



Australian Government

IP Australia

November 2023

# Customer Satisfaction Survey

Quarter 2 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

This survey was held in November 2023 and was offered to 11 760 customers representing self-filers, IP professionals and Australian businesses. A response rate of 5.2% was achieved for Quarter 2 2023-24.

## Q2 2023-24 CSS results

Key findings from the results include:

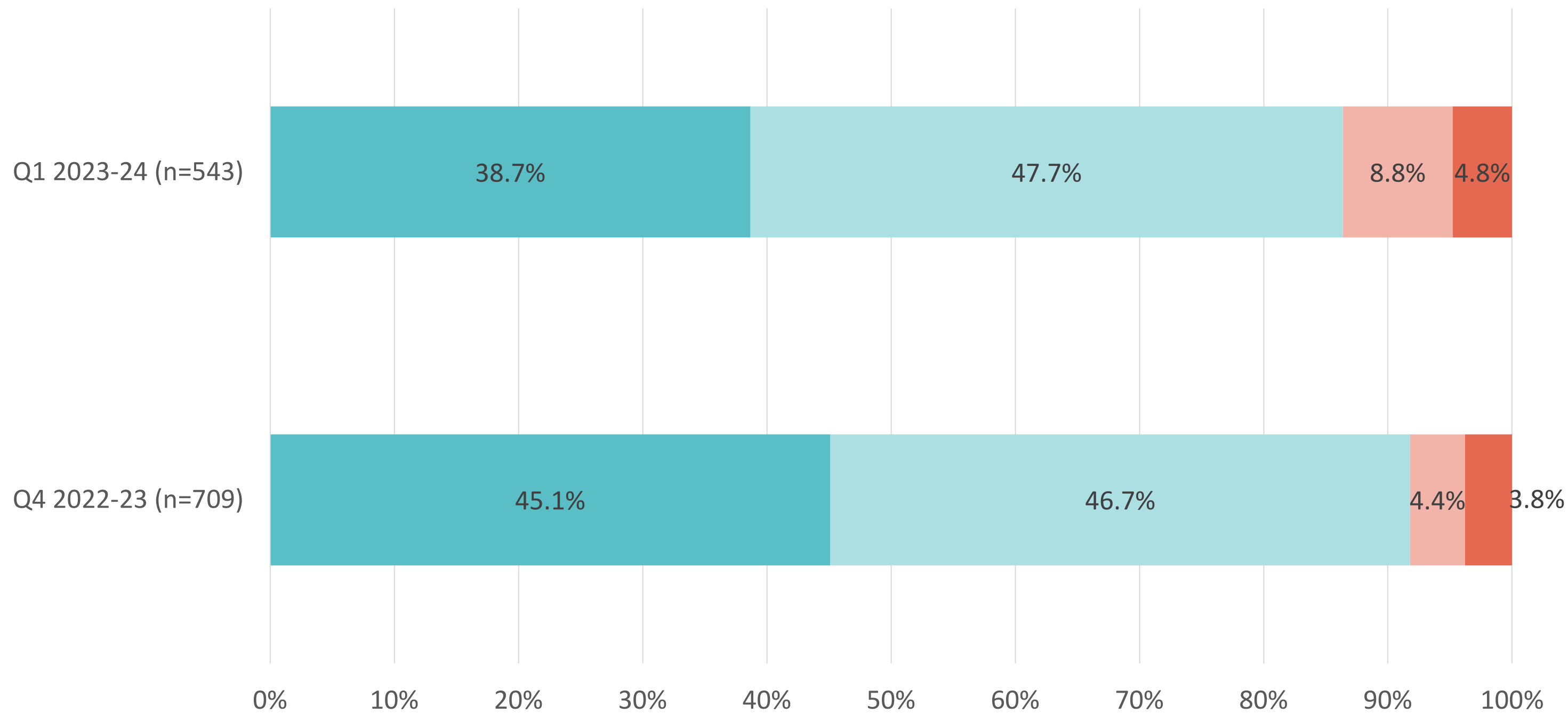
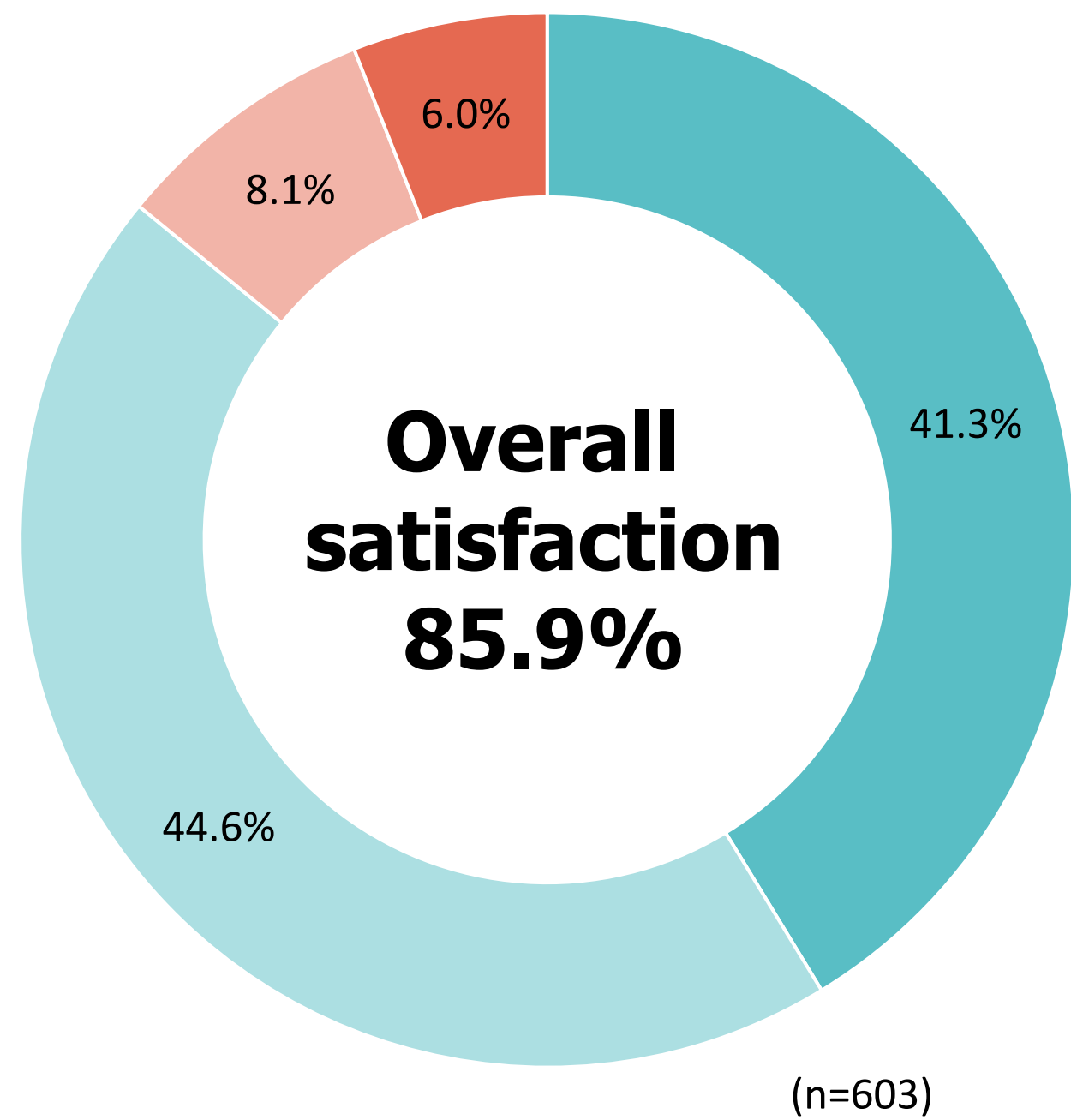
In general, feedback from our customers demonstrated high satisfaction with our products and services:

