

UNITED STATES
PATENT AND TRADEMARK OFFICE



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Patent Quality Chat

Customer Perceptions of Patent Quality and New Customer Experience (CX) Initiative

December 11, 2018

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To send in questions or comments during the webinar, please email:

PatentQuality@uspto.gov

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<http://www.uspto.gov/patentquality>

Patent Quality

Providing high-quality, efficient examination of patent applications is paramount to [our mission](#) at USPTO. To ensure we continue to issue high-quality patents that will fuel innovation well into the future, the [Office of the Deputy Commissioner for Patent Quality](#), along with our partners across the Patents organization, promotes and supports the continuous improvement of patent products, processes and services through collaboration with internal and external stakeholders of the intellectual property community.

Highlights



[Patent Quality Chat](#)

Our next Patent Quality Chat will be on December 11th on "Customer Perceptions of Patent Quality and New Customer Experience (CX) Initiative".

[Quality Metrics](#)

See our new metrics approach, categorizing into product, process and perception indicators.

[Stakeholder Training on Examination Practice and Procedure \(STEPP\)](#)

Sign up for an upcoming training developed for those interested in a better understanding of the examination process at the USPTO.



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<http://www.uspto.gov/patent/initiatives/patent-quality-chat>

1 Patent Quality Chat

2 Join the Webinar

3 **2018 Chat Series**

4 Previous Events

5 General Information

2018 Chat Series

Date	Topic	Speaker
Tuesday, April 10 Noon - 1 p.m. ET	Strengthening your IP Internationally using the expanded Collaborative Search Pilot <ul style="list-style-type: none">• Presentation Slides (coming soon)• Video (coming soon)	<ul style="list-style-type: none">• Dan Hunter Director for International Work Sharing, Planning and Implementation in the Office of International Patent Cooperation (OIPC)• Amber Ostrup Program Manager for the Office of International Patent Cooperation (OIPC), International Work Sharing
Tuesday, March 13 Noon - 1 p.m. ET	Subject Matter Eligibility: Guidance & Examination Resources <ul style="list-style-type: none">• Presentation Slides• Video	<ul style="list-style-type: none">• Bob Bahr Deputy Commissioner for Patent Examination Policy

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Patent Quality Chat

Customer Perceptions of Patent Quality and New Customer Experience (CX) Initiative

Marty Rater

Chief Statistician for Patent Quality

Michael Easdale

Statistician, Office of Patent Quality Assurance (OPQA)

David Fitzpatrick

Statistician, Office of Patent Quality Assurance (OPQA)

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Agenda

- Role of surveys in assessing patent examination quality
- Current customer perceptions
- Customer Experience and USPTO's designation as a High-Impact Service Provider



Assessing Examination Quality

Product Indicators

- Include metrics on the **correctness** and **clarity** of our work products.
- Are formulated using data from reviews using the **Master Review Form (MRF)**.

Process Indicators

- Assist in tracking the efficiency and consistency of our internal processes.
- Focus on analyzing **reopening of prosecution** and **rework of Office actions** as well as improving **consistency of decisions making** (e.g. allowance rates).

Perception Indicators

- Are formulated from solicited **internal and external survey data** to validate/verify other metrics; the data can also be used for root cause analysis.

EXTERNAL QUALITY SURVEY



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External Quality Survey

- Started in 2006
- Administered on a semi-annual basis
- Survey frame consists of “top filing” firms/entities
 - 6 or more patent applications in calendar year
 - Represents approx. 95% of total filings



Why Top Filers?

- Interacting with USPTO on a frequent basis
 - More likely to be able to detect changes in performance
 - Maintains anonymity as not directed to a specific application or interaction
 - Results not influenced by a single application and/or the patentability determination
- Other surveys and data collection efforts exist to capture perceptions of *all* customers



Sample Frame

- Stratified random sample of customers
 - Customers randomly assigned to a panel group (approx. 1500 customers per group)
- Each panel group is in two successive waves of data collection before rotating out
 - 50% replacement each wave



Survey Methodology

- Two surveys (waves) per year
- Sample includes 2 panel groups each wave, or approx. 3,000 customers
- Paper and web options for completing the survey
 - About 85% now complete survey on-line
- Reference period for each survey is the previous quarter
 - FY18Q4 survey referenced office actions received during Q3



Survey Content

- Adherence to rules and procedures
- Correctness, clarity, and consistency of rejections made
 - 35 USC §102; 35 USC §103; 35 USC §112(a); 35 USC §112(b); and USC §101
- Search quality
- Overall examination quality
- Open-end comments section

