



Australian Government

IP Australia

July 2024

# Customer Satisfaction Survey

Quarter 4 2023-24





# Summary

IP Australia has been conducting satisfaction surveys of its customers since 2017. The CSS has been performed quarterly since the 2022-23 financial year to monitor our performance through more regular feedback and create more opportunities to improve the customer experience.

## Response rates

The survey was held in May 2024. 613 customers responded out of 11 379 invited; a response rate of 5.4%.

## Q4 2023-24 CSS results

Key findings from the results include:

In general, feedback from our customers demonstrated high satisfaction with our products and services:

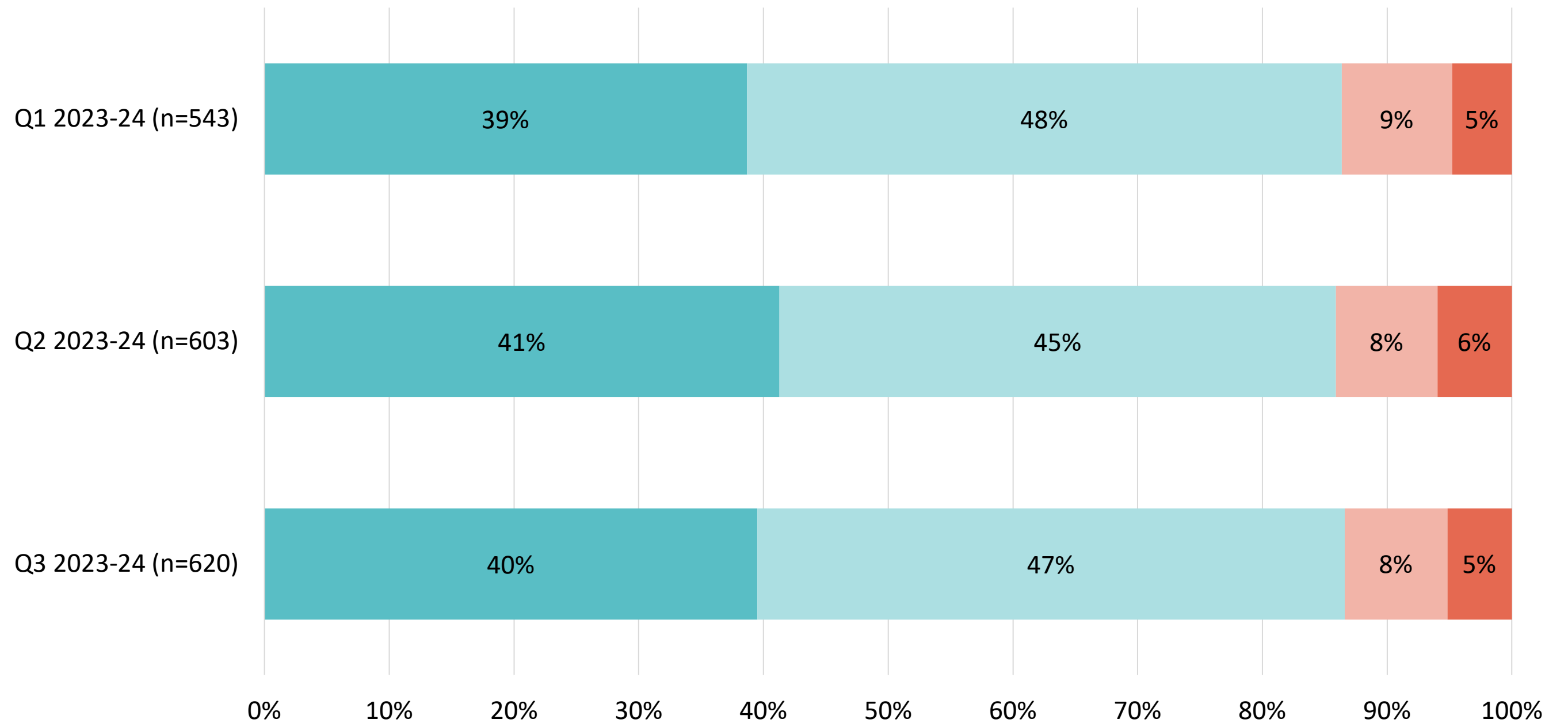
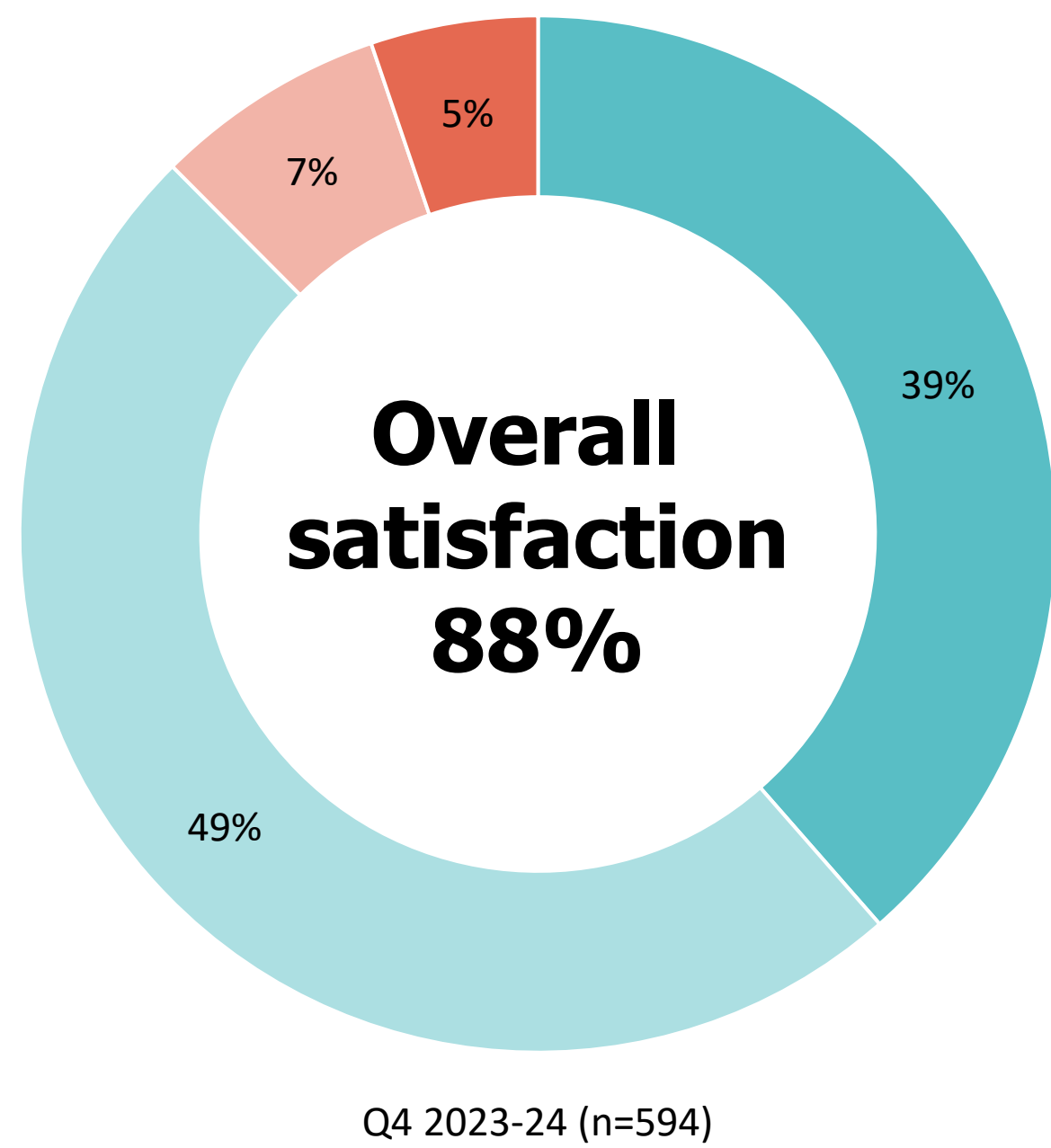
- 88% of customers surveyed were satisfied with IP Australia overall (87% in Q3 2023-24).
- 92% of customers surveyed were satisfied with the quality of IP Australia's products and services. (90% in Q3 2023-24).
- 93% of customers surveyed were satisfied with our administration teams, 92% for our contact centre, and 85% for our examiners. 91% of customers surveyed were satisfied with our online services, 93% for the IP Australia website, and 93% for our IP search systems.
- 89% of customers surveyed were confident that our decisions meet the legal framework and 86% were satisfied that IP Australia's decisions are consistent and demonstrate a professional approach.
- 90% of customers surveyed were satisfied with the time we took to respond to customer queries and communications, and 92% for the ease of contacting IP Australia.

While we welcome this level of satisfaction and are proud of our performance, the results also indicate there are ways that we as an agency can improve. Work is already underway to further analyse these results to inform future improvements to the products and services we provide to our customers.