- 85.9% of customers surveyed were satisfied with the various interactions with IP Australia (86.4% in Quarter 1 2023-24) (page 3)
- 87.8% satisfaction with the quality of our products and services (89.3% in Quarter 1 2023-24) (page 4)
- 88.7% satisfaction rating for our administration teams, 88% for our contact centre, 83.4% for our examiners, 89.7% for our online services, 91% for our website, and 91.9% for our IP search systems (page 5)

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

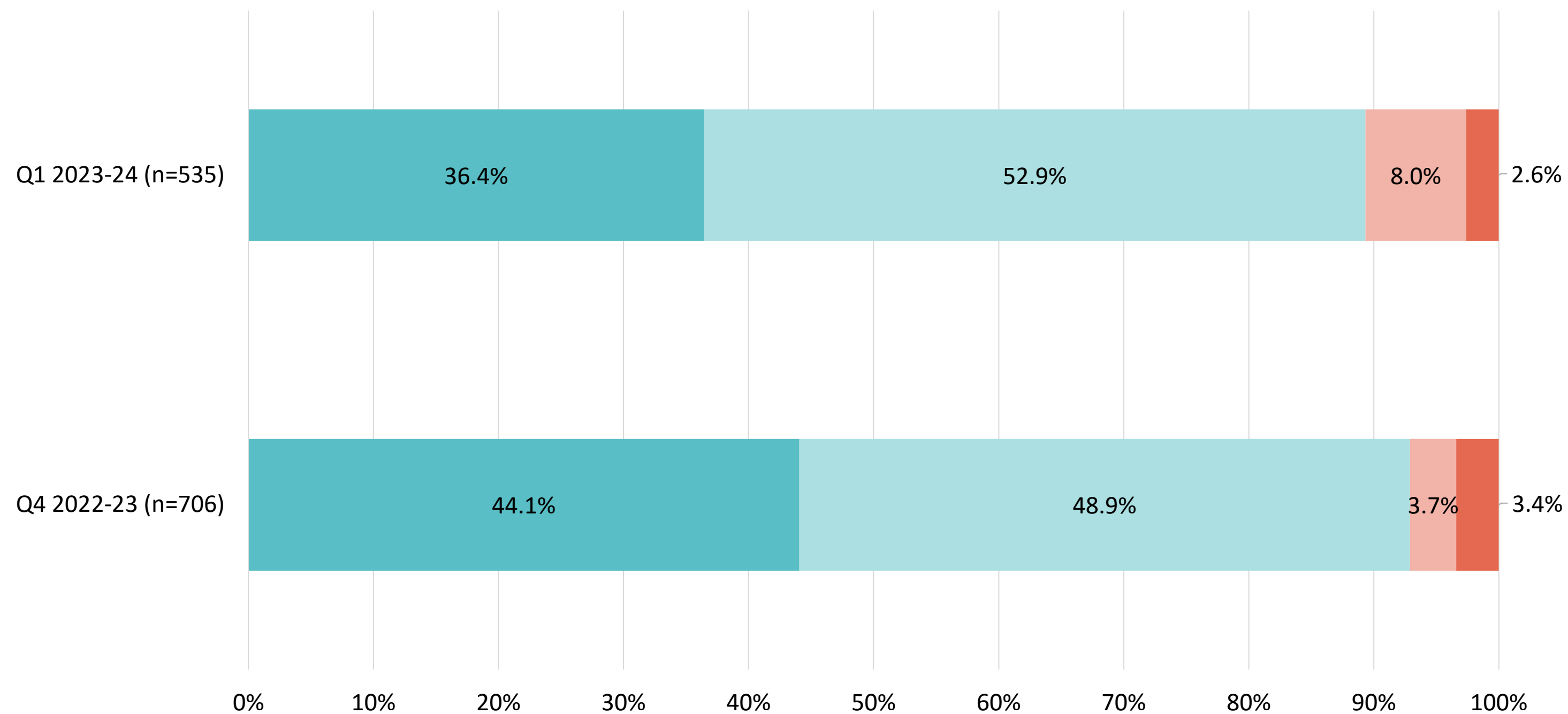
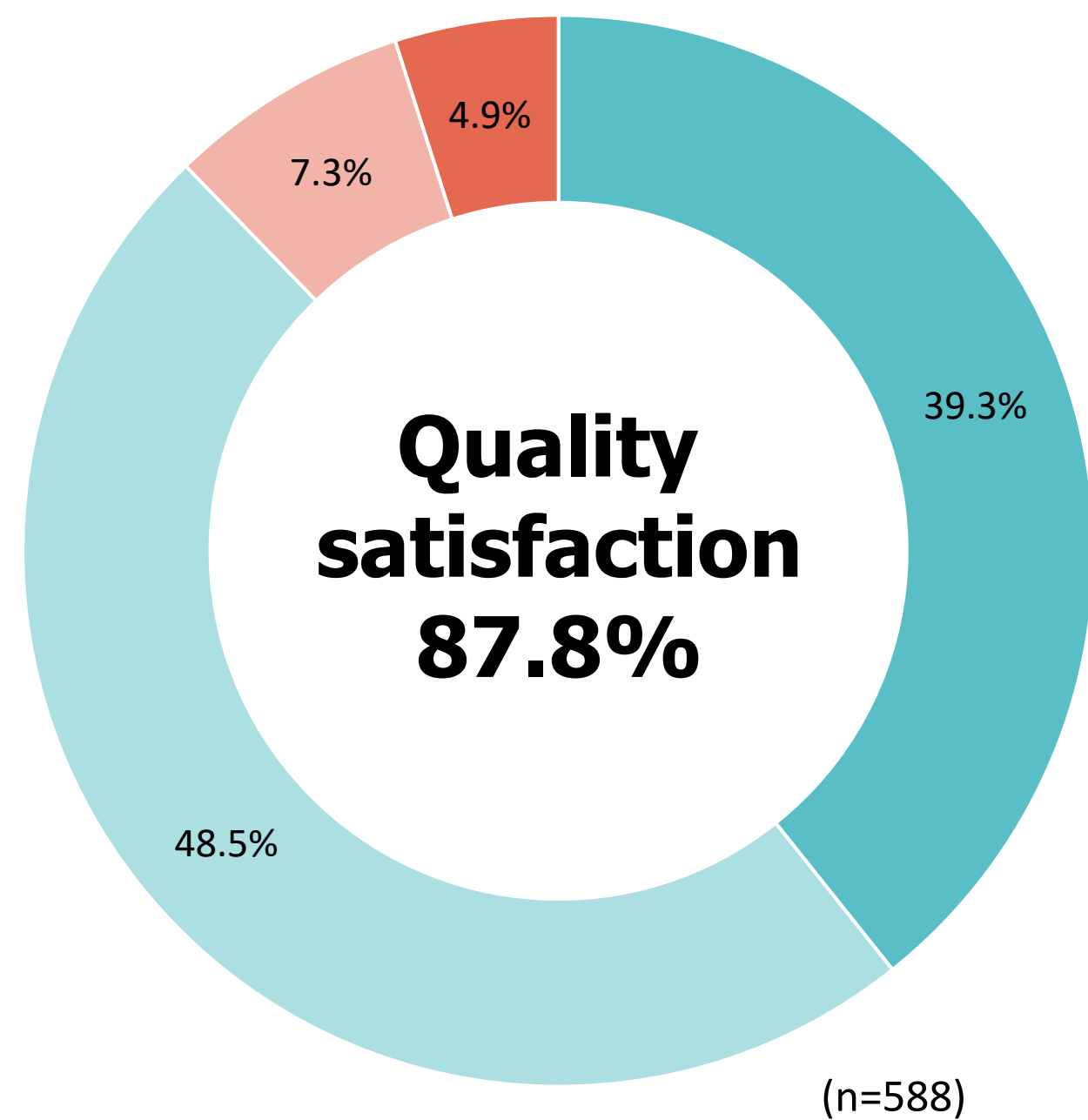
Overall, how satisfied or dissatisfied are you with IP Australia



