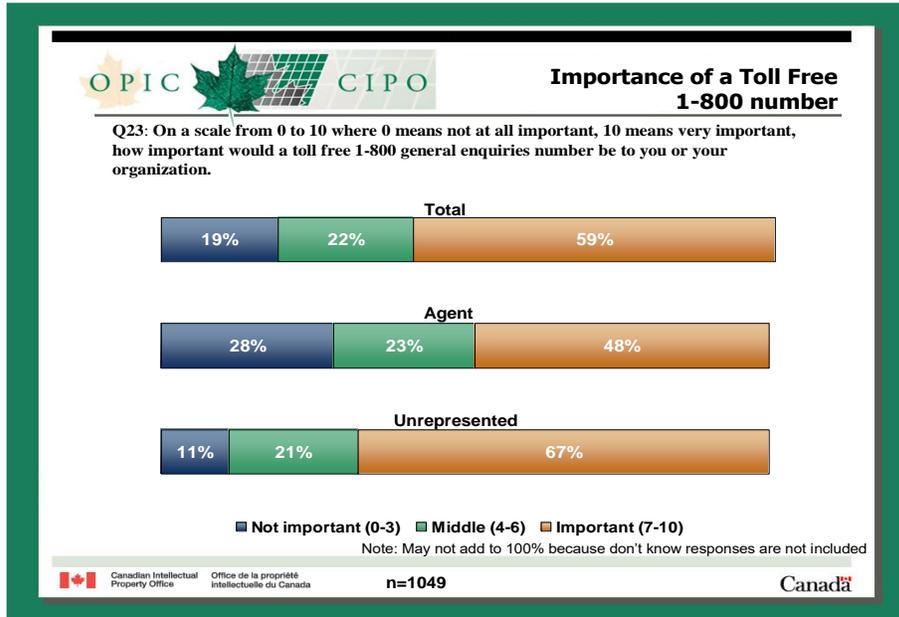
Since 2003, CIPO has considered implementing a variety of service improvement initiatives. All of which have the potential to improve the service delivery experience for CIPO clients.

## 16. Potential Additions to CIPO Current Service Delivery

A clear majority of direct clients say that a 1-800 toll free General Inquiries Line would be important for them or their respective organizations. Unrepresented applicants are more likely than Agents to view it as important.

All direct clients were asked to indicate how important a toll free 1-800 telephone general inquiries line might be for them and their organizations where 0 means not at all important and 10 means very important.

Chart 31: Importance of a 1-800 Toll Free General Inquiries line



A clear majority (59%) of direct client say that a 1-800 General Inquiries Line is important with 22 percent saying it is somewhat important and 19 percent saying it is not important.

Unrepresented applicants (68%) are more likely than Agents (48%) to say a 1-800 General Inquiries Line. No sub-group variations in response exist across product lines.

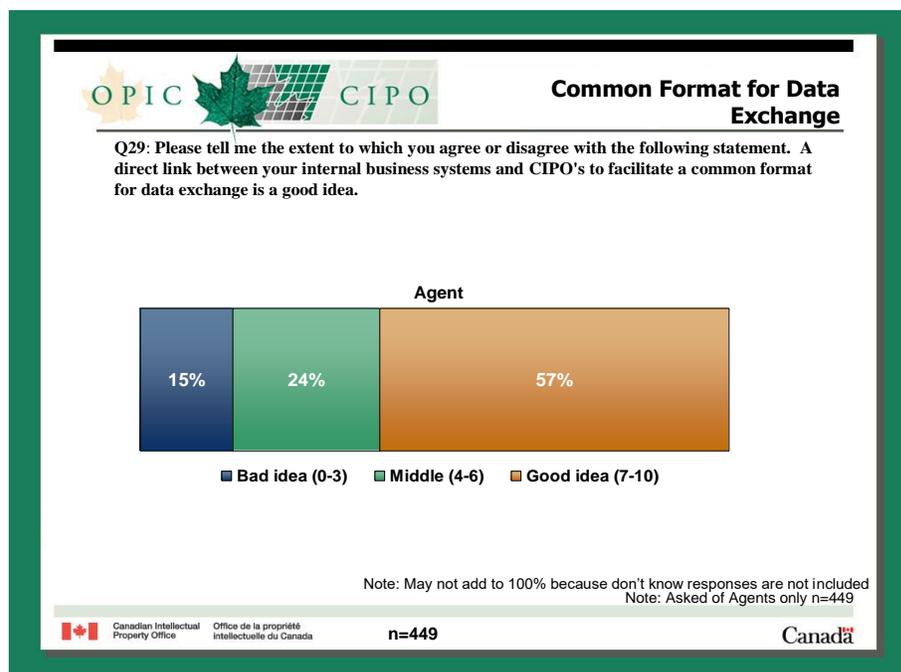
Finally, Quebec based applicants (68%) are more likely than Ontario based applicants (53%) to say a Toll Free General Inquiries Line is important.

## 17 New Data Exchange System

A slim majority of Agents agree that a direct link between their internal business systems and CIPO's to facilitate a common format for data exchange is a good idea. However, they feel the likelihood of their organization being prepared to devote resources to allow such a link to be created is at best somewhat likely.

All agents were asked the extent to which they agree that “a direct link between your internal business systems and CIPO's to facilitate a common format for data exchange is a good idea where 0 means bad idea and 10 means good idea.

Chart 32: Agent Attitude toward a Common Format for Data Exchange



A clear majority (57%) of Agents agree that a direct link for data exchange is a good idea while a mere 15 percent say it is a bad idea with 24 percent in the middle between good and bad.

In contrast, when asked how likely it is that their organization would be willing to devote resources to establish such a link, a plurality (36%) of Agents say it is unlikely that their organization would be willing to devote resources to establish such a link. No statistically significant variations in response were apparent across product lines.

The final section of this report will examine some very specific aspects of the IP application process.

## 18 Product line Specific Questions

Per product line Agents were asked to indicate the extent to which they agreed or disagreed with a series of statements that applied specifically to each product line. They were then asked to rate the importance of each element.

### 18.1 Patent Office Specific Questions

Six of the twelve elements examined concerning patents have service gaps equal to or greater than 30 percentage points. With an average overall service gap of -29.66 this area should receive a high to very high priority for service improvement.

Chart 33: Patent Questions: Gap Analysis

**Patent Office: Agreement vs. Importance**

Q38: I would like to read some statements about the PATENT OFFICE. For each statement, please tell me if you agree or disagree using a number from 1 to 5.

Q39: Now, tell me how important each of these aspects of the PATENT OFFICE are to you

	Agents (n=106)		
	Agree (4-5)	Important (4-5)	Gap
Notice of allowance contains accurate information	77%	89%	-12
Answers to my questions concerning filing are accurate	68%	89%	-21
Examiners are able to address my questions	64%	93%	-29
Answers questions concerning maintenance fees are accurate	63%	92%	-29
Identification of application's defects under rule 30 (2) are clear	61%	91%	-30
Transfers of ownership are processed efficiently	60%	76%	-16
Changes to Act/Reg./office practices are communicated clearly	60%	94%	-34
Filing certificates are received in a timely manner	52%	83%	-31
Canadian patent applications are classified correctly	46%	59%	-13
Examiners subsequent actions are received in a timely manner	42%	87%	-45
Objections are reported in the first Examiners report	39%	90%	-51
Canadian searches identify relevant art and foreign search results	36%	84%	-48

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### 18.2 International Search Reports

Approximately five in ten Patent Agents had received an international search report or written opinion from CIPO. Quadrant analysis suggests that two aspects of international search reports should receive high priority for service improvement:

- international search reports are thorough;
- written opinions are well reasoned.

Finally, 64 percent of the fifty-seven Patent Agents interviewed said they were satisfied with the quality of international search reports. A much smaller majority (52%) said they were satisfied with the quality of written opinions.

### 18.3 Trade-Marks Office Specific Questions

Three of the nine elements examined concerning trademarks have service gaps greater than 30 percentage points. With an average overall service gap of minus 26.11 this area should receive a high priority for service improvement, especially the areas with service gaps greater than minus 30 percentage points.

Chart 34: Gap Analysis Trade-mark Specific Questions

	Agents (n=106)		
	Agree (4-5)	Important (4-5)	Gap
I ensure that all transfers of ownership are registered with CIPO	76%	79%	-3
Excluding examination, answers to my questions are accurate	75%	94%	-19
Examiners are able to address my questions	75%	95%	-20
Excluding examination, answers to my questions are provided in a timely manner	69%	92%	-23
Style and tone of Examiner's reports make them easy to understand	64%	89%	-25
Transfers of ownership are processed efficiently	61%	85%	-24
Questions I have concerning Examiner's office actions are answered in a timely manner	58%	93%	-35
Objections of a substantive nature are reported in the first examiner's report	55%	95%	-40
Changes in Act/Reg./office practices are communicated clearly	46%	92%	-46

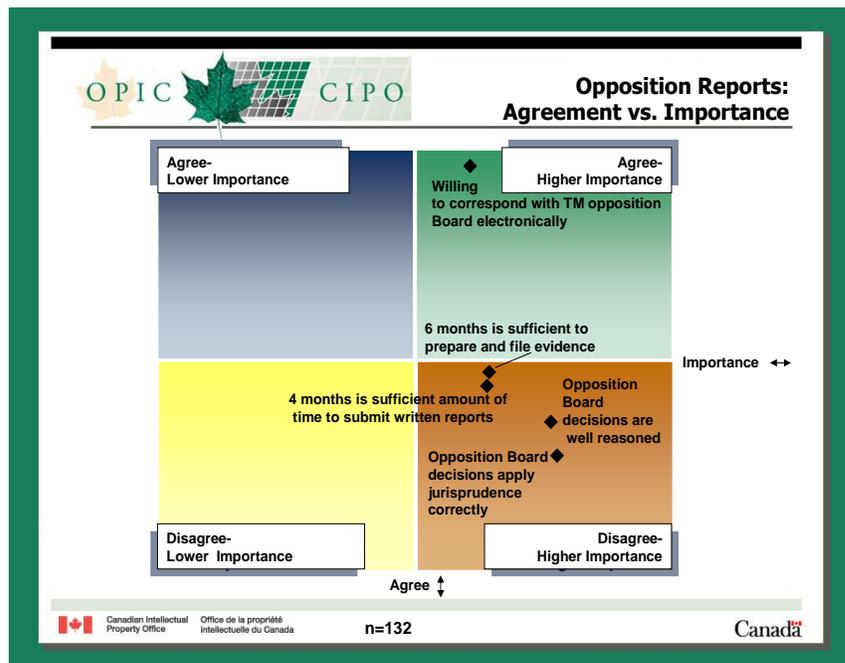
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Finally, 69 percent of Trademark Agents said they were satisfied with the quality of examiners' written report. Four percent said they were dissatisfied while the remaining 25 percent said they were neutral (3, on a 5 point scale) in this regard.

## 18.4 Trademark Opposition Process

Almost seven out of ten Trademark Agents interviewed said they had been involved in the trademark opposition process. Those that were involved were asked to rate a series of elements of the trade mark opposition process.

Chart 35: Gap Analysis: Trade-Mark Opposition Process



Quadrant analysis indicates that four areas of the trademark opposition process should receive high priority for service improvement with greater importance being placed on the correct application of jurisprudence and the reasoning of opposition board decisions. They are as follows:

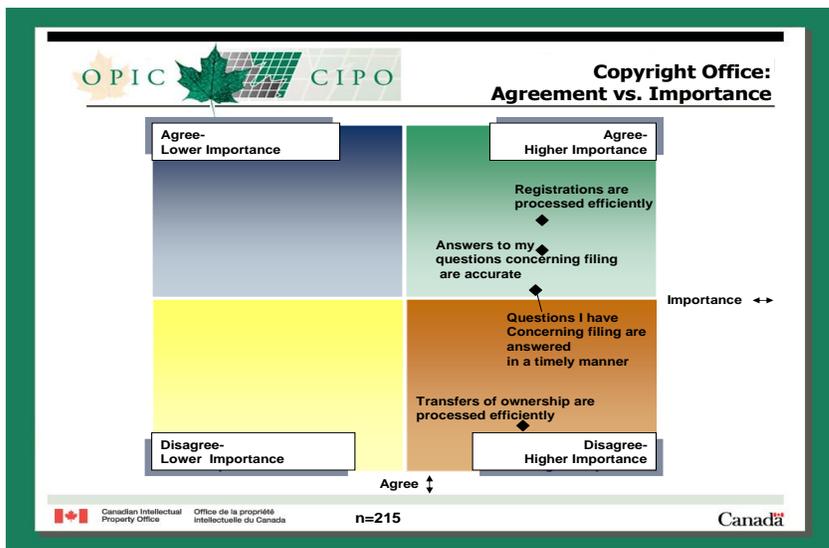
- 6 months is sufficient to prepare and file evidence;
- 4 months is sufficient amount of time to submit written reports;
- Opposition Board decisions are well reasoned;
- Opposition Board decisions apply jurisprudence correctly.

Forty-three percent of those who had been involved with the Trademark Opposition Board said they were neutral about the amount of time it took to complete the opposition process. Thirty percent said they were satisfied and 26 percent said they were dissatisfied with the amount of time complete the opposition process.

### 18.5 Copyright Specific Questions

Both Agents and Unrepresented Copyright applicants were asked a series of questions about the Copyright Office.

Chart 36: Quadrant Analysis Copyright Specific Questions



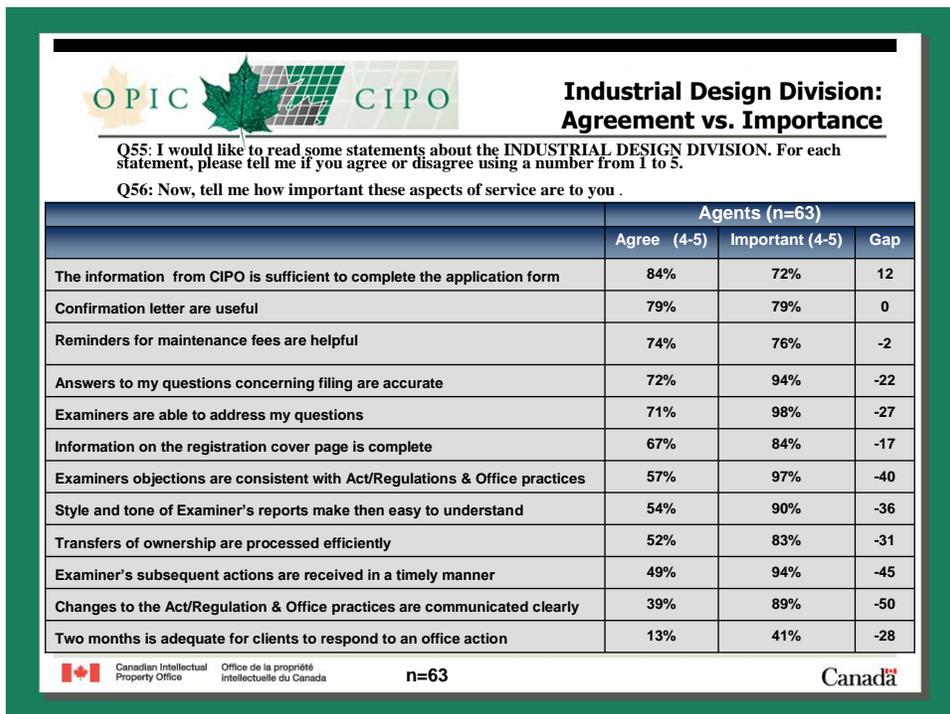
Quadrant analysis indicates that one aspect of filing for copyright protection, **(Transfers of ownership are processed efficiently)** which was only asked of the 85 copyright agents interviewed should receive high priority for service improvement.