# Overall Satisfaction

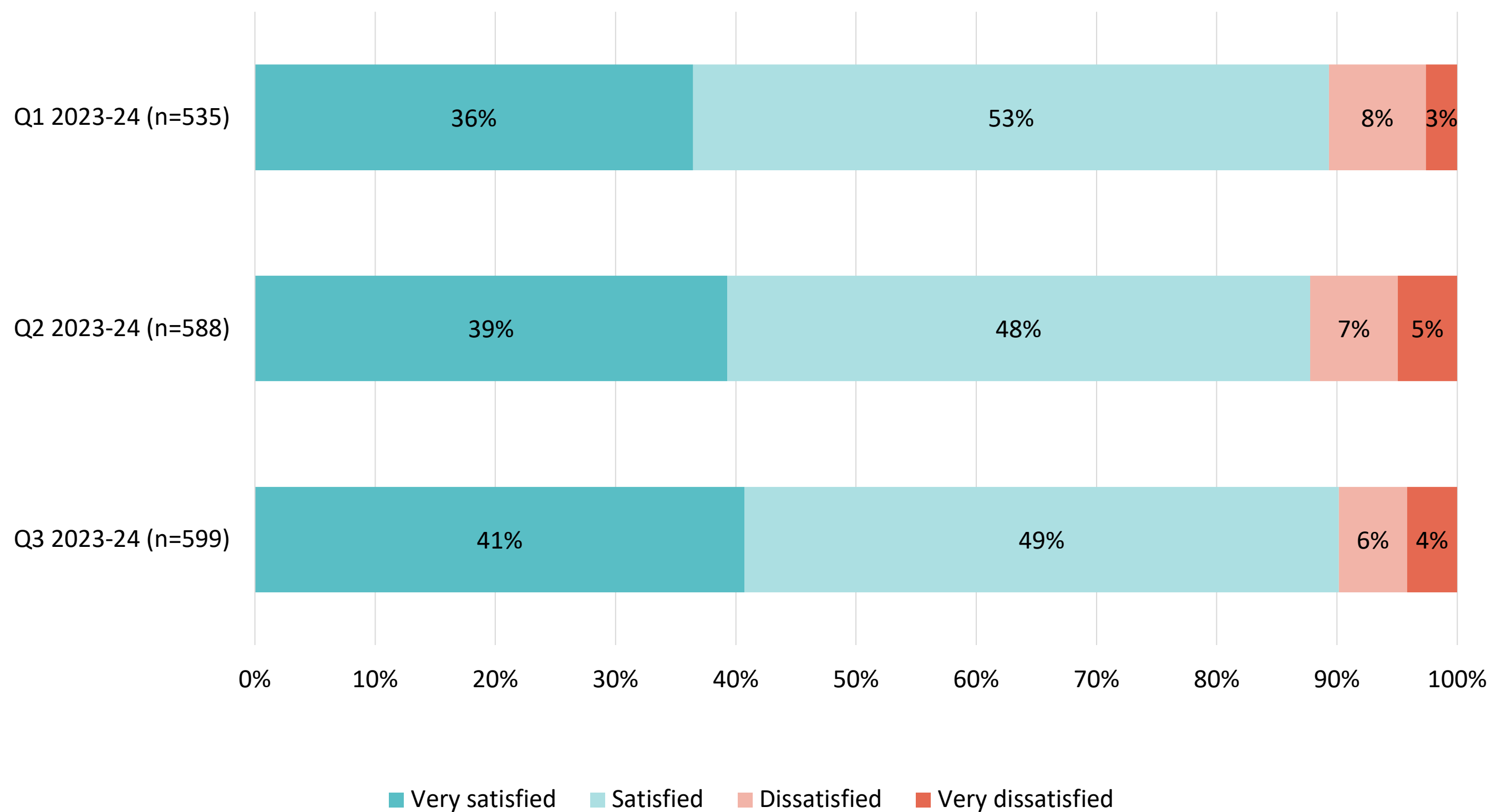
Overall, how satisfied or dissatisfied are you with IP Australia