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?*



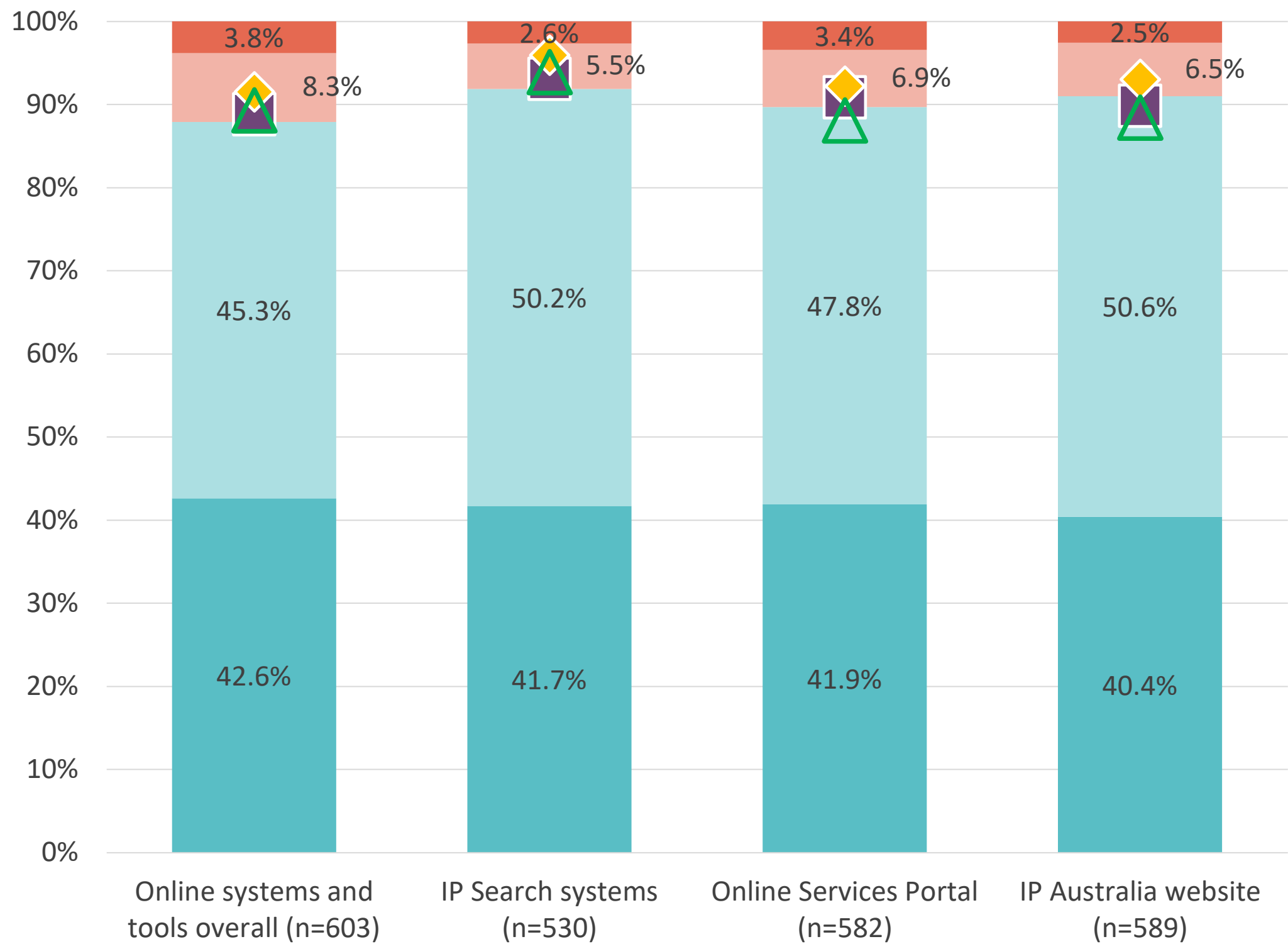
■ Very satisfied ■ Satisfied ■ Dissatisfied ■ Very dissatisfied