The overwhelming majority (89%) of both Agent and Unrepresented Copyright applicants said they were satisfied with the copyright registration process. Six percent said they were neutral while four percent said they were dissatisfied.

### 18.6 Industrial Design Specific Questions

Five of the twelve elements examined concerning Industrial Designs have service gaps greater than 30 percentage points. With an average overall service gap of -24.91 this area should receive a high to very high priority for service improvement.

Chart 37: Gap Analysis Industrial Design Specific Questions



Five elements of the Industrial Design registration process should receive high priority for service improvement:

- Style and tone of examiners reports make them easy to understand;
- Examiners objections are consistent with Act/Reg/Office practices;
- Examiners subsequent actions are received in a timely manner;
- Changes to Act/Regulations/Office practices are communicated clearly;
- Two months is adequate for clients to respond to an office action.

### 18.7 Summary of Client values by Product line and Applicant Type

Throughout the survey we asked clients to rate the importance of a series of services elements. This rating alone is not sufficient to provide a clear understanding of what CIPO's clients' value in their relationship with CIPO. Correlation analysis suggests that client values across product lines are more or less the same with a few exceptions.

**Table 7: Derived Client values by Product Line**

Direct Clients	Patents	Trademarks	Copyrights	Industrial Designs
CIPO's communications	CIPO's communications	CIPO's communications	CIPO's communications	Accessibility of intellectual property services
Accessibility of intellectual property services	CIPO Staff			
CIPO Staff	CIPO Staff	CIPO Staff	CIPO Staff	CIPO's communications
Amount of time				
Ease of access to intellectual property services				

Relative to overall client satisfaction correlation analysis suggest that the top five client values across product lines are very similar with the order of importance changing slightly for Industrial Design applicants.

## **19 General Observations and Conclusions**

All of the above information details how CIPO can improve its client satisfaction through efforts aimed at improving internal mechanisms. However, to some degree, client satisfaction is a relative phenomenon defined by the service market place and other external factors that impact directly on patron client interactions and client attitudes about the nature of that relationship.

### **19.1 Client Centered**

Based on the survey results, CIPO's drive to become a client centric organization should be guided by an increased preoccupation with generally improving the communication aspects of interacting with its clients.

Responding is an important component of being client centered but listening is just as important, if not more important. Correlation analysis suggests that communication improvements should lead to an increase in the perception that CIPO is a more client centric organization.

### **19.2 Branding**

Understanding the relationship between CIPO's brand identification and overall satisfaction with CIPO products and services is important. The positive impact of close identification with CIPO found in this survey needs to be explored and flushed out to determine how future branding exercises might be directed.

### **19.3 The Market Place**

CIPO appears to be holding pace with other government departments in the area of service delivery. From a cost perspective, CIPO seems to be somewhat competitive. Clients view the CIPO product as valuable relative to what they paid and compared to other IPO's, CIPO seems to be holding its own; however, some further examination is needed in this area.

The cost of IP in Canada may even be a competitive advantage in the IP market place but more work in this area is needed. Understanding price elasticity is important and should be a topic of future exploration as it could lead to additional revenue which could in time lead to additional staff training and development funding which may help increase client satisfaction with TAT, communications and accessibility.

## **20 Recommendations**

### **20.1 General Service Improvement Priorities**

Along with the service improvement areas listed in section 3 of this report, we would recommend three general areas for service improvement in the following order of priority:

1. Communications
2. Accessibility of IP services
3. Timeliness (satisfaction with turnaround times)

Overall satisfaction in each of the three areas listed above has decreased since 2003. Any further decline in satisfaction with communications or accessibility is likely to result in a further decline in overall satisfaction given that they are both revealed by driver analysis to be very closely related to overall satisfaction.

The third area for service improvement is timeliness and/or turn around times. Satisfaction with the turn around times for IP applications is lower than any other satisfaction indicator. Any increase in satisfaction in the short and long term should begin to impact overall satisfaction in a positive way moving forward.

As the previous section highlighted, satisfaction with the CIPO staff that provided the service during the application process is a good predictor of overall satisfaction. However, given CIPO's improvements in this area since 2003 we suggest that the focus in this area be more on maintenance of existing service improvement practices.

## **20.2 Research Recommendations**

In the short term, CIPO will need to gain a more complete understanding of client issues in the areas of communication, accessibility and timeliness. CIPO should conduct exploratory research with key client groups to determine how client satisfaction in each of the three services improvement areas listed above might be increased beyond its current levels. This can be done through the conduct of a series of small group discussions or focus groups. Groups should be conducted with sufficient representation from all four main product lines and client types. Furthermore, to verify and quantify the qualitative research findings we suggest that CIPO conduct a survey of a representative sample of its clients.

Finally, CIPO may want to consider changing the frequency of its client satisfaction survey to once every 12 months. At present CIPO, conducts customer satisfaction research once every two years. Given the rate of change in service expectations created by a fast paced and ever evolving service market place, we suggest that CIPO conduct client satisfaction research once every 12 months. Reducing the time interval between client surveys will enable CIPO to understand and react more quickly to client service issues in the future.

# CIPO: 2005 Customer Satisfaction Survey

## A1: Qualified Respondent

Bonjour, puis-je parler à M. / Mme <name>? Bonjour M. / Mme \_\_\_\_\_, je m'appelle \_\_\_\_\_ et je vous téléphone pour le compte d'Industrie Canada et de son agence, l'Office de la propriété intellectuelle du Canada (OPIC), qui ont mandaté notre cabinet, GPC Research, pour effectuer un sondage sur la satisfaction de la clientèle à l'égard des produits et des services de l'OPIC. Veuillez noter que ce sondage a été inscrit auprès de l'Association de recherche et d'intelligence marketing (ARIM). Votre nom (entreprise) a été choisi au hasard à partir d'une liste de clients de l'OPIC. Votre participation est volontaire et l'information que vous me fournirez ne permettra à personne de vous identifier ou d'identifier votre entreprise et n'aura aucune incidence sur la protection de la propriété intellectuelle que vous détenez présentement ou que vous pourriez détenir dans l'avenir. Il vous faudra environ 20 minutes pour répondre à ce sondage. Les résultats de ce sondage permettront à l'OPIC d'améliorer ses services. Ils seront partagés avec deux associations professionnelles, l'Institut de la propriété intellectuelle du Canada (IPIC) la Fédération internationale des conseils en propriété industrielle (FICPI). Si la personne hésite : Y aurait-il un meilleur moment pour vous rappeler?

=> B1  
si NOT QLF=01

Accepte - CONTINUE.....OK => A1A  
Incapable de répondre mais quelqu'un d'autre peut y répondre à sa place.....PX => PXN1  
Incapable de répondre et personne d'autre ne peut y répondre à la place du client .....UN => INT4

---

### A1A:

Vérifier que le répondant a participé au dépôt d'une demande pour <prd> (s) .  
Sinon, demander à parler à un substitut qualifié.

Oui - Vérifier.....1 => SCR1  
Non- .....2 => INT4

---

### PXN1:

Si le client est représenté ou n'est pas représenté, le substitut ne peut pas être un agent. Si le nom fourni au départ était celui d'un agent, un autre agent peut répondre. Le substitut doit avoir participé au dépôt d'une demande pour <prd> à l'OPIC.

ENTER FULL NAME: .....88 O  
DON'T KNOW / REFUSED .....99 => INT3

---

### PXP1:

ENTER PHONE NUMBER:  
PHON: (USE FORMAT XXX-XXX-XXXX) .....88 O

---

### PXI1:

Quelle a été sa participation dans le dépôt d'une demande pour <prd> ?  
SPECIFY: .....88 O  
DON'T KNOW/REFUSED .....99

---



## CIPO: 2005 Customer Satisfaction Survey

### B1: Respondent to be Qualified

Bonjour, je m'appelle \_\_\_\_\_, je vous téléphone au nom d'Industrie Canada et de son agence, l'Office de la propriété intellectuelle du Canada. Je travaille pour le compte de GPC Research, une firme de spécialistes sur la recherche d'opinion. Nous avons choisi au hasard des entreprises et des personnes qui ont déposé une demande auprès de l'Office de la propriété intellectuelle du Canada (OPIC) afin d'obtenir leur opinion sur divers aspects liés aux services et aux produits de l'OPIC. Les dossiers de l'OPIC indiquent qu'une personne à ce numéro de téléphone a déposé une demande pour la protection d'une propriété intellectuelle. Pourriez-vous me dire qui est cette personne ou qui sont ces personnes qui ont participé au dépôt d'une demande auprès de l'OPIC pour <prd>.

=> B2

si NOT QLF=02

Non / Ne sait pas .....	NO	
Oui / autre que le répondant .....	YO	=> PXN2A
Oui / le répondant .....	YR	=> B2
.....		
Busy .....	BU	=> END
Answering Machine / Voice Mail .....	AM	=> END
No Answer .....	NA	=> END
Not In Service / Disconnected .....	NI	=> END
Does Not Accept Incoming / Unidentified Calls .....	DI	=> END
Business Number (Non-Residential) .....	BN	=> END
Cell Phone Number .....	CN	=> END
Fax / Modem .....	FM	=> END
.....		
CALL BACK .....	CC N	=> INT3
Send to French Interviewer .....	SF N	=> END
Send to English Interviewer .....	SE N	=> END
REFUSAL (specify reason): .....	RF O	=> INT2
Respondent Not Available for Duration of Study .....	ND	=> END
Language Barrier (Doesn't Speak English OR French) .....	LB N	=> END
Illness / Incapable / Deceased .....	IL	=> END

### B1A:

Pourriez-vous me dire qui peut identifier cette personne?

Non .....	1	
Oui .....	2	=> PXN2A

### B1AA:

Pourrais-je parler à un responsable ou un gestionnaire?

Non .....	1	=> INT4
Non - CALL BACK LATER .....	2	=> INT3
Oui .....	3	=> B1

### PXN2A:

À qui devrais-je parler? RECORD NAME:

ENTER FULL NAME: .....88 O

CIPO: 2005 Customer Satisfaction Survey

**PXP2A:**

PHONE NUMBER:

PHONE: (USE FORMAT XXX-XXX-XXXX).....88 O => B1

**B2: Proxy for Respondent to be Qualified**

Bonjour M. / Mme \_\_\_\_\_, je m'appelle \_\_\_\_\_ et je vous téléphone pour le compte d'Industrie Canada et de son agence, l'Office de la propriété intellectuelle du Canada (OPIC), qui ont mandaté notre cabinet, GPC Research, pour effectuer un sondage sur la satisfaction de la clientèle à l'égard des produits et des services de l'OPIC. Dans une discussion que j'ai eue au préalable avec M. / Mme <name>, il / elle m'a indiqué qu'il / elle préférerait que vous soyez son substitut et que vous répondiez en son nom au questionnaire. Votre participation est volontaire et l'information que vous me fournirez ne permettra à personne de vous identifier ou d'identifier votre entreprise et n'aura aucune incidence sur la protection de la propriété intellectuelle que <name> détient présentement ou pourrait détenir dans l'avenir. Il vous faudra environ 20 minutes pour répondre au questionnaire. Les résultats de ce sondage permettront à l'OPIC d'améliorer ses services. Ils seront partagés avec deux associations professionnelles, l'Institut de la propriété intellectuelle du Canada (IPIC) la Fédération internationale des conseils en propriété industrielle (FICPI). Veuillez noter que ce sondage a été inscrit auprès de l'Association de recherche et d'intelligence marketing (ARIM). Si la personne hésite : Y aurait-il un meilleur moment pour vous rappeler?

=> SCR1  
si NOT QLF=02

- Accepts.....OK
- Incapable de répondre mais quelqu'un d'autre peut y répondre à sa place.....PX => PXN2B
- Incapable de répondre et personne d'autre ne peut y répondre à la place du client .....UN => INT4

**B2A:**

Vérifier que le répondant a participé au dépôt d'une demande pour <prd> Sinon, demander à parler à un substitut qualifié

- Oui - Vérifier.....1 => SCR1
- Non - Not Involved .....2

**PXN2B:**

Pourriez-vous me donner le nom et le numéro de téléphone d'une personne (proxy) impliquée dans le dépôt d'une demande pour <PRD> à l'OPIC?

=> INT3  
si APP=01,02

- Inscrire le nom en entier: .....88 O
- Ne sait pas/Refus.....99 => INT4

**PXP2B:**

ENTER PHONE NUMBER:

PHONE: (USE FORMAT XXX-XXX-XXXX).....88 O

## CIPO: 2005 Customer Satisfaction Survey

### PXI2:

Quelle a été sa participation dans le dépôt d'une demande pour <prd>?

SPECIFY:.....88 O => B1  
DON'T KNOW/REFUSED .....99 => B1

---

---

### INT4:

Merci de m'avoir accordé ces quelques instants. Au revoir.

.....01 => END

---

---

### SCR1:

Est-ce que vous même ou un membre de votre foyer travaillez pour l'une des organisations suivantes...

Industrie Canada .....01 => INT4  
OPIC.....02 => INT4  
Firme de recherche en marketing.....03 => INT4  
Aucun.....04 X => GEND  
Ne sait pas/refus.....05 => INT4

---

---

### GEND:

NE PAS LIRE Noter le sexe du répondeur

Masculin.....1  
Féminin .....2

---

---

### LANG1:

NE PAS LIRE Noter la langue du sondage

Anglais .....1  
Français .....2

---

---

### Q1:

Tout d'abord, lorsque vous pensez déposer une demande de propriété intellectuelle, identifiez-vous plus l'Office de la propriété intellectuelle du Canada (OPIC) comme l'organisme avec lequel vous faites affaire ou vous identifiez-vous plus avec le Bureau des brevets, le Bureau des marques de commerce, le Bureau du droit d'auteur ou le Bureau des dessins industriels?

L'OPIC .....1  
BUREAU DES BREVETS, DES MARQUES DE COMMERCE,  
ETC .....2  
Ne sait pas (ne pas lire).....8  
Refuse de répondre (ne pas lire) .....9

---

---

### S1:

Comme vous le savez probablement, l'OPIC est une agence fédérale responsable de l'administration du régime de la propriété intellectuelle. Il inclut d'autres bureaux qui sont responsables de l'enregistrement ou de l'octroi des droits de propriété intellectuelle, notamment le Bureau des brevets, le Bureau des marques de commerce, le Bureau du droit d'auteur et la Division des dessins industriels.