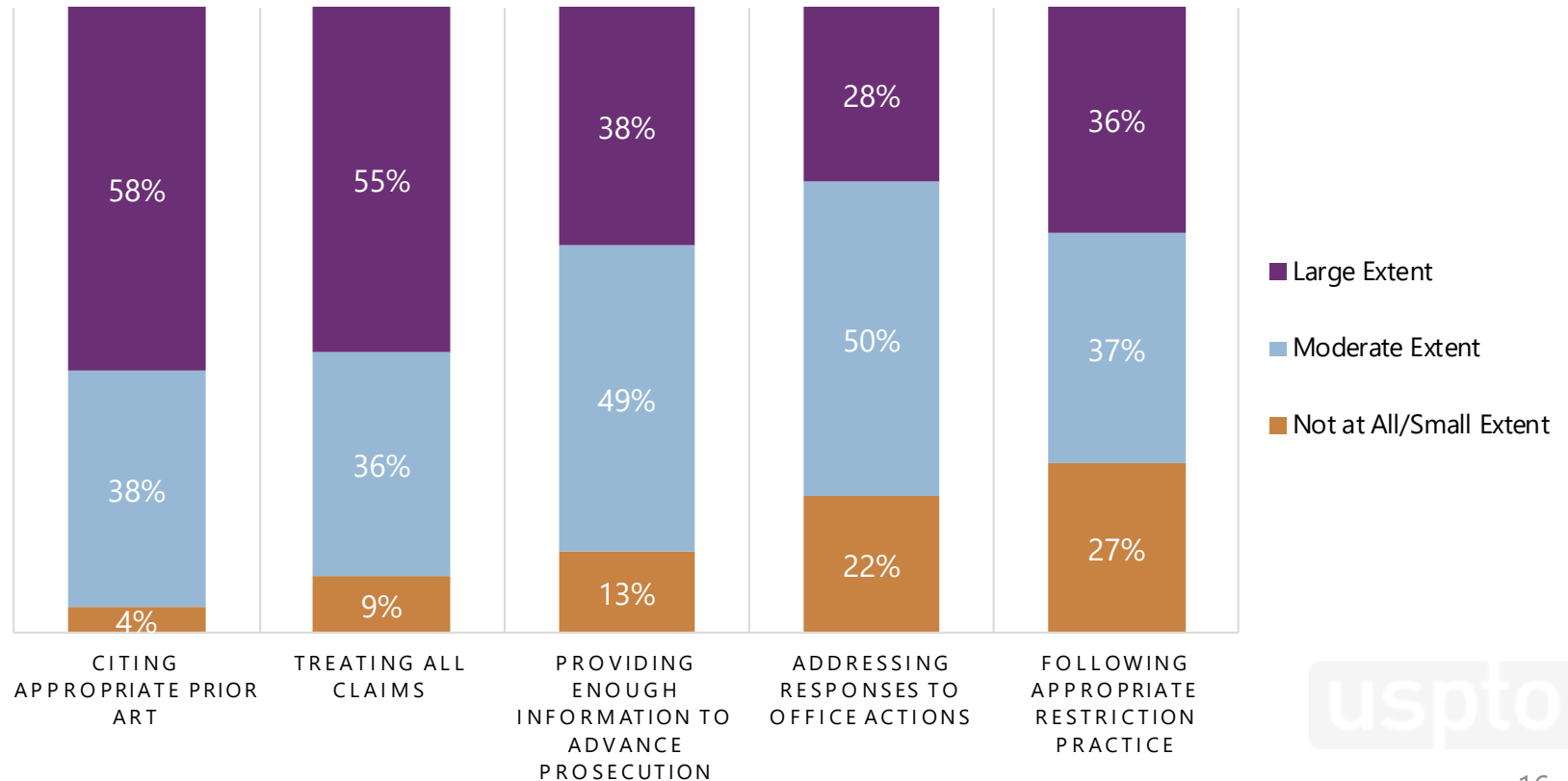


Key FY18Q4 Survey Findings

- Ratings of overall quality stayed constant in FY18
- Greatest adherence to rules and procedures for “citing appropriate prior art” and “treating all claims”
- Correctness, clarity, and consistency of 35 USC §103 rejections had the highest correlation with overall examination quality
- Customers in the mechanical fields reported higher ratings
- When asked what other quality issues or concerns they have, respondents most frequently mentioned issues related to 35 USC §101 rejections and general consistency of office actions