Note: Figures may not sum to 100 due to rounding

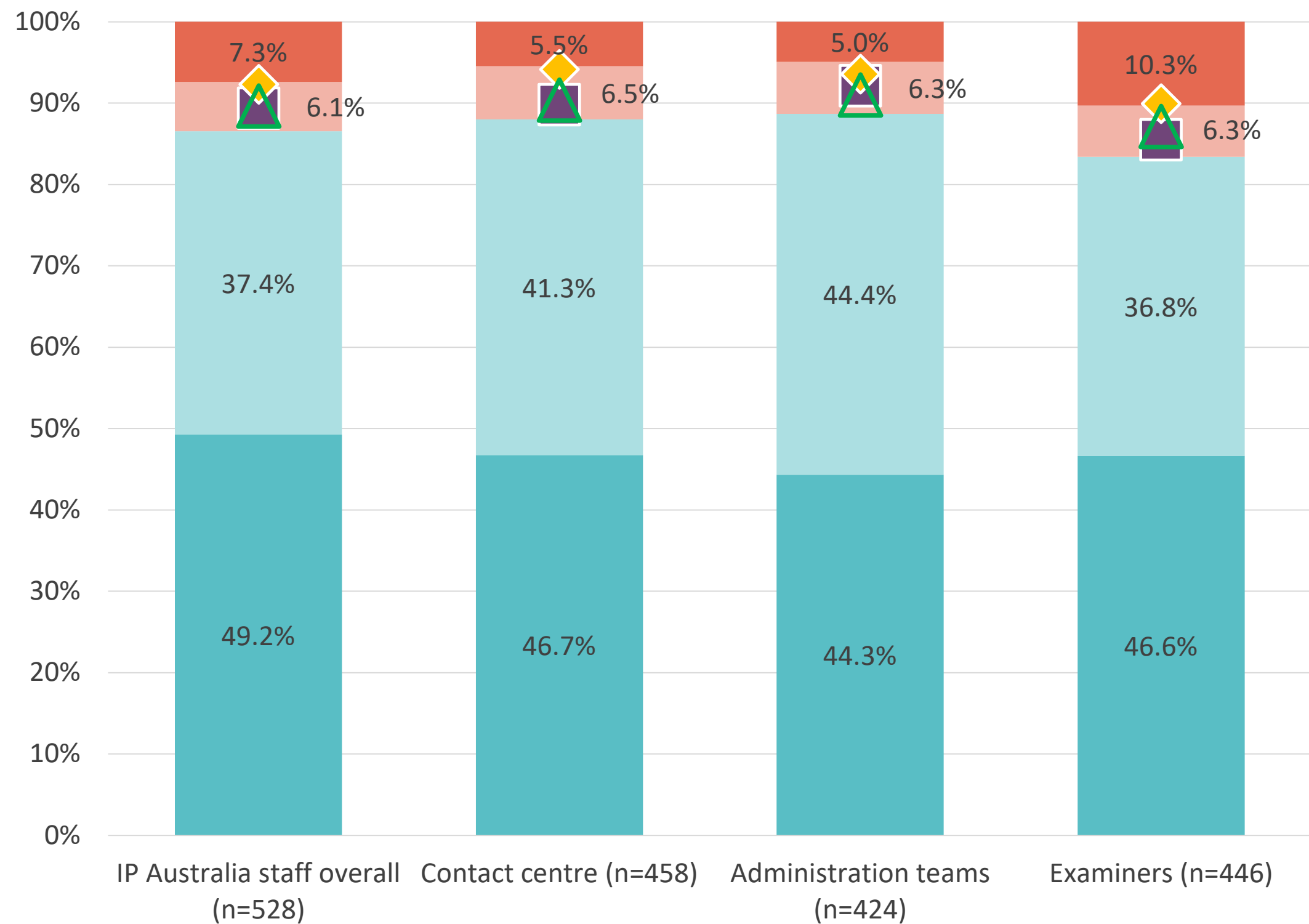
# Touchpoints

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

## Online systems and tools