Appuyez sur la touche " entrée " pour continuer .....1 D

---

---

## CIPO: 2005 Customer Satisfaction Survey

### Q2A:

Au cours des deux dernières années, avez-vous déposé une demande de propriété intellectuelle à l'OPIC (TOUS), que ce soit directement ou par l'entremise d'un agent qui vous représentait (R ET NR), pour un ou plusieurs des droits suivants? (LIRE / ACCEPTER TOUTES LES RÉPONSES)

=> +1

si NOT APP=03

Brevets .....	1		
Droits d'auteur .....	2		
Marques de commerce .....	3		
Dessins industriels.....	4		
Aucuns .....	5	X	=> INT4
Ne sait pas .....	8	X	=> INT4
Refus .....	9	X	=> INT4

---

### Q2RU:

Au cours des deux dernières années, avez-vous déposé une demande de propriété intellectuelle à l'OPIC (TOUS), que ce soit directement ou par l'entremise d'un agent qui vous représentait (R ET NR), pour un ou plusieurs des droits suivants? (LIRE / ACCEPTER TOUTES LES RÉPONSES)

=> +1

si NOT APP=01 AND NOT APP=02

Brevets .....	1		
Droits d'auteur .....	2		
Marques de commerce .....	3		
Dessins industriels.....	4		
Aucuns .....	5	X	=> INT4
Ne sait pas .....	8	X	=> INT4
Refus .....	9	X	=> INT4

---

### Q2AA:

Au cours des deux dernières années avez vous personnellement déposé une demande de propriété intellectuelle à l'extérieur du Canada? (Lire la liste)

Oui-Personnellement.....	1
Qui- par l'entremise d'un agent .....	2
Non.....	3
ne sait pas/Refus.....	9

---

### Q3:

Est-ce que la plupart de vos demandes de <prd> à l'OPIC ont été déposées directement ou par l'entremise d'un agent? (N'ACCEPTER QU'UNE SEULE RÉPONSE)

=> +1

si NOT APP=01 AND NOT APP=02

Directement.....	1
Agent.....	2
Ne sait pas .....	8
Refus .....	9

---

## CIPO: 2005 Customer Satisfaction Survey

### Q4:

Avez-vous déposé la plupart de vos demandes <prd> ...? (Lire)

SEULEMENT AU CANADA .....	1	=> Q5
AU CANADA EN PREMIER et après dans un autre pays .....	2	=> Q5
AUX É.-U. EN PREMIER OU AUX É.-U. SEULEMENT .....	3	=> Q5
DANS UN AUTRE PAYS EN PREMIER OU SEULEMENT DANS UN AUTRE PAYS .....	4	=> Q5
Ne peut dire (ne pas lire).....	8	=> Q5
Refus .....	9	=> Q5

---

---

### Q5:

Quelles sont les principales raisons pour lesquelles vous avez eu recours à un agent? (NE PAS LIRE / ACCEPTER JUSQU'À TROIS RÉPONSES)

=> +2

si NOT APP=01

Le coût ou la valeur globale.....	01	
La commodité ou la rapidité du dépôt de la demande .....	02	
L'expertise ou l'expérience .....	03	
L'impartition (extérieure) ou le manque de ressources internes .....	04	
Les conseils ou les renseignements.....	05	
Un meilleur service dans l'ensemble.....	06	
Parce que c'est obligatoire.....	07	
Autre - préciser (ne pas lire).....	88	O
Ne peut dire (ne pas lire).....	98	
Refus (ne pas lire) .....	99	

---

---

### Q6:

Est-ce que vous utilisez les services d'un agent américain pour préparer une ébauche de votre demande de propriété intellectuelle déposée au Canada?

Oui.....	1	=> S3UA
Jamais.....	2	=> S3UA
Ne peut dire .....	8	=> S3UA
Refus .....	9	=> S3UA

---

---

### S3UA:

Pour le reste des questions, veuillez répondre en vous référant à votre dernière demande pour une protection de propriété intellectuelle. J'aimerais maintenant vous lire une suite d'énoncés au sujet du PROCESSUS D'OBTENTION de PROTECTION de PROPRIÉTÉ INTELLECTUELLE par l'entremise de l'OPIC.

=> +1

si NOT APP=02 AND NOT APP=03

Appuyez sur la touche " entrée " pour continuer .....1 D

---

---

## CIPO: 2005 Customer Satisfaction Survey

### S3R:

Pour le reste des questions, veuillez répondre en vous référant à votre dernière demande pour une protection de propriété intellectuelle. J'aimerais maintenant vous lire une suite d'énoncés au sujet du PROCESSUS D'OBTENTION de PROTECTION de PROPRIÉTÉ INTELLECTUELLE au Canada par l'entremise d'un agent .

=> +1

si NOT APP=01

Appuyez sur la touche " entrée " pour continuer .....1 D

### Q7:

Veuillez me dire si vous êtes en accord ou en désaccord avec chacun des énoncés suivants, en utilisant une échelle de 1 à 5, où 1 signifie « fortement en désaccord », 5, « fortement d'accord » et 3 est le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

### Q7A:

	1- <i>Fortement en désaccord</i>	2	3-Median	4	5- <i>Fortement d'accord</i>	NSP / NRP
<i>J'ai obtenu une décision finale ou une réponse dans un délai raisonnable.</i>	•	•	•	•	•	•
<i>Le personnel de l'OPIC était compétent.</i>	•	•	•	•	•	•
<i>Mon agent était compétent</i>	•	•	•	•	•	•
<i>J'ai pu entrer en contact avec un employé de l'OPIC sans difficulté.</i>	•	•	•	•	•	•
<i>J'ai pu entrer en contact avec un mon agent sans difficulté</i>	•	•	•	•	•	•
<i>En bout de ligne, l'OPIC m'a fourni l'information dont j'avais besoin.</i>	•	•	•	•	•	•
<i>En bout de ligne, mon agent m'a fourni l'information dont j'avais besoin.</i>	•	•	•	•	•	•
<i>J'ai eu affaire à un nombre raisonnable de personnes pour obtenir les renseignements demandés</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q8:**

Maintenant, pour chacun de ces aspects du processus d'obtention de protection de propriété intellectuelle, dites-moi dans quelle mesure il était important pour vous à ce moment-là, en utilisant une échelle de 1 à 5, où 1 signifie « pas du tout important », 5, « très important » et 3 étant le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q8A:**

	1-Pas du tout Important	2	3-Median	4	5- Très Important	NSP / NRP
<i>J'ai obtenu une décision finale ou une réponse dans un délai raisonnable.</i>	•	•	•	•	•	•
<i>Le personnel de l'OPIC était compétent.</i>	•	•	•	•	•	•
<i>Mon agent était compétent</i>	•	•	•	•	•	•
<i>J'ai pu entrer en contact avec un employé de l'OPIC sans difficulté.</i>	•	•	•	•	•	•
<i>J'ai pu entrer en contact avec un mon agent sans difficulté</i>	•	•	•	•	•	•
<i>En bout de ligne, l'OPIC m'a fourni l'information dont j'avais besoin.</i>	•	•	•	•	•	•
<i>En bout de ligne, mon agent m'a fourni l'information dont j'avais besoin.</i>	•	•	•	•	•	•
<i>J'ai eu affaire à un nombre raisonnable de personnes pour obtenir les renseignements demandés</i>	•	•	•	•	•	•

## CIPO: 2005 Customer Satisfaction Survey

### Q9:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du temps qu'a pris votre agent pour traiter votre demande de propriété intellectuelle? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

=> +1

si NOT APP=01

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

### Q10:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du temps qu'a pris l'OPIC pour traiter votre demande de propriété intellectuelle? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

### Q11UA:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du service offert par le personnel de l'OPIC ? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian.

=> +1

si NOT APP=02 AND NOT APP=03

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

## CIPO: 2005 Customer Satisfaction Survey

### Q11R:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du service offert par le votre agent (R)? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian.

=> +1

si NOT APP=01

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

### Q12:

Dans quelle mesure êtes-vous d'accord ou en désaccord avec les énoncés suivants concernant le service à la clientèle de l'OPIC. Veuillez utiliser une échelle de 1 à 5, où 1 signifie « fortement en désaccord » et 5, « fortement d'accord ».

Appuyez sur la touche " entrée " pour continuer .....1 D

### Q12A:

	1- Fortement en désaccord	2	3-Middle	4	5-Strongly Agree	Don't know/Refus ed
L'OPIC donne suite aux demandes de ses clients	•	•	•	•	•	•
L'OPIC est à l'écoute de ses clients	•	•	•	•	•	•
L'OPIC est axé sur le client ***Note à l'intention de l'intervieweur sur ce que signifie axé sur le client - l'OPIC accorde la priorité aux clients***	•	•	•	•	•	•

### Q13:

Maintenant, indiquez-moi l'importance que vous ou votre organisation accorde à chacun des énoncés suivants dans vos relations avec l'OPIC. Veuillez utiliser une échelle de 1 à 5 où 1 signifie « pas du tout important » et 5, « très important »

Press Enter to Continue.....1 D

### Q13A:

	1-Pas du tout Important	2	3-Middle	4	5-Very important	Don't know/Refus ed
L'OPIC donne suite aux demandes de ses clients	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>L'OPIC est à l'écoute de ses clients</i>	<input type="checkbox"/>					
<i>L'OPIC est axé sur le client ***Note à l'intention de l'intervieweur sur ce que signifie axé sur le client - l'OPIC accorde la priorité aux clients***</i>	<input type="checkbox"/>					

**Q14:**

Pour chacun des énoncés suivants au sujet des communications de l'OPIC / votre agent, veuillez me dire si vous êtes en accord ou en désaccord avec chacun de ces énoncés, en utilisant une échelle de 1 à 5 où 1 signifie « fortement en désaccord », 5, « fortement d'accord » et 3 est le point médian  
Appuyez sur la touche " entrée " pour continuer .....1 D

**Q14A:**

	<i>1- Fortement en désaccord</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Strongly Agree</i>	<i>Don't know/Refused</i>
<i>On m'a expliqué tout ce qu'il fallait faire pour obtenir une protection de propriété intellectuelle</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>J'ai obtenu des renseignements ou des conseils cohérents</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>J'ai obtenu des conseils utiles</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>La correspondance de l'OPIC était facile à comprendre</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>La correspondance de mon agent était facile à comprendre</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Les renseignements et l'aide que j'ai reçus auprès de l'OPIC m'ont aidé à prendre une décision concernant le dépôt d'une demande de droits de propriété intellectuelle.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CIPO: 2005 Customer Satisfaction Survey

<i>Les renseignements et l'aide que j'ai reçus auprès de mon agent m'ont aidé à prendre une décision concernant le dépôt d'une demande de droits de propriété intellectuelle.</i>	•	•	•	•	•	•
---	---	---	---	---	---	---

**Q15:**

Maintenant, dites-moi dans quelle mesure les aspects suivants des communications ont été importants pour vous à l'époque. Veuillez utiliser une échelle de 1 à 5 où 1 signifie "fortement en désaccord", 5 "fortement d'accord" et 3 et le point médian.

Press Enter to Continue.....1 D

**Q15A:**

	<i>1-Pas du tout Important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>On m'a expliqué tout ce qu'il fallait faire pour obtenir une protection de propriété intellectuelle</i>	•	•	•	•	•	•
<i>J'ai obtenu des renseignements ou des conseils cohérents</i>	•	•	•	•	•	•
<i>J'ai obtenu des conseils utiles</i>	•	•	•	•	•	•
<i>La correspondance de l'OPIC était facile à comprendre</i>	•	•	•	•	•	•
<i>La correspondance de mon agent était facile à comprendre</i>	•	•	•	•	•	•
<i>Les renseignements et l'aide que j'ai reçus auprès de l'OPIC m'ont aidé à prendre une décision concernant le dépôt d'une demande de droits de propriété intellectuelle.</i>	•	•	•	•	•	•
<i>Les renseignements et l'aide que j'ai reçus auprès de mon agent m'ont aidé à prendre une décision concernant le dépôt d'une demande de droits de propriété intellectuelle.</i>	•	•	•	•	•	•

**Q16:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des communications de votre agent? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian

=> +1  
si NOT APP=01

- Très insatisfait.....1
- Plutôt insatisfait.....2
- Neutre.....3
- Plutôt satisfait.....4
- Très satisfait.....5
- Ne peut dire (ne pas lire).....8
- Refus (ne pas lire) .....9

**Q17:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des communications de l'OPIC? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

- Très insatisfait.....1
- Plutôt insatisfait.....2
- Neutre.....3
- Plutôt satisfait.....4
- Très satisfait.....5
- Ne peut dire (ne pas lire).....8
- Refus (ne pas lire) .....9

**Q18:**

Les questions qui suivent portent sur vos points de vue et impressions au sujet de l'ACCESSIBILITÉ DES SERVICES DE PROPRIÉTÉ INTELLECTUELLE À L'OPIC. Veuillez me dire si vous êtes en accord ou en désaccord avec chacun des énoncés suivants, en utilisant une échelle de 1 à 5 où 1 signifie « fortement en désaccord », 5, « fortement d'accord » et 3 est le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q18A:**

	1- <i>Fortement en désaccord</i>	2	3-Médian	4	5- <i>Fortement d'accord</i>	<i>Ne sait pas /Refus/Ne s'applique pas</i>
<i>Divers modes d'accès aux services de l'OPIC sont offerts</i>	•	•	•	•	•	•
<i>Il est clairement indiqué qui contacter à l'OPIC pour obtenir le service</i>	•	•	•	•	•	•
<i>Les heures de service sont convenables</i>	•	•	•	•	•	•

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### Q19:

Maintenant, dites-moi dans quelle mesure les mêmes aspects de l'accessibilité à l'OPIC sont importants pour vous en utilisant une échelle de 1 à 5, où 1 signifie « pas du tout important », 5, « très important » et 3 étant le point médian

Appuyez sur la touche " entrée " pour continuer .....1 D

### Q19A:

	1-pas du tout important	2	3-Médian	4	5-très important	Ne sait pas /Refus/Ne s'applique pas
Divers modes d'accès aux services de l'OPIC sont offerts	•	•	•	•	•	•
Il est clairement indiqué qui contacter à l'OPIC pour obtenir le service	•	•	•	•	•	•
Les heures de service sont convenables	•	•	•	•	•	•

### Q20:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de l'accessibilité des services de l'OPIC relatifs à la propriété intellectuelle? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5 signifie « très satisfait » et 3 étant le point médian. (Demander:est-ce très satisfait (e), très insatisfait (e))?

Très insatisfait.....1  
 Plutôt insatisfait.....2  
 Neutre.....3  
 Plutôt satisfait.....4  
 Très satisfait.....5  
 Ne peut dire (ne pas lire).....8  
 Refus (ne pas lire).....9

### Q20A:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la facilité d'accès aux services de l'OPIC relatifs à la propriété intellectuelle? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian

Très insatisfait.....1  
 Plutôt insatisfait.....2  
 Neutre.....3  
 Plutôt satisfait.....4  
 Très satisfait.....5  
 Ne peut dire (ne pas lire).....8  
 Refus (ne pas lire).....9

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### Q21:

De quelle façon avez-vous contacté l'OPIC la première fois pour obtenir de l'information sur ses services? (Lire si nécessaire)

rotation -> 7.....	.....
En personne.....	.01
Par téléphone.....	.02
Par Internet.....	.03
Par courriel.....	.04
Par la poste.....	.05
Par télécopieur.....	.06
Dans des salons commerciaux.....	.07
Aucun moyen en particulier (lire en dernier).....	.08
Jamais communiqué directement avec l'OPIC.....	.09
Ne peut dire (ne pas lire).....	.98
Refus.....	.99

---

---

### Q22:

Au cours des 24 derniers mois, avez-vous eu recours à la ligne de renseignements généraux pour obtenir de l'information et une assistance?