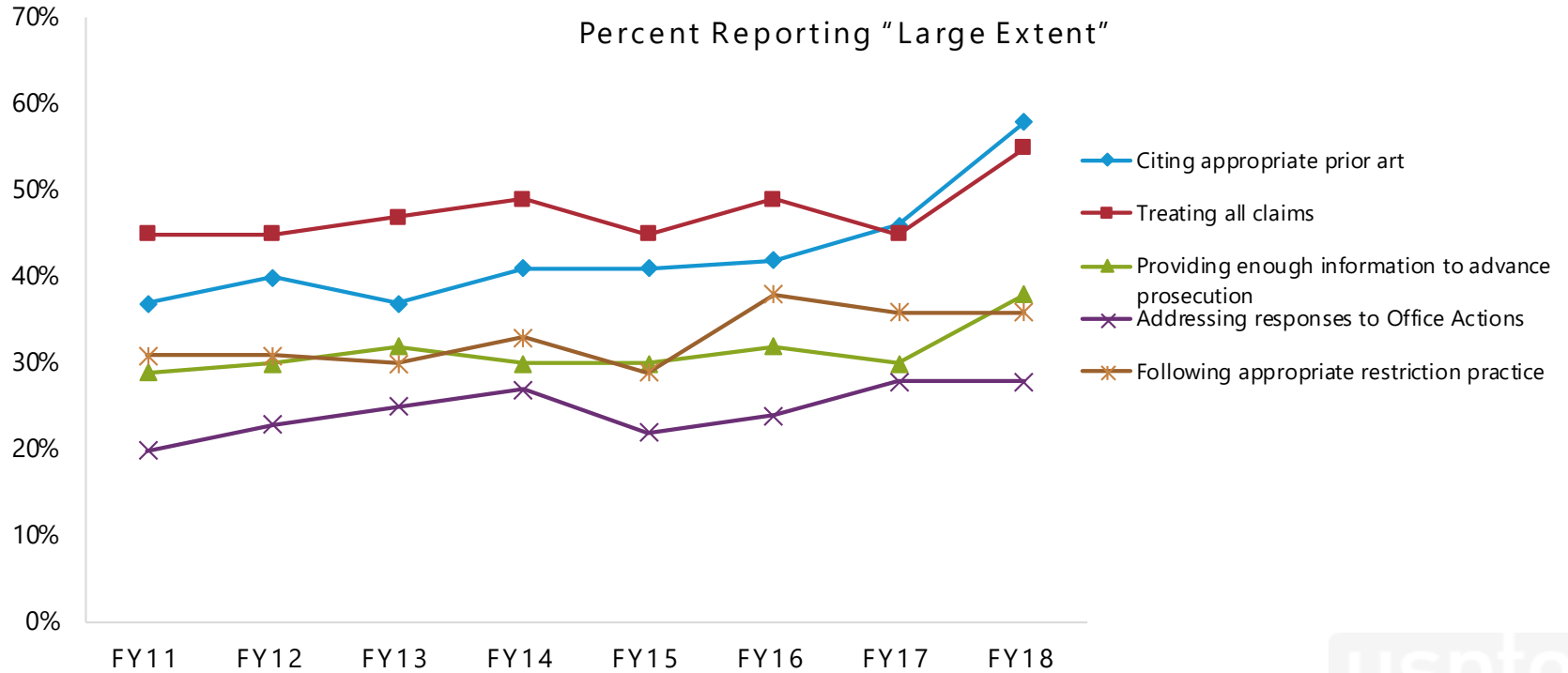


Adherence to Rules & Procedures

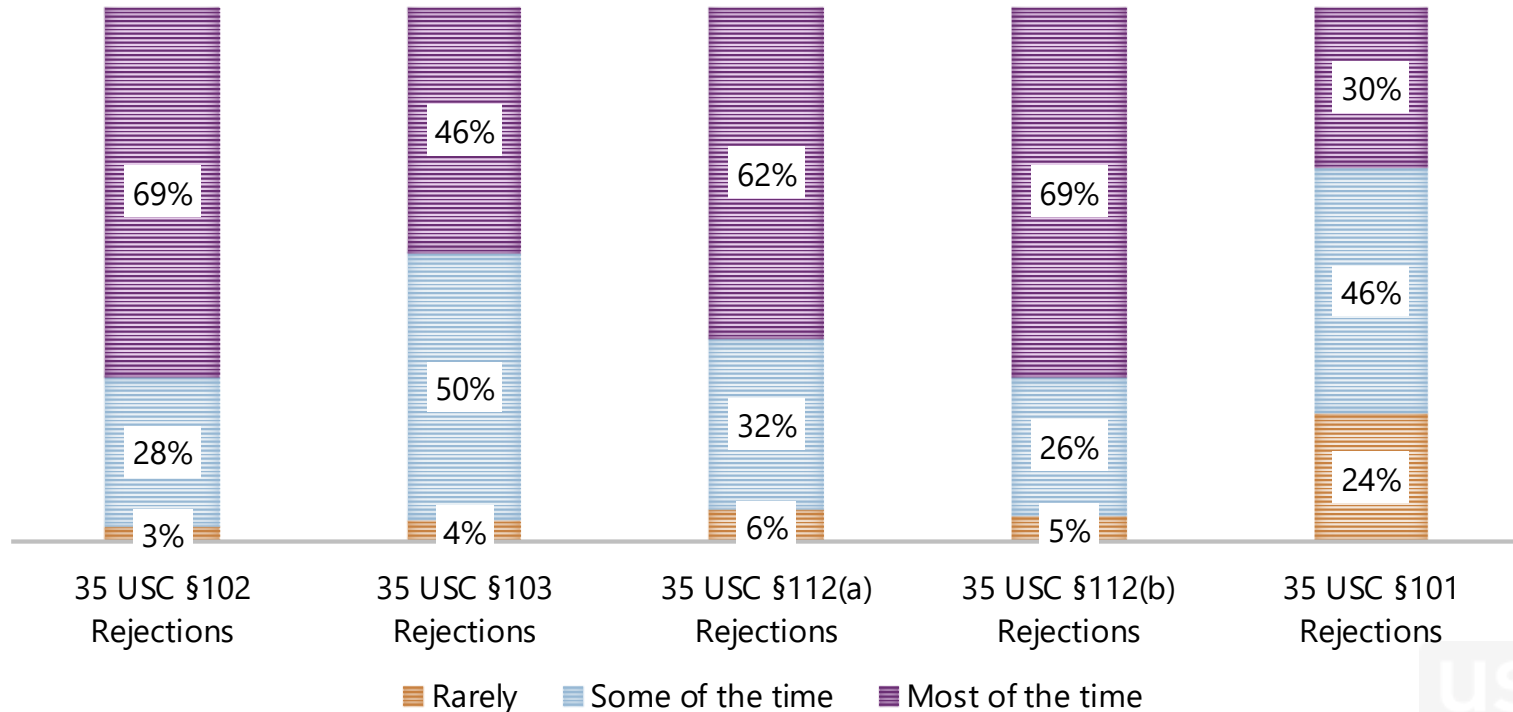


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