Very satisfied Satisfied Dissatisfied Very dissatisfied

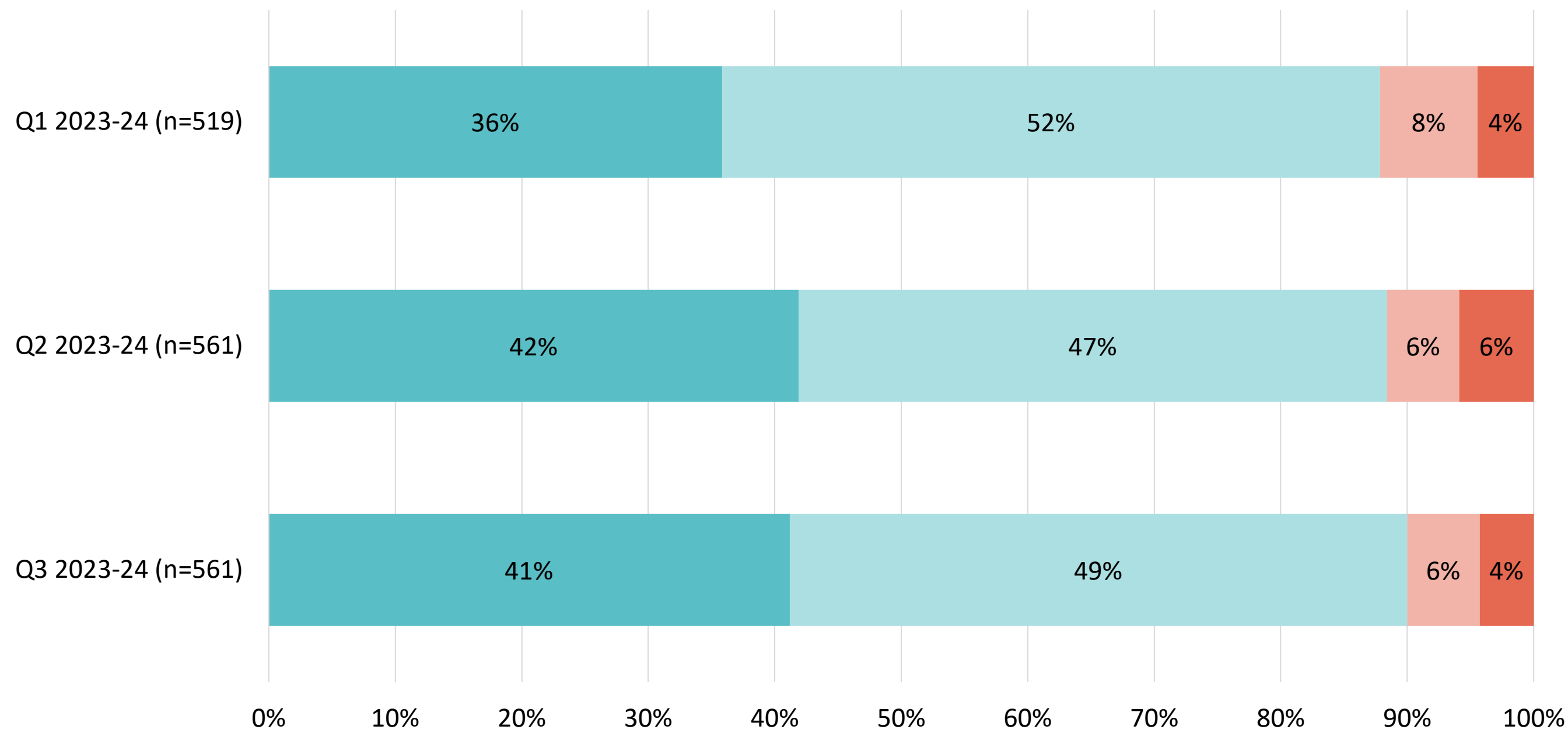