Oui.....	.1
Non.....	.2
Ne peut dire.....	.8
Refus.....	.9

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---

### Q23:

À partir d'une échelle de 0 à 10, où 0 signifie « pas du tout important », 10, « très important », quelle est l'importance que vous ou votre organisation accordez à une ligne de renseignements généraux sans frais 1 800

0-pas du tout important.....	.01
1.....	.02
2.....	.03
3.....	.04
4.....	.05
5.....	.06
6.....	.07
7.....	.08
8.....	.09
9.....	.10
10-très important.....	.11
Ne peut dire.....	.98
Refus.....	.99

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## CIPO: 2005 Customer Satisfaction Survey

### Q24:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la qualité du service que vous avez reçu lorsque vous avez téléphoné à la ligne de renseignements généraux? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5, « très satisfait » et 3 étant le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

=> +1

si NOT Q22=1

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

### Q25:

Au cours des 24 derniers mois, avez-vous eu recours au site Web de l'OPIC pour obtenir de l'information sur les services de l'OPIC?

Oui.....	1	=> Q26
Non.....	2	=> Q27
Ne peut dire.....	8	=> Q27
Refus.....	9	=> Q27

---

### Q26:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du site Web de l'OPIC? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

### Q27:

Au cours des 24 derniers mois, avez-vous déposé une demande en ligne de protection de propriété intellectuelle?

=> +1

si NOT APP=02 AND NOT APP=03

Oui.....	1
Non.....	2
Ne peut dire.....	8
Refus.....	9

## CIPO: 2005 Customer Satisfaction Survey

### Q27A:

Pourquoi n'avez-vous pas déposé une demande en ligne?

=> +1

si NOT Q27=2

N'a pas accès à un ordinateur .....	01
Ignore qu'il est possible de déposer une demande en ligne.....	02
Préfère déposer une demande en utilisant une méthode traditionnelle, telle que par la poste ou par télécopieur.....	03
Ne trouve pas le processus de demande en ligne convivial .....	04
N'a pas accès à Internet .....	05
Trouve le service Internet trop lent .....	06
Autre, préciser .....	88 O
Ne peut dire (ne pas lire).....	98
Refus (ne pas lire) .....	99

---

### Q28:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des services de demande de protection en ligne de l'OPIC? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian. (Ne pas lire la liste, chercher à obtenir un chiffre de 1 à 5)

Très insatisfait .....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait .....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

---

### Q29:

Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'énoncé suivant? Utilisez une échelle de 0 à 10 où 0 signifie que vous êtes « fortement en désaccord » et 10, « fortement d'accord » Un lien direct entre nos systèmes d'affaires internes et ceux de l'OPIC pour permettre un format commun d'échange de données est souhaitable (par exemple pour faciliter le dépôt en ligne des demandes, la soumission en ligne des taxes périodiques, etc.)

=> +1

si NOT APP=03

0-fortement en désaccord .....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-fortement d'accord .....	11
Ne peut dire .....	98
Refus .....	99

---

CIPO: 2005 Customer Satisfaction Survey

**Q30:**

Selon quelle probabilité votre organisation étudierait-elle la possibilité d'établir un tel lien? Veuillez répondre en utilisant une échelle de 0 à 10 où 0 signifie « pas du tout probable » et 10 « très probable »

=> +1  
si NOT APP=03

0-pas du tout probable.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-très probable.....	11
Ne peut dire.....	98
Refus.....	99

**Q31:**

Je vais vous lire une suite d'énoncés concernant le PROCESSUS DE PAIEMENT À L'OPIC (N-R & A). Veuillez me dire si vous êtes en accord ou en désaccord avec chacun d'eux en utilisant une échelle de 1 à 5 où 1 signifie « fortement en désaccord », 5 « fortement d'accord » et 3 est le point médian

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q31A:**

	1- <i>Fortement en désaccord</i>	2	3-Middle	4	5-Strongly <i>Agree</i>	Don't <i>know/Refus ed</i>
<i>Les processus de paiement sont simples et pratiques</i>	•	•	•	•	•	•
<i>Je suis certain que les informations financières que je fournis à l'OPIC resteront confidentielles</i>	•	•	•	•	•	•
<i>Je suis certain que les informations financières que je fournis à l'OPIC par le biais du processus de paiement en ligne seront protégées</i>	•	•	•	•	•	•
<i>Je reçois des réponses en temps utile aux questions relatives à l'état de mon compte</i>	•	•	•	•	•	•
<i>Les remboursements sont remis en temps</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

utile						
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**Q32:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du processus de paiement sont importants pour vous en utilisant une échelle de 1 à 5 où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian  
Appuyez sur la touche " entrée " pour continuer .....1 D

**Q32A:**

	1-Pas du tout Important	2	3-Middle	4	5-Very important	Don't know/Refused
Les processus de paiement sont simples et pratiques	•	•	•	•	•	•
Je suis certain que les informations financières que je fournis à l'OPIC resteront confidentielles	•	•	•	•	•	•
Je suis certain que les informations financières que je fournis à l'OPIC par le biais du processus de paiement en ligne seront protégées	•	•	•	•	•	•
Je reçois des réponses en temps utile aux questions relatives à l'état de mon compte	•	•	•	•	•	•
Les remboursements sont remis en temps utile	•	•	•	•	•	•

**Q33:**

Dans quelle mesure les éléments suivants seraient-ils utiles pour vous ou votre organisation au cours du processus de paiement? Veuillez utiliser une échelle de 0 à 10 où 0 signifie « pas du tout utile », 10 « extrêmement utile » et 5 est le point médian.

=> +3 si NOT APP=03
------------------------

Appuyez sur la touche " entrée " pour continuer .....1 D

## CIPO: 2005 Customer Satisfaction Survey

### Q33A:

Un « panier d'emplettes en ligne »

0-pas du tout utile.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-extrêmement utile .....	11
Ne peut dire.....	98
Refus .....	99

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### Q33B:

Un relevé mensuel détaillant toutes vos opérations financières

0-pas du tout utile.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-extrêmement utile .....	11
Ne peut dire.....	98
Refused.....	99

---

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### Q34:

Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'énoncé selon lequel les services et les produits de l'OPIC que vous ou votre organisation utilisez en valent le coût. Veuillez utiliser une échelle de 1 à 5 où 1 signifie « fortement en désaccord », 5 « fortement d'accord » et 3 est le point médian.

1-fortement en désaccord.....	1
2.....	2
3.....	3
4.....	4
5-fortement d'accord .....	5
Ne peut dire.....	8
Refused.....	9

---

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## CIPO: 2005 Customer Satisfaction Survey

### Q34A:

Dans quelle mesure êtes-vous d'accord ou en désaccord avec l'énoncé selon lequel les coûts d'ensemble pour l'obtention d'une protection de propriété intellectuelle au Canada sont raisonnables par rapport à ceux des autres pays

=> +1

si NOT Q2AA=1 AND NOT Q2AA=2

1-fortement en désaccord.....	1
2.....	2
3-médian.....	3
4.....	4
5-fortement d'accord.....	5
NSP / NRP.....	9

---

### Q35:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des processus de paiement à l'OPIC? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian

=> Q38

si NOT APP=02 AND NOT APP=03

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

---

### Q36:

Avez-vous déjà fait vos paiements à l'OPIC par Internet?

=> +1

si NOT APP=02 AND NOT APP=03

Oui.....	1	=> Q37
Non.....	2	=> Q38
Ne peut dire.....	8	=> Q38
Refus.....	9	=> Q38

---

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**Q37:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des processus de paiement en ligne à l'OPIC? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian

=> +1  
si NOT APP=02 AND NOT APP=03

- Très insatisfait.....1
- Plutôt insatisfait.....2
- Neutre.....3
- Plutôt satisfait.....4
- Très satisfait.....5
- Ne peut dire (ne pas lire).....8
- Refus (ne pas lire).....9

**Q38:**

Je vais vous lire des énoncés au sujet du BUREAU DES BREVETS. Pour chacun d'eux, veuillez m'indiquer si vous êtes d'accord ou en désaccord en utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord », 5 « fortement d'accord » et 3 est le point médian

=> Q45  
si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q38A:**

=> +1  
si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

	1- Fortement en désaccord	2	3-Middle	4	5-Strongly Agree	Don't know/Refus ed
Les transferts de propriété sont traités efficacement.	•	•	•	•	•	•
Les modifications apportées à la Loi, aux règlements et aux pratiques du Bureau sont communiquées clairement	•	•	•	•	•	•
Les examinateurs sont en mesure de donner suite à mes questions	•	•	•	•	•	•
Les mesures subséquentes prises par l'examineur sont reçues rapidement.	•	•	•	•	•	•
Toutes les objections de nature substantielle sont rapportées dans le premier rapport de l'examineur	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>L'identification des vices de forme de la demande en vertu de la règle 30 (2) est précise</i>	•	•	•	•	•	•
<i>Les résultats de recherche au Canada identifient les antériorités pertinentes en plus des résultats de recherche à l'étranger.</i>	•	•	•	•	•	•
<i>Les certificats de dépôt sont reçus en temps opportun</i>	•	•	•	•	•	•
<i>Les avis de remise renferment des renseignements précis</i>	•	•	•	•	•	•
<i>Les réponses à mes questions au sujet des taxes périodiques sont précises</i>	•	•	•	•	•	•
<i>Les réponses à mes questions au sujet du dépôt d'une demande sont précises</i>	•	•	•	•	•	•
<i>Les demandes de brevets canadiens sont correctement classées</i>	•	•	•	•	•	•

**Q39:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du BUREAU DES BREVETS sont importants pour vous en utilisant une échelle de 1 à 5 où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian.

=> Q45  
si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q39A:**

=> +1  
si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

	1-Pas du tout Important	2	3-Middle	4	5-Very important	Don't know/Refused
<i>Les transferts de propriété sont traités efficacement.</i>	•	•	•	•	•	•
<i>Les modifications apportées à la Loi, aux règlements et aux pratiques du Bureau sont communiquées clairement.</i>	•	•	•	•	•	•
<i>Les examinateurs sont</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>en mesure de donner suite à mes questions</i>						
<i>Les mesures subséquentes prises par l'examineur sont reçues rapidement.</i>	•	•	•	•	•	•
<i>Toutes les objections de nature substantielle sont rapportées dans le premier rapport de l'examineur.</i>	•	•	•	•	•	•
<i>L'identification des vices de forme de la demande en vertu de la règle 30 (2) est précise.</i>	•	•	•	•	•	•
<i>Les résultats de recherche au Canada identifient les antériorités pertinentes en plus des résultats de recherche à l'étranger</i>	•	•	•	•	•	•
<i>Les certificats de dépôt sont reçus en temps opportun</i>	•	•	•	•	•	•
<i>Les avis de remise renferment des renseignements précis.</i>	•	•	•	•	•	•
<i>Les réponses à mes questions au sujet des taxes périodiques sont précises</i>	•	•	•	•	•	•
<i>Les réponses à mes questions au sujet du dépôt d'une demande sont précises</i>	•	•	•	•	•	•
<i>Les demandes de brevets canadiens sont correctement classées</i>	•	•	•	•	•	•

**Q40:**

L'OPIC vous a-t-il déjà remis un rapport de recherche internationale et une opinion par écrit

=> Q45  
si NOT APP=03 OR NOT PRD=01

- |                   |   |        |
|-------------------|---|--------|
| Oui.....          | 1 | => Q41 |
| Non.....          | 2 | => Q59 |
| Ne peut dire..... | 8 | => Q59 |
| Refus.....        | 9 | => Q59 |

**Q41:**

Je vais vous lire des énoncés au sujet des rapports de recherche internationale. Veuillez m'indiquer si vous êtes d'accord ou en désaccord avec chacun d'eux en

## CIPO: 2005 Customer Satisfaction Survey

utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord » et 5 « fortement d'accord » et 3 est le point médian  
Appuyez sur la touche " entrée " pour continuer .....1 D

### Q41A:

	1- Fortement en désaccord	2	3-Middle	4	5-Strongly Agree	Don't know/Refus ed
<i>Les recherches internationales sont en accord avec les opinions écrites</i>	•	•	•	•	•	•
<i>Les rapports des recherches internationales sont approfondis.</i>	•	•	•	•	•	•
<i>Les opinions écrites sont bien raisonnées</i>	•	•	•	•	•	•

### Q42:

Maintenant, dites-moi dans quelle mesure les mêmes aspects des rapports de recherche internationale sont importants pour vous en utilisant une échelle de 1 à 5, où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian

Press Enter to Continue.....1 D

### Q42A:

	1-Pas du tout Important	2	3-Middle	4	5-Very important	Don't know/Refus ed
<i>Les recherches internationales sont en accord avec les opinions écrites</i>	•	•	•	•	•	•
<i>Les rapports des recherches internationales sont approfondis</i>	•	•	•	•	•	•
<i>Les opinions écrites sont bien raisonnées</i>	•	•	•	•	•	•

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### Q43:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la qualité des rapports de recherche internationale? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

### Q44:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la qualité des opinions écrites? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian.

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

### Q45:

Je vais vous lire des énoncés au sujet DU BUREAU DES MARQUES DE COMMERCE. Veuillez m'indiquer si vous êtes d'accord ou en désaccord avec chacun d'eux en utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord », 5 « fortement d'accord » et 3 est le point médian

=> Q52  
si NOT APP=03 OR NOT PRD=02

Appuyez sur la touche " entrée " pour continuer .....1 D

### Q45A:

	1- <i>Fortement en désaccord</i>	2	3-Middle	4	5-Strongly <i>Agree</i>	<i>Don't know/Refus ed</i>
<i>Les transferts de propriété sont traités efficacement</i>	•	•	•	•	•	•
<i>Les modifications apportées à la Loi, aux règlements et aux pratiques du Bureau sont communiquées clairement.</i>	•	•	•	•	•	•
<i>Les examinateurs sont en mesure de donner suite à mes questions</i>	•	•	•	•	•	•

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<i>Toutes les objections de nature substantielle sont rapportées dans le premier rapport de l'examineur</i>	<input type="checkbox"/>					
<i>J'obtiens rapidement des réponses à toutes mes questions au sujet des mesures prises par le bureau de l'examineur</i>	<input type="checkbox"/>					
<i>À l'exception de l'examen, les réponses à mes questions sont précises</i>	<input type="checkbox"/>					
<i>À l'exception de l'examen, j'obtiens rapidement des réponses à mes questions</i>	<input type="checkbox"/>					
<i>Je m'assure toujours que tous les transferts de propriété sont enregistrés auprès de l'OPIC.</i>	<input type="checkbox"/>					
<i>Le style et le ton des rapports des examinateurs rendent ces rapports faciles à comprendre</i>	<input type="checkbox"/>					

**Q46:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du service sont importants pour vous pour en utilisant une échelle de 1 à 5 où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q46A:**

	<i>1-Pas du tout Important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>Les transferts de propriété sont traités efficacement.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Les modifications apportées à la Loi, aux règlements et aux pratiques du Bureau sont communiquées clairement</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Les examinateurs sont en mesure de donner</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CIPO: 2005 Customer Satisfaction Survey

<i>suite à mes questions</i>						
<i>Toutes les objections de nature substantielle sont rapportées dans le premier rapport de l'examineur</i>	•	•	•	•	•	•
<i>J'obtiens rapidement des réponses à toutes mes questions au sujet des mesures prises par le bureau de l'examineur.</i>	•	•	•	•	•	•
<i>À l'exception de l'examen, les réponses à mes questions sont précises</i>	•	•	•	•	•	•
<i>À l'exception de l'examen, j'obtiens rapidement des réponses à mes questions</i>	•	•	•	•	•	•
<i>Je m'assure toujours que tous les transferts de propriété sont enregistrés auprès de l'OPIC.</i>	•	•	•	•	•	•
<i>Le style et le ton des rapports des examinateurs rendent ces rapports faciles à comprendre</i>	•	•	•	•	•	•

**Q47:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la qualité des rapports écrits des examinateurs? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian.