## Interactions with staff

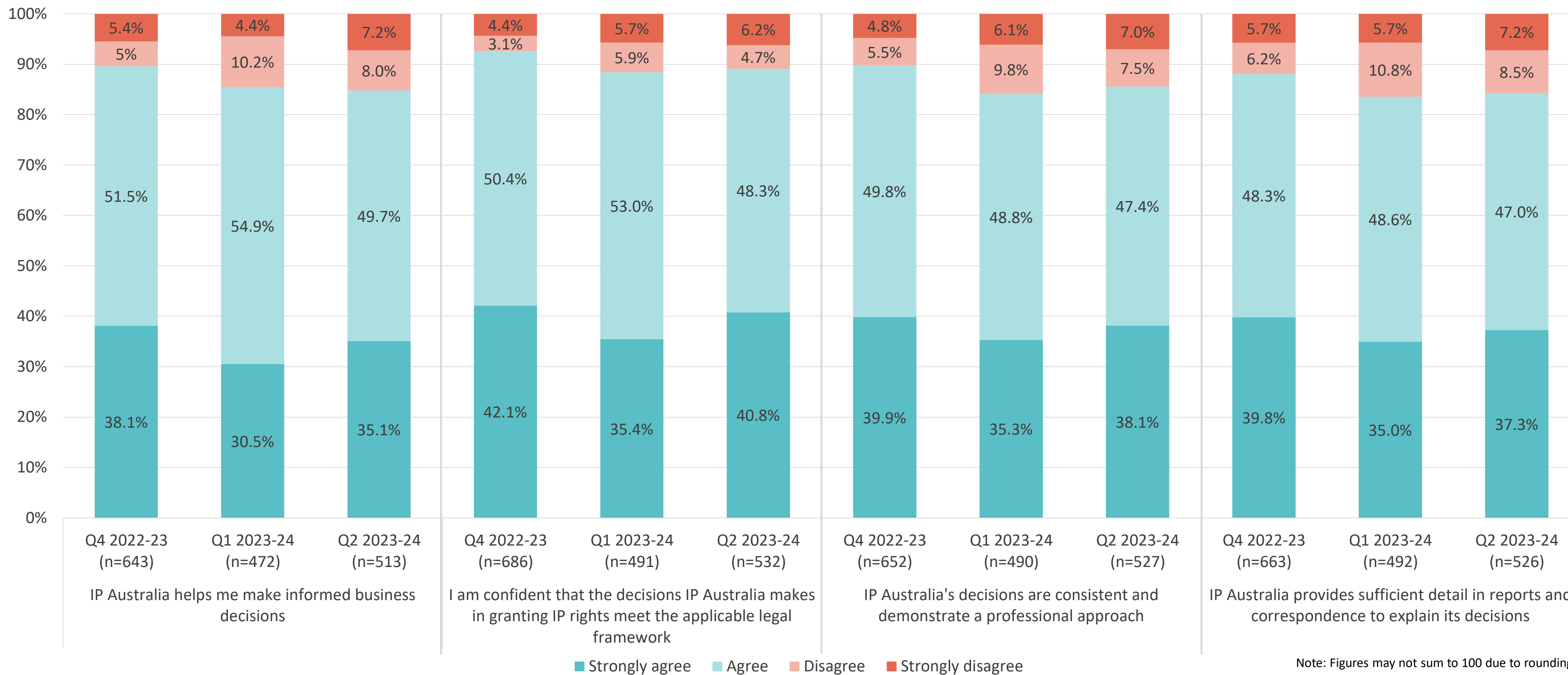


■ Very satisfied   
 ■ Satisfied   
 ■ Dissatisfied   
 ■ Very dissatisfied  
■ Q1 2023-24   
 ◆ Q4 2022-23   
 ▲ Q3 2022-23