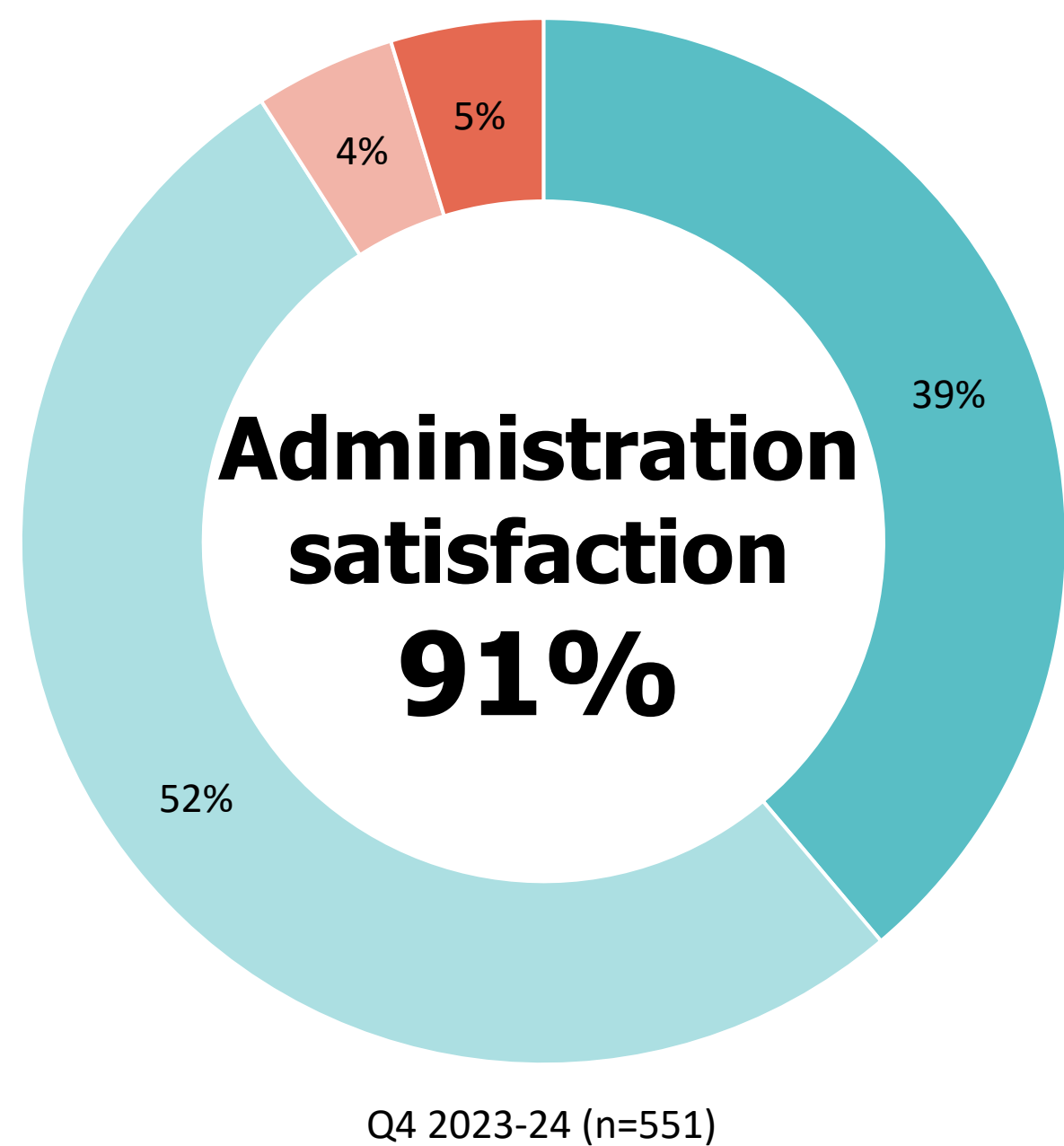
# Quality satisfaction