- Très insatisfait.....1
- Plutôt insatisfait.....2
- Neutre.....3
- Plutôt satisfait.....4
- Très satisfait.....5
- Ne peut dire (ne pas lire).....8
- Refus (ne pas lire) .....9

**Q48:**

Avez-vous déjà déposé une opposition à une marque de commerce ou été impliqué dans le processus d'opposition?

- Oui.....1 => Q49
- Non.....2 => Q59
- Ne peut dire .....8 => Q59
- Refus .....9 => Q59

CIPO: 2005 Customer Satisfaction Survey

**Q49:**

Veuillez m'indiquer si vous êtes d'accord ou en désaccord avec les énoncés suivants en utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord », 5 « fortement d'accord » et 3 est le point médian

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q49A:**

	1- Fortement en désaccord	2	3-Middle	4	5-Strongly Agree	Don't know/Refus ed
<i>Je suis prêt à communiquer avec la Commission des oppositions des marques de commerce par voie électronique</i>	•	•	•	•	•	•
<i>Une période de six mois suivant la fin des procédures écrites constitue une période de temps suffisante pour préparer et déposer une preuve</i>	•	•	•	•	•	•
<i>Une période de quatre mois suivant l'établissement de la preuve constitue une période de temps suffisante pour soumettre une argumentation par écrit.</i>	•	•	•	•	•	•
<i>Les décisions de la Commission des oppositions sont bien raisonnées..</i>	•	•	•	•	•	•
<i>Les décisions de la Commission des oppositions mettent correctement en application la jurisprudence</i>	•	•	•	•	•	•

**Q50:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du service sont importants pour vous en utilisant une échelle de 1 à 5, où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

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**Q50A:**

	1-Pas du tout Important	2	3-Middle	4	5-Very important	Don't know/Refused
Je suis prêt à communiquer avec la Commission des oppositions des marques de commerce par voie électronique	•	•	•	•	•	•
Une période de six mois suivant la fin des procédures écrites constitue une période de temps suffisante pour préparer et déposer une preuve	•	•	•	•	•	•
Une période de quatre mois suivant l'établissement de la preuve constitue une période de temps suffisante pour soumettre une argumentation par écrit	•	•	•	•	•	•
Les décisions de la Commission des oppositions sont bien raisonnées	•	•	•	•	•	•
Les décisions de la Commission des oppositions mettent correctement en application la jurisprudence.	•	•	•	•	•	•

**Q51:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du temps qu'il a fallu pour mener à terme le processus d'opposition? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian.

- Très insatisfait .....1
- Plutôt insatisfait.....2
- Neutre.....3
- Plutôt satisfait.....4
- Très satisfait .....5
- Ne peut dire (ne pas lire).....8
- Refus (ne pas lire) .....9

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**Q52:**

Je vais vous lire des énoncés au sujet de la COMMISSION DU DROIT D'AUTEUR. Veuillez m'indiquer si vous êtes d'accord ou en désaccord avec chacun d'eux en utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord », 5, « fortement d'accord » et 3 est le point médian

=> Q55  
si NOT PRD=04

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q52A:**

=> +1  
si NOT APP=01 AND NOT APP=03 OR NOT PRD=04

	1- <i>Fortement en désaccord</i>	2	3-Middle	4	5-Strongly <i>Agree</i>	Don't <i>know/Refus ed</i>
<i>Les transferts de propriété sont traités efficacement.</i>	•	•	•	•	•	•
<i>Je reçois rapidement des réponses à mes questions au sujet des dépôts de demande.</i>	•	•	•	•	•	•
<i>Les réponses reçues au sujet des dépôts de demande sont précises</i>	•	•	•	•	•	•
<i>Les enregistrements sont traités efficacement</i>	•	•	•	•	•	•

**Q53:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du service sont importants pour vous en utilisant une échelle de 1 à 5 où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian.

=> +1  
si NOT PRD=04

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q53A:**

=> +1  
si NOT APP=01 AND NOT APP=03 OR NOT PRD=04

	1-Pas du <i>tout Important</i>	2	3-Middle	4	5-Very <i>important</i>	Don't <i>know/Refus ed</i>
<i>Les transferts de propriété sont traités efficacement.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>Je reçois rapidement des réponses à mes questions au sujet des dépôts de demande</i>	•	•	•	•	•	•
<i>Les réponses reçues au sujet des dépôts de demande sont précises</i>	•	•	•	•	•	•
<i>Les enregistrements sont traités efficacement</i>	•	•	•	•	•	•

**Q54:**

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du processus d'enregistrement du droit d'auteur? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian.

=> +1  
si NOT APP=02 AND NOT APP=03 OR NOT PRD=04

Très insatisfait.....	1	=> Q59
Plutôt insatisfait.....	2	=> Q59
Neutre.....	3	=> Q59
Plutôt satisfait.....	4	=> Q59
Très satisfait.....	5	=> Q59
Ne peut dire (ne pas lire).....	8	=> Q59
Refus (ne pas lire).....	9	

**Q55:**

Je vais vous lire des énoncés au sujet du BUREAU DES DESSINS INDUSTRIELS. Veuillez m'indiquer si vous êtes d'accord ou en désaccord avec chacun d'eux en utilisant un chiffre de 1 à 5 où 1 signifie « fortement en désaccord », 5 signifie « fortement d'accord » et 3 est le point médian

=> Q57  
si NOT APP=03 OR NOT PRD=03

Appuyez sur la touche " entrée " pour continuer .....1 D

**Q55A:**

	1- Fortement en désaccord	2	3-Middle	4	5-Strongly Agree	Don't know/Refus ed
<i>Les transferts de propriété sont traités efficacement</i>	•	•	•	•	•	•
<i>Les modifications à la Loi, aux règlements et aux pratiques des bureaux sont communiquées clairement</i>	•	•	•	•	•	•
<i>Les examinateurs sont en mesure de donner suite à mes questions</i>	•	•	•	•	•	•

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<i>Les objections des examinateurs sont conformes à la Loi, aux règlements et aux pratiques du Bureau</i>	•	•	•	•	•	•
<i>Le style et le ton des rapports des examinateurs rendent ces rapports faciles à comprendre</i>	•	•	•	•	•	•
<i>Les mesures subséquentes prises par l'examineur sont reçues rapidement</i>	•	•	•	•	•	•
<i>Les rappels concernant les taxes périodiques sont utiles</i>	•	•	•	•	•	•
<i>Les accusés de réception sont utiles</i>	•	•	•	•	•	•
<i>Les renseignements affichés sur la page couverture de l'enregistrement sont complets</i>	•	•	•	•	•	•
<i>Une période de deux mois constitue une période suffisante pour permettre aux clients de répondre à des mesures prises par le Bureau</i>	•	•	•	•	•	•
<i>Les renseignements accessibles auprès de l'OPIC sont suffisants pour me permettre de remplir le formulaire de demande</i>	•	•	•	•	•	•
<i>Les réponses à mes questions concernant les dépôts de demande sont exactes</i>	•	•	•	•	•	•

**Q56:**

Maintenant, dites-moi dans quelle mesure les mêmes aspects du service sont importants pour vous en utilisant une échelle de 1 à 5 où 1 signifie « pas du tout important », 5 « très important » et 3 est le point médian.

Appuyez sur la touche " entrée " pour continuer .....1 D

CIPO: 2005 Customer Satisfaction Survey

**Q56A:**

	<i>1-Pas du tout Important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>Les transferts de propriété sont traités efficacement.</i>	•	•	•	•	•	•
<i>Les modifications à la Loi, aux règlements et aux pratiques des bureaux sont communiquées clairement</i>	•	•	•	•	•	•
<i>Les examinateurs sont en mesure de donner suite à mes questions</i>	•	•	•	•	•	•
<i>Les objections des examinateurs sont conformes à la Loi, aux règlements et aux pratiques du Bureau</i>	•	•	•	•	•	•
<i>Le style et le ton des rapports des examinateurs rendent ces rapports faciles à comprendre</i>	•	•	•	•	•	•
<i>Les mesures subséquentes prises par l'examineur sont reçues rapidement</i>	•	•	•	•	•	•
<i>Les rappels concernant les taxes périodiques sont utiles</i>	•	•	•	•	•	•
<i>Les accusés de réception sont utiles</i>	•	•	•	•	•	•
<i>Les renseignements affichés sur la page couverture de l'enregistrement sont complets</i>	•	•	•	•	•	•
<i>Une période de deux mois constitue une période suffisante pour permettre aux clients de répondre à des mesures prises par le Bureau</i>	•	•	•	•	•	•
<i>Les renseignements accessibles auprès de l'OPIC sont suffisants pour me permettre de remplir le formulaire de demande</i>	•	•	•	•	•	•

## CIPO: 2005 Customer Satisfaction Survey

Les réponses à mes questions concernant les dépôts de demande sont exactes	•	•	•	•	•	•
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### Q57:

Dans quelle mesure vous ou votre organisation êtes intéressé à acheter un exemplaire de la base de données des dessins industriels? Répondez en utilisant une échelle de 0 à 10 où 0 signifie « pas du tout intéressé » et 10 « très intéressé »

=> Q59

si NOT APP=03 AND NOT APP=02 OR NOT PRD=03

0-pas du tout intéressé.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-très intéressé.....	11
Ne peut dire.....	98
Refus.....	99

### Q58:

Dans l'ensemble, dans quelle mesure êtes-vous satisfait du processus d'enregistrement des dessins industriels? Veuillez utiliser une échelle de 1 à 5 où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

### Q59:

Au cours des deux dernières années, avez-vous déposé une plainte concernant l'OPIC?

Oui.....	1
Non.....	2
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire).....	9

## CIPO: 2005 Customer Satisfaction Survey

### Q59A:

Est-ce que le problème a été résolu à votre satisfaction?

=> +1

si NOT Q59=1

Oui.....	1
Non.....	2
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### Q60UA:

Nous avons maintenant évalué plusieurs aspects du service offert par l'OPIC. Tout compte fait, quel est votre degré de satisfaction global à l'égard des services offerts par l'OPIC en relation avec <prd> ? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian. (Ne pas lire la list)

=> +1

si NOT APP=02 AND NOT APP=03

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait .....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### Q60R:

Nous avons maintenant évalué plusieurs aspects du service offert par votre agent. Tout compte fait, quel est votre degré de satisfaction global à l'égard des services offerts par votre agent en relation avec <prd> ? Veuillez utiliser une échelle de 1 à 5, où 1 signifie « très insatisfait », 5 « très satisfait » et 3 est le point médian. Ne pas lire la list)

=> +1

si NOT APP=01

Très insatisfait.....	1
Plutôt insatisfait.....	2
Neutre.....	3
Plutôt satisfait.....	4
Très satisfait .....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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## CIPO: 2005 Customer Satisfaction Survey

### Q61:

Globalement, au cours des 24 derniers mois, diriez-vous que la qualité de service offert par l'OPIC ...? (Lire)

=> Q64  
si NOT APP=02 AND NOT APP=03

S'EST AMÉLIORÉE .....	1
EST RESTÉE LA MÊME.....	2
S'EST DÉTÉRIORÉE .....	3
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### Q62:

Globalement, si vous comparez les services reçus des autres ministères gouvernementaux avec lesquels vous avez été en contact et ceux que vous avez reçus de l'OPIC, diriez-vous que les services reçus de l'OPIC sont...? (Lire)

BEAUCOUP MIEUX .....	1
MIEUX.....	2
ÉQUIVALENTS .....	3
MOINS BONS .....	4
BEAUCOUP MOINS BONS.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### Q63:

Globalement, si vous comparez les services reçus d'autres offices de propriété intellectuelle avec lesquels vous avez été en contact et ceux que vous avez reçus de l'OPIC, diriez-vous que les services reçus de l'OPIC sont...? (Lire)

BEAUCOUP MIEUX .....	1
MIEUX.....	2
ÉQUIVALENTS .....	3
MOINS BONS .....	4
BEAUCOUP MOINS BONS.....	5
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### Q64:

Dans l'ensemble, quelle est votre impression générale de l'OPIC? Veuillez me dire si vous avez une impression favorable ou défavorable en utilisant une échelle de 1 à 5 où 1 signifie « très défavorable », 5 « très favorable » et 3 est le point médian. Vous pouvez bien sûr utiliser n'importe quel chiffre entre 1 et 5.