■ Very satisfied   
 ■ Satisfied   
 ■ Dissatisfied   
 ■ Very dissatisfied  
■ Q1 2023-24   
 ◆ Q4 2022-23   
 ▲ Q3 2022-23

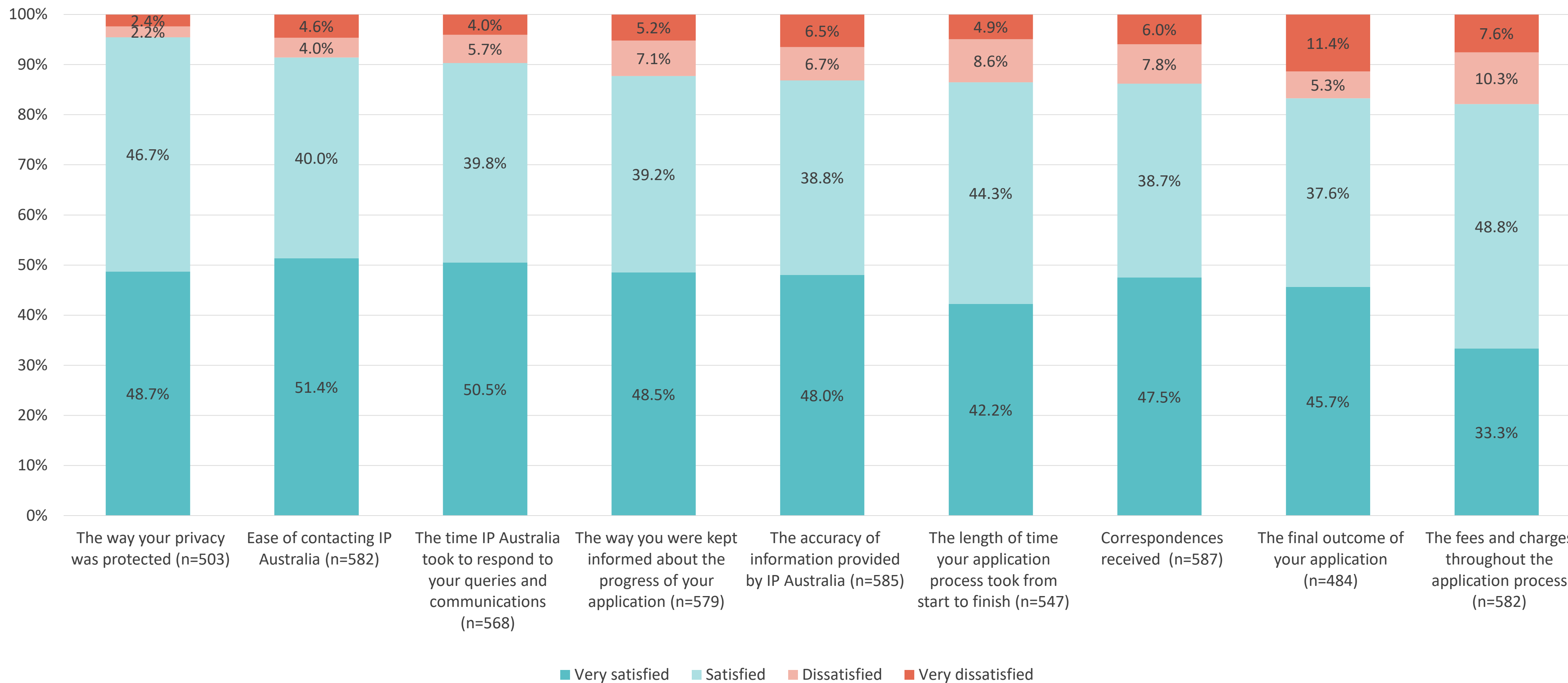
# Customer experience

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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