*Thinking about your experience with IP Australia, how satisfied or dissatisfied are you with the quality of our products and services?*



# Satisfaction with the administration of the IP System

*How satisfied or dissatisfied are you with IP Australia's administration of the IP system*

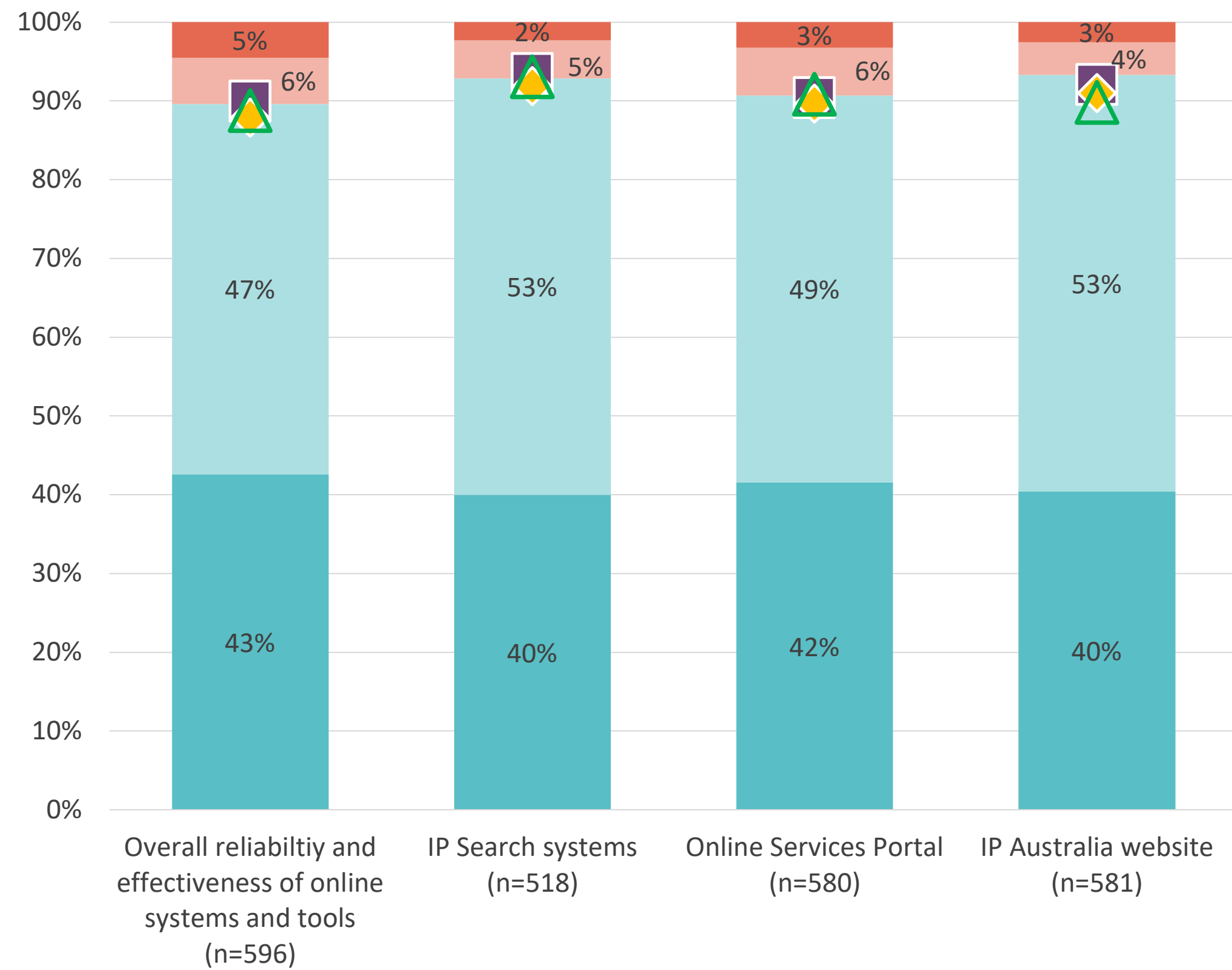


Very satisfied Satisfied Dissatisfied Very dissatisfied

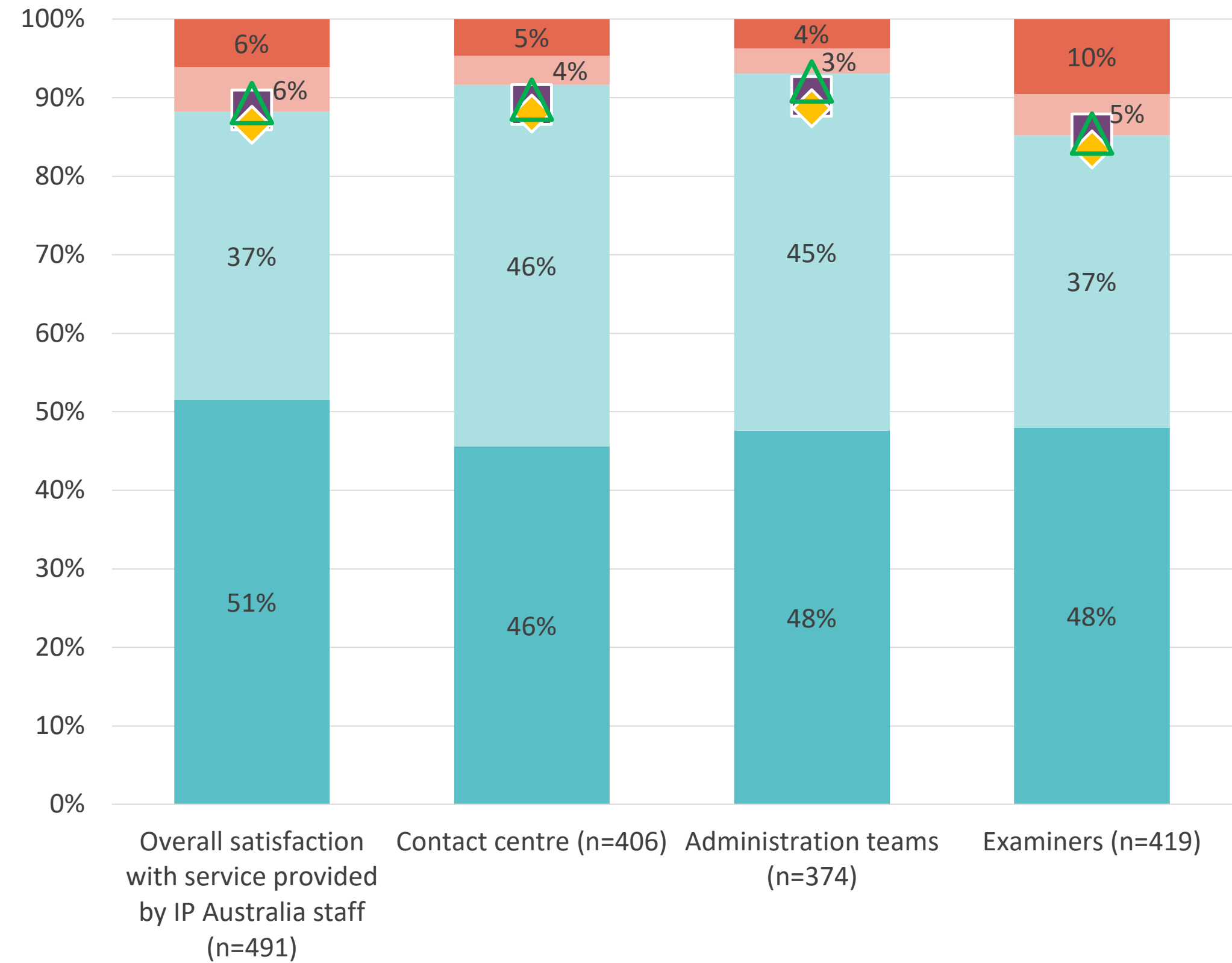