1-très défavorable.....	1
2.....	2
3.....	3
4.....	4
5-très favorable .....	5
Ne peut dire .....	8
Refus .....	9

# CIPO: 2005 Customer Satisfaction Survey

## CC:

Maintenant, j'aurais quelques questions à vous poser pour nous aider à classer vos réponses et ce, à des fins uniquement statistiques

Appuyez sur la touche " entrée " pour continuer .....1 D

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## C1:

Combien d'employés travaillent à temps plein pour votre entreprise? (NE PAS LIRE / NOMBRE DE POSTES À TEMPS PLEIN OU L'ÉQUIVALENT)

1-2 .....	.01
3-5 .....	.02
6-10 .....	.03
11-25 .....	.04
26-50 .....	.05
51-100 .....	.06
101-250 .....	.07
251-500 .....	.08
Plus de 500 .....	.09
Ne peut dire .....	.98
Refus .....	.99

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## C2A:

Laquelle des catégories suivantes décrit le mieux le type d'industrie ou domaine dans lequel vous travaillez? (LIRE/ ACCEPTER UNE RÉPONSE)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=02

MANUFACTURIER .....	.01
HAUTE TECHNOLOGIE .....	.02
ENTREPRISE DE SERVICE / COMMERCE DE DÉTAIL .....	.03
SECTEUR DES RESSOURCES (AGRICULTURE, FORESTERIE, ETC.).....	.04
SERVICES PROFESSIONNELS (CABINETS D'AVOCATS, DE CONSULTATION, ETC).....	.05
SECTEUR PUBLIC.....	.06
Autre (PRÉCISER) .....	.88 O
Ne peut dire .....	.98
Refus .....	.99

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## CIPO: 2005 Customer Satisfaction Survey

### C2B:

Laquelle des catégories suivantes décrit le mieux le type d'industrie ou domaine dans lequel vous travaillez? (LIRE/ ACCEPTER UNE RÉPONSE)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=01

MÉCANIQUE - CIVIL.....	01
ÉLECTRIQUE / PHYSIQUE.....	02
INFORMATIQUE.....	03
CHIMIE ORGANIQUE.....	04
BIOTECHNOLOGIE.....	05
AUTRE CHIMIE.....	06
Autre (PRÉCISER).....	88 O
Ne peut dire.....	98
Refus.....	99

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### C2C:

Laquelle des catégories suivantes décrit le mieux le type d'industrie ou domaine dans lequel vous travaillez? (LIRE/ ACCEPTER UNE RÉPONSE)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=04

INDUSTRIES DU FILM ET VIDÉO.....	01
MAISONS D'ÉDITION.....	02
ARTISTS, CREATORS, WRITERS.....	03
TECHNOLOGIE (RÉF : LOGICIEL).....	04
MUSIQUE.....	05
Autre (PRÉCISER).....	88 O
Ne peut dire.....	98
Refus.....	99

---

### C2D:

Laquelle des catégories suivantes décrit le mieux le type d'industrie ou domaine dans lequel vous travaillez? (LIRE/ ACCEPTER UNE RÉPONSE)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=03

MANUFACTURIER.....	01
HAUTE TECHNOLOGIE.....	02
ENTREPRISE DE SERVICE / COMMERCE DE DÉTAIL.....	03
SECTEUR DES RESSOURCES (AGRICULTURE, FORESTERIE, ETC.).....	04
SERVICES PROFESSIONNELS (CABINETS D'AVOCATS, DE CONSULTATION, ETC.....	05
SECTEUR PUBLIC.....	06
Autre (PRÉCISER).....	88 O
Ne peut dire.....	98
Refus.....	99

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## CIPO: 2005 Customer Satisfaction Survey

### C3:

Quelle forme parmi les suivantes décrit le mieux l'organisation pour laquelle vous travaillez et dont le numéro de téléphone est celui que j'ai composé?

(LIRE / N'ACCEPTER QU'UNE SEULE RÉPONSE)

SECTEUR PUBLIC (GOUVERNEMENT).....	1
SECTEUR PRIVÉ .....	2
TRAVAILLEUR AUTONOME / PIGISTE.....	3
Ne peut dire (ne pas lire).....	8
Refus (ne pas lire) .....	9

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### C4:

Lequel parmi les titres suivants décrit le mieux votre position au sein de la compagnie? (LIRE / N'ACCEPTER QU'UNE SEULE RÉPONSE)

PRÉSIDENT / DIRECTEUR GÉNÉRAL.....	01
VICE-PRÉSIDENT .....	02
CADRE SUPÉRIEUR .....	03
CADRE INTERMÉDIAIRE.....	04
CADRE DE PREMIER NIVEAU .....	05
Autre (lire en dernier) .....	88 O
Ne peut dire (ne pas lire).....	98
Refus (ne pas lire) .....	99

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### C5:

Au cours des 24 derniers mois, combien de demandes de <prd> avez-vous déposées auprès de l'OPIC?

\$E 0 9999

Ne peut dire .....	9998
Refus .....	9999

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### C6:

Au cours des 24 derniers mois, combien de <prd> vous ont été octroyée(s) par l'OPIC?

\$E 0 9999

Ne peut dire .....	9998
Refus .....	9999

---

---

### INT99:

Voilà qui termine mon interview. Je vous remercie d'avoir bien voulu participer à notre étude. Bonsoir.

Complétez ..... CO D => END

---

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# CIPO: 2005 Customer Satisfaction Survey

## A1: Qualified Respondents

Hello, may I speak with <name>? My name is \_\_\_\_\_ I'm calling on behalf of Industry Canada and its agency, the Canadian Intellectual Property Office (CIPO) which has contracted our firm, GPC Research, to conduct a client satisfaction survey of CIPO's products and services. This survey has been registered with the Marketing Research & Intelligence Association (MRIA) Your name (firm) was selected at random from a list of CIPO's clients. Your participation in this study is voluntary and the information you provide will not identify you or your firm nor will it affect your current or future intellectual property protection. The survey should take approximately 20 minutes to complete. The results of the survey will be used to improve CIPO's services. They will be shared with two professional associations, the Intellectual Property Institute of Canada (IPIC) and International Federation of Intellectual Property Attorneys (FICPI). NOTE - IF Hesitates: Would there be a better time for us to call you?

=> B1  
si NOT QLF=01

Accepts - CONTINUE.....OK => A1A  
UNABLE TO ANSWER BUT SOMEONE ELSE CAN ANSWER  
IN THE CLIENT'S PLACE.....PX => PXN1  
UNABLE TO ANSWER AND NO ONE ELSE CAN ANSWER  
IN THE CLIENT'S PLACE.....UN => INT4

---

---

### A1A:

At this time I would like to verify that you were involved in filing an application for a <PRD>(s)?

Yes - Verified.....1 => SCR1  
No - Not Involved .....2 => INT4

---

---

### PXN1:

Can you give me the name and phone # of someone (proxy) who was involved in filing an application for <PRD> at CIPO?

ENTER FULL NAME: .....88 O  
DON'T KNOW / REFUSED .....99 => INT3

---

---

### PXP1:

ENTER PHONE NUMBER:

PHONE: (USE FORMAT XXX-XXX-XXXX).....88 O

---

---

### PXI1:

What was his/her involvement in filing an application for <prd>?

SPECIFY:.....88 O  
DON'T KNOW/REFUSED .....99



CIPO: 2005 Customer Satisfaction Survey

**B1: Respondent to be Qualified**

Hello, my name is \_\_\_\_\_ I'm calling on behalf of Industry Canada and its agency, the Canadian Intellectual Property Office. I work for GPC Research, a professional opinion research firm. We selected at random businesses and individuals who filed an application with the Canadian Intellectual Property Office (CIPO) to get their opinion on various aspects of CIPO's products and services. CIPO's files indicate that someone at the number I am calling filed an application for intellectual property protection. Could you tell me who is or are the person(s) who have been involved in filing an application at CIPO for <prd> ?

=> B2  
si NOT QLF=02

NO / DON'T KNOW .....NO  
YES - ANOTHER RESPONDENT.....YO => PXN2A  
YES - THIS RESPONDENT .....YR => B2

---

---

**B1A:**

Could you tell me who can identify that person?

No.....1  
Yes .....2 => PXN2A

---

---

**B1AA:**

May I talk to a manager?

No.....1 => INT4  
No - CALL BACK LATER .....2 => INT3  
Yes .....3 => B1

---

---

**PXN2A:**

Who should I talk to? RECORD NAME:

ENTER FULL NAME: .....88 O

---

---

**PXP2A:**

PHONE NUMBER:

PHONE: (USE FORMAT XXX-XXX-XXXX).....88 O => B1

CIPO: 2005 Customer Satisfaction Survey

**B2: Proxy for Respondent to be Qualified**

Hello, my name is \_\_\_\_\_ I'm calling on behalf of Industry Canada and its agency, the Canadian Intellectual Property Office. I work for GPC Research, a professional opinion research firm. We selected at random businesses and individuals who filed an application with the Canadian Intellectual Property Office (CIPO) to get their opinion on various aspects of CIPO's products and services. This survey has been registered with the Marketing Research & Intelligence Association (MRIA) Participation is voluntary and the information you provide will not identify you nor will it affect <name>'s current or future intellectual property protection. The survey should take approximately 20 minutes to complete. The results of this survey will be used to improve CIPO services. NOTE - IF Hesitates: Would there be a better time for us to call you?

=> SCR1  
si NOT QLF=02

Accepts.....OK  
UNABLE TO ANSWER BUT SOMEONE ELSE CAN ANSWER  
IN THE CLIENT'S PLACE.....PX => PXN2B  
UNABLE TO ANSWER AND NO ONE CAN ANSWER IN  
THE CLIENT'S PLACE.....UN => INT4

---

**B2A:**

At this time I would like to verify that you were involved in filing an application for <PRD>?

Yes - Verified.....1 => SCR1  
No - Not Involved .....2

---

**PXN2B:**

Can you give me the name and phone # of someone (proxy) who was involved in filing an application for <PRD> at CIPO?

=> INT3  
si APP=01,02

ENTER FULL NAME: .....88 O  
DON'T KNOW / REFUSED .....99 => INT4

---

**PXP2B:**

ENTER PHONE NUMBER:  
PHONE: (USE FORMAT XXX-XXX-XXXX).....88 O

---

**PXI2:**

What was his/her involvement in filing an application for <prd>?

SPECIFY:.....88 O => B1  
DON'T KNOW/REFUSED .....99 => B1

---

**INT4:**

That is all the questions I have for you thanks for your time  
.....01 => END

---

# CIPO: 2005 Customer Satisfaction Survey

## SCR1:

Do you or anyone in your immediate family work for any of the following organizations...

Industry Canada .....	01	=> INT4
CIPO.....	02	=> INT4
Market Research Firm.....	03	=> INT4
None of the Above .....	04	X => GEND
Don't know refused .....	05	=> INT4

---

---

## GEND:

DO NOT READ Note Gender of Respondent

Male .....	1
Female.....	2

---

---

## LANG1:

DO NOT READ Record Language of Survey

English .....	1
French.....	2

---

---

## Q1:

First, when thinking about filing for intellectual property protection, do you identify more with the Canadian Intellectual Property Office (CIPO) as the entity with which you do business or do you identify more with the Patent Office, Trade-marks Office, Copyright Office or Industrial Design Division?

CIPO.....	1
Patent, Trade-Marks, Etc. Office .....	2
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ).....	9

---

---

## S1:

As you probably know, CIPO is the federal agency responsible for the administration of intellectual property laws. It includes the Patent Office, the Copyright Office, the Trade-marks Office and the Industrial Design Division which are responsible for registering or granting intellectual property rights.

Press Enter to Continue..... 1 D

---

---

## Q2A:

In the past two years, did you file an intellectual property application with CIPO for one or several of the following rights? (READ/ACCEPT ALL ANSWERS)

=> +1
si NOT APP=03

Patents .....	1		
Copyrights.....	2		
Trade-marks .....	3		
Industrial designs .....	4		
None of the above .....	5	X	=> INT4
Don't know .....	8	X	=> INT4
Refused.....	9	X	=> INT4

## CIPO: 2005 Customer Satisfaction Survey

### Q2RU:

In the past two years, did you file an intellectual property application with CIPO either directly or through an agent who represented you for one or several of the following rights? (READ/ACCEPT ALL ANSWERS)

=> +1

si NOT APP=01 AND NOT APP=02

Patents.....	1		
Copyrights.....	2		
Trade-marks.....	3		
Industrial designs.....	4		
None of the above.....	5	X	=> INT4
Don't know.....	8	X	=> INT4
Refused.....	9	X	=> INT4

---

---

### Q2AA:

In the past 2 years, have you PERSONALLY filed for Intellectual property protection outside of Canada? (Read list)

Yes-Personally.....	1
Yes-through an AGENT.....	2
No.....	3
Don't know/Refused.....	9

---

---

### Q3:

Were most of your <prd> applications with CIPO filed directly or through an agent? (ACCEPT ONLY ONE ANSWER)

=> +1

si NOT APP=01 AND NOT APP=02

Directly.....	1
Agent.....	2
Don't know.....	8
Refused.....	9

---

---

### Q4:

Did you file most of your <prd> applications...? (READ)

Only in Canada.....	1	=> Q5
In CANADA first and then in another Country.....	2	=> Q5
In the US FIRST OR only in the US.....	3	=> Q5
In another country FIRST OR only in another country.....	4	=> Q5
Don't know (DO NOT READ).....	8	=> Q5
Refused.....	9	=> Q5

---

---

CIPO: 2005 Customer Satisfaction Survey

**Q5:**

What are the main reasons you used an agent? (DO NOT READ / ACCEPT UP TO THREE ANSWERS)

=> +2  
si NOT APP=01

- Cost or overall value .....01
- Convenience or speed of filing .....02
- Expertise or experience .....03
- Outsourcing or lack of internal resources .....04
- Advice or information .....05
- Overall better service .....06
- Because it is mandatory .....07
- Other - specify (DO NOT READ) .....88 O
- Don't know (DO NOT READ) .....98
- Refused (DO NOT READ) .....99

**Q6:**

Do you use an American agent to draft intellectual property applications filed in Canada?

- Yes .....1 => S3UA
- Never.....2 => S3UA
- Don't know .....8 => S3UA
- Refused.....9 => S3UA

**S3UA:**

For the remaining questions, please answer with reference to the last Intellectual Property application you filed. Now, I would like to read some statements about the PROCESS OF OBTAINING INTELLECTUAL PROPERTY PROTECTION through CIPO .

=> +1  
si NOT APP=02 AND NOT APP=03

Press Enter to Continue.....1 D

**S3R:**

For the remaining questions, please answer with reference to the last Intellectual Property application you filed. Now, I would like to read some statements about the PROCESS OF OBTAINING INTELLECTUAL PROPERTY PROTECTION in Canada through an agent .

=> +1  
si NOT APP=01

Press Enter to Continue.....1 D

**Q7:**

For each of the following statements, please tell me if you agree or disagree with it using a scale from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

Press Enter to Continue.....1 D

CIPO: 2005 Customer Satisfaction Survey

**Q7A:**

	<i>1-Strongly Disagree</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Strongly Agree</i>	<i>Don't know/Refused</i>
<i>I received my final decision or action within a reasonable amount of time</i>	•	•	•	•	•	•
<i>CIPO Staff was competent.</i>	•	•	•	•	•	•
<i>My agent was competent</i>	•	•	•	•	•	•
<i>I was able to get through to a CIPO employee without difficulty.</i>	•	•	•	•	•	•
<i>I was able to get through to my agent without difficulty.</i>	•	•	•	•	•	•
<i>In the end, CIPO provided me with the information I needed.</i>	•	•	•	•	•	•
<i>In the end, my agent provided me with the information I needed.</i>	•	•	•	•	•	•
<i>I dealt with a reasonable number of people to get the information requested.</i>	•	•	•	•	•	•

**Q8:**

Now, tell me how important each of these aspects about the process of obtaining intellectual property protection were to you at the time, where 1 means not at all important, 5 means very important and 3 is the middle point.  
 Press Enter to Continue.....1 D

**Q8A:**

	<i>1-Not at all important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>I received my final decision or action within a reasonable amount of time</i>	•	•	•	•	•	•
<i>CIPO Staff was competent.</i>	•	•	•	•	•	•
<i>My agent was competent</i>	•	•	•	•	•	•
<i>I was able to get through to a CIPO employee without difficulty.</i>	•	•	•	•	•	•
<i>I was able to get through to my agent with out difficulty.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>In the end, CIPO provided me with the information I needed.</i>	•	•	•	•	•	•
<i>In the end, my agent provided me with the information I needed.</i>	•	•	•	•	•	•
<i>I dealt with a reasonable number of people to get the information requested.</i>	•	•	•	•	•	•

**Q9:**

Overall, how satisfied are you with the amount of time it took your agent to process your intellectual property application? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Do not read list, probe for a number between 1 and 5)

=> +1  
si NOT APP=01

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q10:**

Overall, how satisfied were you with the amount of time it took CIPO to process your intellectual property application? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Do not read list, probe for a number between 1 and 5)

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

CIPO: 2005 Customer Satisfaction Survey

**Q11UA:**

Overall, how satisfied were you with the CIPO staff who provided the service?  
Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> +1  
si NOT APP=02 AND NOT APP=03

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q11R:**

Overall, how satisfied were you with the the Agent who provided the service?  
Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> +1  
si NOT APP=01

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q12:**

Please tell me the extent to which you agree or disagree with the following statements concerning CIPO's client service. Please respond on a scale from 1 to 5 where 1 means you strongly disagree and 5 means you strongly agree.