# Touchpoints

Please rate your level of satisfaction or dissatisfaction with ... (% Very satisfied, satisfied)

## Online systems and tools



## Interactions with staff



Very satisfied Satisfied Dissatisfied Very dissatisfied

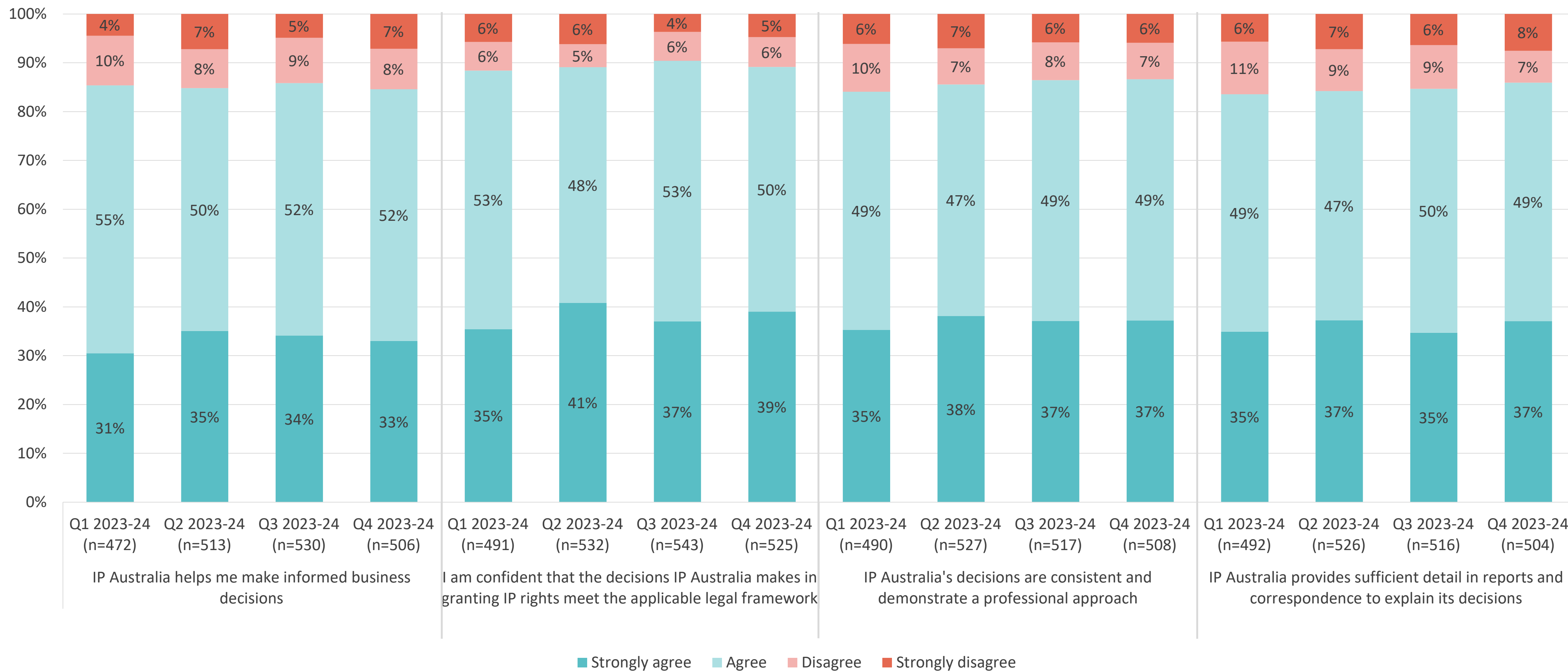
Q3 2023-24 Q2 2023-24 Q1 2023-24

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Q3 2023-24 Q2 2023-24 Q1 2023-24

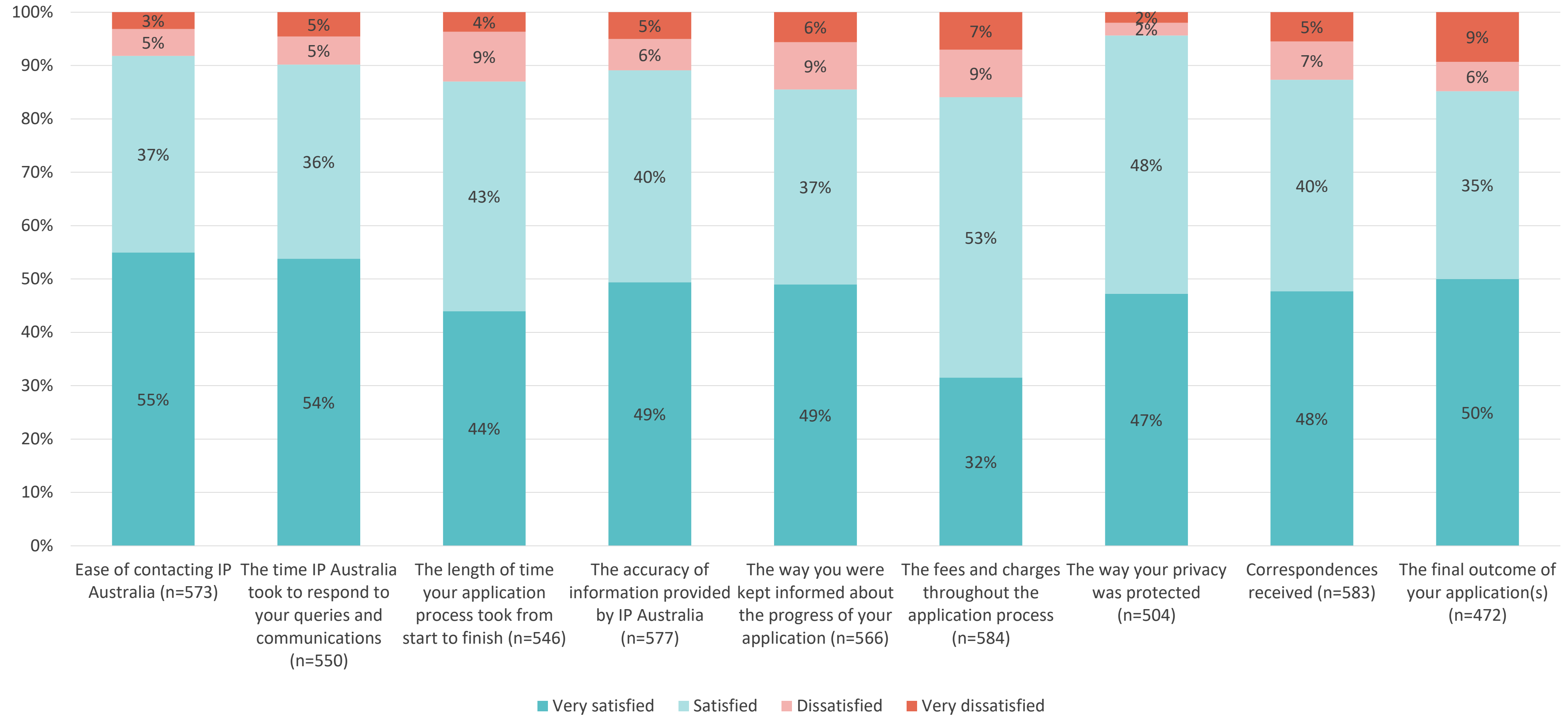
# Customer experience

Thinking about your experience of IP Australia's overall performance, to what extent do you agree or disagree with the following statements:



# Customer service attributes

Thinking about your experience of IP Australia's overall performance, to what extent do you agree or disagree with the following statements:







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# Contact us

 1300 65 1010 (9am-5pm)

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