Press Enter to Continue.....1 D

**Q12A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
CIPO responds to its clients.	•	•	•	•	•	•
CIPO listens to its clients.	•	•	•	•	•	•
CIPO is client centred ***NOTE: what is meant by client centred - CIPO puts clients first***	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q13:**

Now, please tell me how important the following statements are to you or your organization when dealing with CIPO. Please respond on a scale from 1 to 5 where 1 means not at all important and 5 means very important.

Press Enter to Continue.....1 D

**Q13A:**

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
CIPO responds to its clients	•	•	•	•	•	•
CIPO listens to its clients	•	•	•	•	•	•
CIPO is client centred ***NOTE: what is meant by client centred - CIPO puts clients first***	•	•	•	•	•	•

**Q14:**

For each of the following statements about CIPO's / your agent's communications, please tell me if you agree or disagree with it using a scale from 1 to 5 where 1 means strongly disagree, 5 means strongly agree and 3 is the middle point.

Press Enter to Continue.....1 D

**Q14A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
I was informed of everything I had to do in order to obtain intellectual property protection.	•	•	•	•	•	•
I received consistent information / advice	•	•	•	•	•	•
I received useful advice.	•	•	•	•	•	•
CIPO correspondence was easy to understand.	•	•	•	•	•	•
My agent's correspondence was easy to understand.	•	•	•	•	•	•
The information or assistance I received from CIPO helped me to decide whether or not to file for intellectual property rights.	•	•	•	•	•	•
The information or assistance I received my agent helped me to	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>decide whether or not to file for intellectual property rights.</i>						
--	--	--	--	--	--	--

**Q15:**

Now, tell me how important these aspects of communications were to you at the time, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q15A:**

	<i>1-Not at all important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>I was informed of everything I had to do in order to obtain intellectual property protection.</i>	•	•	•	•	•	•
<i>I received consistent information / advice</i>	•	•	•	•	•	•
<i>I received useful advice</i>	•	•	•	•	•	•
<i>CIPO correspondence was easy to understand.</i>	•	•	•	•	•	•
<i>My agent's correspondence was easy to understand</i>	•	•	•	•	•	•
<i>The information or assistance I received from my agent helped me to decide whether or not to file for intellectual property rights.</i>	•	•	•	•	•	•
<i>The information or assistance I received from CIPO helped me to decide whether or not to file for intellectual property rights.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q16:**

Overall, how satisfied are you with your agent's communications? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> +1  
si NOT APP=01

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q17:**

Overall, how satisfied are you with CIPO's communications? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Do not read list, probe for a number between 1 and 5)

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q18:**

The following questions ask about your views or impressions concerning YOUR ABILITY TO ACCESS INTELLECTUAL PROPERTY SERVICES AT CIPO. For each of the following statements, please tell me if you agree or disagree with it using a scale from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

Press Enter to Continue.....1 D

**Q18A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused/NOT APPLICABLE
<i>Various methods of accessing CIPO services are available.</i>	•	•	•	•	•	•
<i>It is clear who to contact within CIPO to receive service.</i>	•	•	•	•	•	•
<i>The hours of service are convenient.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q19:**

Now, tell me how important these aspects of accessibility at CIPO are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q19A:**

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused/NOT APPLICABLE
Various methods of accessing CIPO services are available.	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>It is clear who to contact within CIPO to receive service.</i>	•	•	•	•	•	•
<i>The hours of service are convenient.</i>	•	•	•	•	•	•

**Q20:**

Overall, how satisfied are you with the accessibility of intellectual property services at CIPO? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Probe: would that be VERY SATISFIED/VERY DISSATISFIED)

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

**Q20A:**

Overall, how satisfied are you with how easy it is to access intellectual property services at CIPO? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

**Q21:**

How did you first contact CIPO to obtain information about its services? (READ IF NECESSARY)

- rotation -> 7.....
- In-person .....01
- By telephone .....02
- Over the Web .....03
- By e-mail.....04
- By posted mail .....05
- By fax.....06
- Trade Shows.....07
- Never Contacted CIPO Directly .....08
- No means in particular (read last) .....09
- Don't know (DO NOT READ) .....98
- Refused.....99

## CIPO: 2005 Customer Satisfaction Survey

### Q22:

In the past two years (24 months), have you ever called CIPO's general enquiries line for information or assistance?

Yes .....	1
No.....	2
Don't know .....	8
Refused.....	9

---

---

### Q23:

On a scale from 0 to 10 where 0 means not at all important, 10 means very important, how important would a toll free 1-800 general enquiries number be to you or your organization.

0-Not at all important.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-Very important.....	11
Don't know .....	98
Refused.....	99

---

---

### Q24:

Overall, how satisfied are you with the quality of the service you received when you called the general enquiries line? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Do not read list, probe for a number between 1 and 5)

=> +1

si NOT Q22=1

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ).....	9

---

---

### Q25:

In the past two years (24 months), have you used the CIPO Web site to obtain information about CIPO services?

Yes .....	1	=> Q26
No.....	2	=> Q27
Don't know .....	8	=> Q27
Refused.....	9	=> Q27

---

---

## CIPO: 2005 Customer Satisfaction Survey

### Q26:

Overall, how satisfied are you with CIPO's Web site? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (Do not read list, probe for a number between 1 and 5)

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

---

---

### Q27:

In the past 2 years (24 months), have you filed an application on-line for intellectual property protection?

=> +1  
si NOT APP=02 AND NOT APP=03

Yes .....	1
No.....	2
Don't know .....	8
Refused.....	9

---

---

### Q27A:

Why have you not filed an application via the on-line filing system?

=> +1  
si NOT Q27=2

No access to a computer.....	01
Unaware of on-line filing option.....	02
Prefer to file using traditional methods like mail or fax .....	03
The on-line application process is not user friendly .....	04
No Internet access .....	05
Internet Service is too slow .....	06
Other (Specify).....	88 O
Don't know (DO NOT READ) .....	98
Refused (DO NOT READ) .....	99

---

---

### Q28:

Overall, how satisfied are you with CIPO's on-line filing services? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

---

---

## CIPO: 2005 Customer Satisfaction Survey

### Q29:

Please tell me the extent to which you agree or disagree with the following statement on a scale from 0-10 where 0 means you strongly disagree and 10 means you strongly agree. A direct link between your internal business systems and CIPO's to facilitate a common format for data exchange is a good idea. (e.g. to facilitate electronic filing, electronic submission of maintenance fees, etc.)

=> +1

si NOT APP=03

0-Bad idea .....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-Good idea.....	11
Don't know .....	98
Refused.....	99

---

---

### Q30:

How likely do you think it is that your organization would be prepared to devote resources to establish such a link? Please respond on a scale from 0 to 10 where 0 means not at all likely and 10 means very likely.

=> +1

si NOT APP=03

0-Not at all likely .....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-Very likely .....	11
Don't know .....	98
Refused.....	99

---

---

### Q31:

I would like to read to you some statements about the payment process at CIPO. For each statement, please tell me if you agree or disagree using a scale from 1 to 5 where 1 means strongly disagree, 5 means strongly agree and 3 is the middle point

Press Enter to Continue.....1 D

CIPO: 2005 Customer Satisfaction Survey

**Q31A:**

	<i>1-Strongly Disagree</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Strongly Agree</i>	<i>Don't know/Refused</i>
<i>Payment processes are simple and convenient.</i>	•	•	•	•	•	•
<i>I am confident that any financial information I provide CIPO will remain confidential.</i>	•	•	•	•	•	•
<i>I am confident that any financial information I provide CIPO through the on-line payment process will remain secure.</i>	•	•	•	•	•	•
<i>Questions regarding my account status are answered in a timely manner.</i>	•	•	•	•	•	•
<i>Refunds are applied in a timely manner.</i>	•	•	•	•	•	•

**Q32:**

Now, tell me how important these aspects of the payment process are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q32A:**

	<i>1-Not at all important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>Payment processes are simple and convenient.</i>	•	•	•	•	•	•
<i>I am confident that any financial information I provide CIPO will remain confidential.</i>	•	•	•	•	•	•
<i>I am confident that any financial information I provide CIPO through the on-line payment process will remain secure.</i>	•	•	•	•	•	•
<i>Questions regarding my account status are answered in a timely manner.</i>	•	•	•	•	•	•
<i>Refunds are applied in a timely manner.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q33:**

How useful would the following items be to you or your organization during the payment process? Please respond on a scale from 0-10 where 0 means not at all useful, 10 means extremely useful and 5 is the middle point.

=> +3  
si NOT APP=03

Press Enter to Continue.....1 D

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**Q33A:**

An "on-line shopping cart"

0-Not at all useful.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-Very useful.....	11
Don't know .....	98
Refused.....	99

---

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**Q33B:**

A monthly statement detailing all of your financial transactions.

0-Not at all useful.....	01
1.....	02
2.....	03
3.....	04
4.....	05
5.....	06
6.....	07
7.....	08
8.....	09
9.....	10
10-Very useful.....	11
Don't know .....	98
Refused.....	99

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## CIPO: 2005 Customer Satisfaction Survey

### Q34:

To what extent do you agree or disagree that the products and / or services that CIPO provides to you or your organization are worth what you paid? Please respond on a scale from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

1-Strongly disagree .....	1
2.....	2
3.....	3
4.....	4
5-Strongly agree.....	5
Don't know .....	8
Refused.....	9

---

---

### Q34A:

To what extent do you agree or disagree that the overall cost of obtaining intellectual property protection in Canada is reasonable relative to other countries. Please respond on a scale from 1 to 5 where 1 means strongly disagree, 5 means strongly agree and 3 is the middle point.

=> +1

si NOT Q2AA=1 AND NOT Q2AA=2

1-Strongly Disagree .....	1
2.....	2
3-Middle.....	3
4.....	4
5-Strongly Agree.....	5
Don't know/Refused.....	9

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### Q35:

Overall, how satisfied are you with the payment process at CIPO? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> Q38

si NOT APP=02 AND NOT APP=03

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ).....	9

---

---

### Q36:

Have you ever paid your fees to CIPO via the Internet?

=> +1

si NOT APP=02 AND NOT APP=03

Yes .....	1	=> Q37
No.....	2	=> Q38
Don't know .....	8	=> Q38
Refused.....	9	=> Q38

CIPO: 2005 Customer Satisfaction Survey

**Q37:**

Overall, how satisfied are you with CIPO's on-line payment process? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> +1  
 si NOT APP=02 AND NOT APP=03

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q38:**

I would like to read some statements about the PATENT OFFICE. For each statement, please tell me if you agree or disagree using a number from 1 to 5 where 1 means you strongly disagree, 5 means strongly agree and 3 is the middle point.

=> Q45  
 si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

Press Enter to Continue.....1 D

**Q38A:**

=> +1  
 si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
Transfers of ownership are processed efficiently.	•	•	•	•	•	•
Changes to the Act, Regulations and Office practices are communicated clearly.	•	•	•	•	•	•
Examiners are able to address my questions.	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>Examiners subsequent actions are received in a timely manner.</i>	<input type="checkbox"/>					
<i>All objections of a substantive nature are reported in the first Examiner's report.</i>	<input type="checkbox"/>					
<i>Identification of the application's defects under rule 30 section (2) is clear.</i>	<input type="checkbox"/>					
<i>Canadian search results identify relevant prior art in addition to foreign search results.</i>	<input type="checkbox"/>					
<i>Filing certificates are received in a timely manner.</i>	<input type="checkbox"/>					
<i>Notice of allowance contains accurate information.</i>	<input type="checkbox"/>					
<i>Answers to my questions concerning maintenance fees are accurate.</i>	<input type="checkbox"/>					
<i>Answers to my questions concerning filing are accurate.</i>	<input type="checkbox"/>					
<i>Canadian patent applications are classified correctly.</i>	<input type="checkbox"/>					

**Q39:**

Now, tell me how important each of these aspects of the PATENT OFFICE are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

=> Q45  
 si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

Press Enter to Continue.....1 D

**Q39A:**

=> +1  
 si NOT APP=03 AND NOT APP=01 OR NOT PRD=01

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
<i>Transfers of ownership are processed efficiently.</i>	<input type="checkbox"/>					



CIPO: 2005 Customer Satisfaction Survey

where 1 means you strongly disagree, 5 means strongly agree and 3 is the middle point.

Press Enter to Continue.....1 D

**Q41A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
<i>International searches are consistent with written opinions.</i>	•	•	•	•	•	•
<i>International search reports are thorough.</i>	•	•	•	•	•	•
<i>Written opinions are well reasoned.</i>	•	•	•	•	•	•

**Q42:**

Now, tell me how important each of these aspects of International search reports are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q42A:**

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
<i>International searches are consistent with written opinions.</i>	•	•	•	•	•	•
<i>International search reports are thorough.</i>	•	•	•	•	•	•
<i>Written opinions are well reasoned.</i>	•	•	•	•	•	•

**Q43:**

Overall, how satisfied are you with the quality of international search reports? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

CIPO: 2005 Customer Satisfaction Survey

**Q44:**

Overall, how satisfied are you with the quality of written opinions? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ).....9

**Q45:**

I would like to read some statements about the TRADE-MARKS OFFICE. For each statement, please tell me if you agree or disagree using a number from 1 to 5 where 1 means strongly disagree, 5 means strongly agree and 3 is the middle point

=> Q52  
 si NOT APP=03 OR NOT PRD=02

Press Enter to Continue.....1 D

**Q45A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
<i>Transfers of ownership are processed efficiently.</i>	•	•	•	•	•	•
<i>Changes in Act, Regulations, and office practice are communicated clearly.</i>	•	•	•	•	•	•
<i>Examiners are able to address my questions.</i>	•	•	•	•	•	•
<i>All objections of a substantive nature are reported in the first examiner's report.</i>	•	•	•	•	•	•
<i>Questions I have concerning Examiner's office actions are answered in a timely manner.</i>	•	•	•	•	•	•
<i>Excluding examination, answers to my questions are accurate.</i>	•	•	•	•	•	•
<i>Excluding examination, answers to my questions are provided in a timely manner.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>I always ensure that all transfers of ownership are registered with CIPO.</i>	•	•	•	•	•	•
<i>The style and tone of Examiners' reports make them easy to understand.</i>	•	•	•	•	•	•

**Q46:**

Now, tell me how important these aspects of service are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.  
 Press Enter to Continue.....1 D

**Q46A:**

	<i>1-Not at all important</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Very important</i>	<i>Don't know/Refused</i>
<i>Transfers of ownership are processed efficiently.</i>	•	•	•	•	•	•
<i>Changes in Act, Regulations, and office practice are communicated clearly.</i>	•	•	•	•	•	•
<i>Examiners' are able to address my questions.</i>	•	•	•	•	•	•
<i>All objections of a substantive nature are reported in the first examiner's report.</i>	•	•	•	•	•	•
<i>Questions I have concerning Examiner's office actions are answered in a timely manner.</i>	•	•	•	•	•	•
<i>Excluding examination, answers to my questions are accurate.</i>	•	•	•	•	•	•
<i>Excluding examination, answers to my questions are provided in a timely manner.</i>	•	•	•	•	•	•
<i>I always ensure that all transfers of ownership are registered with CIPO.</i>	•	•	•	•	•	•
<i>The style and tone of Examiners' reports make them easy to understand.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q47:**

Overall, how satisfied are you with the quality of examiners' written reports?  
Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- 1-Very Dissatisfied .....1
- 2- Somewhat dissatisfied .....2
- 3-Neutral .....3
- 4- Somewhat satisfied .....4
- 5-Very satisfied .....5
- Don't know/Refused.....9

**Q48:**

Have you ever filed a Trade-Mark Opposition or been involved in the opposition process?

- Yes .....1 => Q49
- No.....2 => Q59
- Don't know .....8 => Q59
- Refused.....9 => Q59

**Q49:**

Please tell me if you agree or disagree with the following statements. For each statement, please tell me if you agree or disagree with it using a number from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

Press Enter to Continue.....1 D

**Q49A:**

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
<i>I am willing to correspond with the Trademark Opposition Board electronically.</i>	•	•	•	•	•	•
<i>Six months following the completion of pleadings constitutes a sufficient period of time to prepare and file evidence.</i>	•	•	•	•	•	•
<i>Four months following the completion of evidence constitutes a sufficient amount of time to submit written arguments.</i>	•	•	•	•	•	•
<i>Opposition Board decisions are well reasoned.</i>	•	•	•	•	•	•
<i>Opposition Board decisions apply jurisprudence correctly.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

**Q50:**

Now, tell me how important these aspects of service are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q50A:**

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
<i>I am willing to correspond with the Trademark Opposition Board electronically.</i>	•	•	•	•	•	•
<i>Six months following the completion of pleadings constitutes a sufficient period of time to prepare and file evidence.</i>	•	•	•	•	•	•
<i>Four months following the completion of evidence constitutes a sufficient amount of time to submit written arguments.</i>	•	•	•	•	•	•
<i>Opposition Board decisions are well reasoned.</i>	•	•	•	•	•	•
<i>Opposition Board decisions apply jurisprudence correctly.</i>	•	•	•	•	•	•

**Q51:**

Overall, how satisfied are you with the amount of time it took to complete the opposition process? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

CIPO: 2005 Customer Satisfaction Survey

**Q52:**

I would like to read some statements about the COPYRIGHT OFFICE. For each statement, please tell me if you agree or disagree with it using a number from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

=> Q55  
si NOT PRD=04

Press Enter to Continue.....1 D

**Q52A:**

=> +1  
si NOT APP=01 AND NOT APP=03 OR NOT PRD=04

	1-Strongly Disagree	2	3-Middle	4	5-Strongly Agree	Don't know/Refused
Transfers of ownership are processed efficiently.	•	•	•	•	•	•
Questions I have concerning filing are answered in a timely manner.	•	•	•	•	•	•
Answers to my questions concerning filing are accurate.	•	•	•	•	•	•
Registrations are processed efficiently.	•	•	•	•	•	•

**Q53:**

Now, tell me how important these aspects of service are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

=> +1  
si NOT PRD=04

Press Enter to Continue.....1 D

**Q53A:**

=> +1  
si NOT APP=01 AND NOT APP=03 OR NOT PRD=04

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
Transfers of ownership are processed efficiently.	•	•	•	•	•	•
Questions I have concerning filing are answered in a timely manner.	•	•	•	•	•	•
Answers to my questions	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>concerning filing are accurate.</i>						
<i>Registrations are processed efficiently.</i>	•	•	•	•	•	•

**Q54:**

Overall how satisfied are you with the copyright registration process. Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

=> +1  
 si NOT APP=02 AND NOT APP=03 OR NOT PRD=04

- Very dissatisfied.....1 => Q59
- Somewhat dissatisfied.....2 => Q59
- Neutral.....3 => Q59
- Somewhat satisfied .....4 => Q59
- Very satisfied .....5 => Q59
- Don't know (DO NOT READ) .....8 => Q59
- Refused (DO NOT READ).....9

**Q55:**

I would like to read some statements about the INDUSTRIAL DESIGN DIVISION. For each statement, please tell me if you agree or disagree with it using a number from 1 to 5 where 1 means you strongly disagree, 5 means you strongly agree and 3 is the middle point.

=> Q57  
 si NOT APP=03 OR NOT PRD=03

Press Enter to Continue.....1 D

**Q55A:**

	<i>1-Strongly Disagree</i>	<i>2</i>	<i>3-Middle</i>	<i>4</i>	<i>5-Strongly Agree</i>	<i>Don't know/Refused</i>
<i>Transfers of ownership are processed efficiently.</i>	•	•	•	•	•	•
<i>Changes to the Act, Regulations and Offices practices are communicated clearly.</i>	•	•	•	•	•	•
<i>Examiners are able to address my questions.</i>	•	•	•	•	•	•
<i>Examiners' objections are consistent with the Act, Regulations and Office Practices.</i>	•	•	•	•	•	•
<i>The style and tone of Examiners' reports make them easy to understand.</i>	•	•	•	•	•	•

CIPO: 2005 Customer Satisfaction Survey

<i>Examiners' subsequent actions are received in a timely manner.</i>	<input type="checkbox"/>					
<i>Reminders for maintenance fees are helpful.</i>	<input type="checkbox"/>					
<i>Confirmation letters are useful.</i>	<input type="checkbox"/>					
<i>Information on the registration cover page is complete.</i>	<input type="checkbox"/>					
<i>Two months is adequate for clients to respond to an office action.</i>	<input type="checkbox"/>					
<i>The information available from CIPO is sufficient to allow me to complete the application form.</i>	<input type="checkbox"/>					
<i>Answers to my questions concerning filing are accurate.</i>	<input type="checkbox"/>					

**Q56:**

Now, tell me how important these aspects of service are to you, where 1 means not at all important, 5 means very important and 3 is the middle point.

Press Enter to Continue.....1 D

**Q56A:**

	1-Not at all important	2	3-Middle	4	5-Very important	Don't know/Refused
<i>Transfers of ownership are processed efficiently.</i>	<input type="checkbox"/>					
<i>Changes to the Act, Regulations and Offices practices are communicated clearly.</i>	<input type="checkbox"/>					
<i>Examiners are able to address my questions.</i>	<input type="checkbox"/>					
<i>Examiners' objections are consistent with the Act, Regulations and Office Practices.</i>	<input type="checkbox"/>					
<i>The style and tone of Examiners' reports make them easy to understand.</i>	<input type="checkbox"/>					
<i>Examiners' subsequent actions are received in a timely manner.</i>	<input type="checkbox"/>					

CIPO: 2005 Customer Satisfaction Survey

<i>Reminders for maintenance fees are helpful.</i>	•	•	•	•	•	•
<i>Confirmation letters are useful.</i>	•	•	•	•	•	•
<i>Information on the registration cover page is complete.</i>	•	•	•	•	•	•
<i>Two months is adequate for clients to respond to an office action.</i>	•	•	•	•	•	•
<i>The information available from CIPO is sufficient to allow me to complete the application form.</i>	•	•	•	•	•	•
<i>Answers to my questions concerning filing are accurate.</i>	•	•	•	•	•	•

**Q57:**

How interested are you or your organization in purchasing a copy of the Industrial Design database? Please respond on a scale from 0-10 where 0 means not at all interested and 10 means very interested.

=> Q59  
si NOT APP=03 AND NOT APP=02 OR NOT PRD=03

- 0-Not at all interested.....01
- 1.....02
- 2.....03
- 3.....04
- 4.....05
- 5.....06
- 6.....07
- 7.....08
- 8.....09
- 9.....10
- 10-Very interested.....11
- Don't know .....98
- Refused.....99

**Q58:**

Overall, how satisfied are you with the Industrial design registration process? Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point.

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Neutral.....3
- Somewhat satisfied .....4
- Very satisfied .....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

## CIPO: 2005 Customer Satisfaction Survey

### Q59:

Switching gears a little now. In the past two years, have you ever complained to CIPO?

Yes .....	1
No.....	2
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

---

---

### Q59A:

Was your problem resolved to your satisfaction?

=> +1  
si NOT Q59=1

Yes .....	1
No.....	2
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

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### Q60UA:

Now, we have covered several aspects of the service offered by CIPO. All things considered, how would you rate your overall level of satisfaction with the services offered by CIPO related to <prd> Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (DO NOT READ LIST)

=> +1  
si NOT APP=02 AND NOT APP=03

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

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### Q60R:

Now, we have covered several aspects of the service offered by your agent. All things considered, how would you rate your overall level of satisfaction with the services offered by your agent related to <prd>. Please use a scale from 1 to 5, where 1 means very dissatisfied, 5 means very satisfied and 3 is the middle point. (DO NOT READ LIST)

=> +1  
si NOT APP=01

Very dissatisfied.....	1
Somewhat dissatisfied.....	2
Neutral.....	3
Somewhat satisfied .....	4
Very satisfied .....	5
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ) .....	9

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# CIPO: 2005 Customer Satisfaction Survey

## Q61:

Overall, would you say that over the past two years (24 months) the quality of service provided by CIPO has...? (READ)

=> Q64  
si NOT APP=02 AND NOT APP=03

- Improved .....1
- Stayed the same.....2
- Deteriorated.....3
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

---

---

## Q62:

Overall, how does CIPO compare to other government departments or Agencies that you have dealt with? Would you say CIPO's service is...? (READ)

- Much better .....1
- Better.....2
- The same .....3
- Worse .....4
- Much worse.....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

---

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## Q63:

Overall, how does CIPO compare to other Intellectual Property Offices that you have dealt with? Would you say CIPO's service is...? (READ)

- Much better .....1
- Better.....2
- The same .....3
- Worse .....4
- Much worse.....5
- Don't know (DO NOT READ) .....8
- Refused (DO NOT READ) .....9

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## Q64:

Overall, what is your general impression of CIPO? Please tell me if you have a favourable or an unfavourable impression, using a scale from 1 to 5, where 1 means very unfavourable, 5 means very favourable and 3 is the middle point. You can use any number between 1 and 5.

- 1-Very unfavourable .....1
- 2.....2
- 3.....3
- 4.....4
- 5-Very favourable .....5
- Don't know .....8
- Refused.....9

---

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## CC:

We now have just a few more questions to ask that will help us to classify your responses for statistical purposes only.

Press Enter to Continue.....1 D

CIPO: 2005 Customer Satisfaction Survey

**C1:**

How many employees work full-time in your company? (DO NOT READ / NUMBER OF FULL-TIME EQUIVALENT POSITIONS).

1-2 .....	.01
3-5 .....	.02
6-10 .....	.03
11-25 .....	.04
26-50 .....	.05
51-100 .....	.06
101-250 .....	.07
251-500 .....	.08
Over 500.....	.09
Don't know .....	.98
Refused.....	.99

**C2A:**

Which of the following best describes the type of industry or the field in which you work? (READ/ ACCEPT ONE ANSWER)

=> +1  
 si NOT APP=01 AND NOT APP=02 OR NOT PRD=02

MANUFACTURING.....	.01
HIGH-TECH.....	.02
SERVICE/RETAIL.....	.03
RESOURCE INDUSTRIES (AGRICULTURE, FORESTRY, ETC.)..	.04
PROFESSIONAL SERVICES (LAW FIRMS, CONSULTANTS, ETC.)	.05
.....	
PUBLIC SECTOR .....	.06
Other specify.....	.88 O
Don't know .....	.98
Refused.....	.99

**C2B:**

Which of the following best describes the type of industry or the field in which you work? (READ/ ACCEPT ONE ANSWER)

=> +1  
 si NOT APP=01 AND NOT APP=02 OR NOT PRD=01

MECHANICAL - CIVIL.....	.01
ELECTRICAL/PHYSICS.....	.02
COMPUTER RELATED.....	.03
ORGANIC CHEMISTRY .....	.04
BIOTECHNOLOGY .....	.05
OTHER CHEMISTRY .....	.06
Other specify.....	.88 O
Don't know .....	.98
Refused.....	.99

## CIPO: 2005 Customer Satisfaction Survey

### C2C:

Which of the following best describes the type of industry or the field in which you work? (READ/ ACCEPT ONE ANSWER)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=04

FILMS & VIDEO INDUSTRIES .....	01
PUBLISHING HOUSES .....	02
ARTISTS, CREATORS, WRITERS .....	03
TECHNOLOGICAL INDUSTRIES (RE: SOFTWARE) .....	04
MUSIC INDUSTRY .....	05
Other specify .....	88 O
Don't know .....	98
Refused.....	99

---

### C2D:

Which of the following best describes the type of industry or the field in which you work? (READ/ ACCEPT ONE ANSWER)

=> +1

si NOT APP=01 AND NOT APP=02 OR NOT PRD=03

MANUFACTURING.....	01
HIGH-TECH.....	02
SERVICE/RETAIL.....	03
RESOURCE INDUSTRIES (AGRICULTURE, FORESTRY, ETC.)..	04
PROFESSIONAL SERVICES (LAW FIRMS, CONSULTANTS, ETC.)	05
.....	
PUBLIC SECTOR .....	06
Other specify .....	88 O
Don't know .....	98
Refused.....	99

---

### C3:

Which of the following best describes the organization in which you work, at the number I called? (READ / ACCEPT ONE ANSWER)

Public sector (government) .....	1
Private sector.....	2
Self-employed / Freelance .....	3
Don't know (DO NOT READ) .....	8
Refused (DO NOT READ).....	9

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### C4:

Which of the following titles most closely approximates your position in your company? (READ / ACCEPT ONE ANSWER)

PRESIDENT / CEO .....	01
VICE-PRESIDENT .....	02
SENIOR MANAGEMENT .....	03
MIDDLE MANAGEMENT .....	04
FIRST LEVEL MANAGEMENT .....	05
Other.....	88 O
Don't know (DO NOT READ) .....	98
Refused (DO NOT READ).....	99

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CIPO: 2005 Customer Satisfaction Survey

**C5:**

In the past 24 months, how many <prd> applications have you PERSONALLY FILED with CIPO?

\$E 0 9999

Don't know .....9998

Refused.....9999

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**C6:**

In the past 24 months, how many <prd> (s) have you PERSONALLY been granted by CIPO?

\$E 0 9999

Don't know .....9998

Refused.....9999

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**INT99:**

That's all the questions I have for you. Thank you for participating in this study.  
Have a great evening.

Complete .....CO D => END

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