Adherence to Rules & Procedures



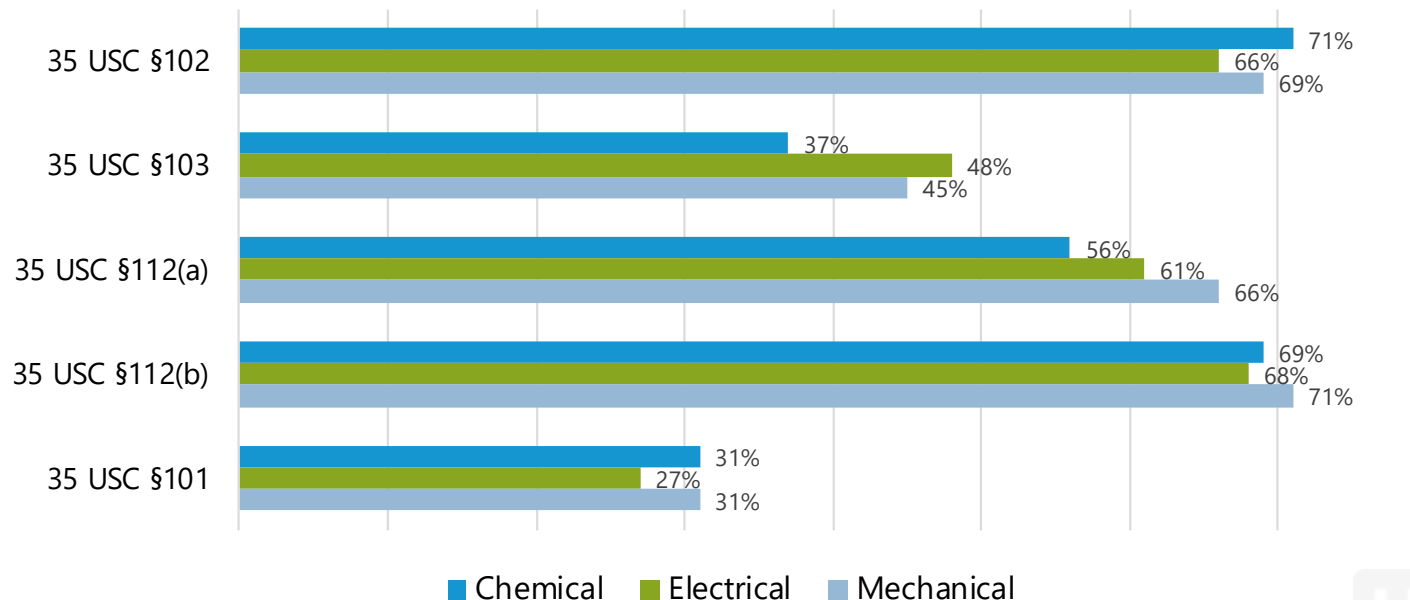
Correctness



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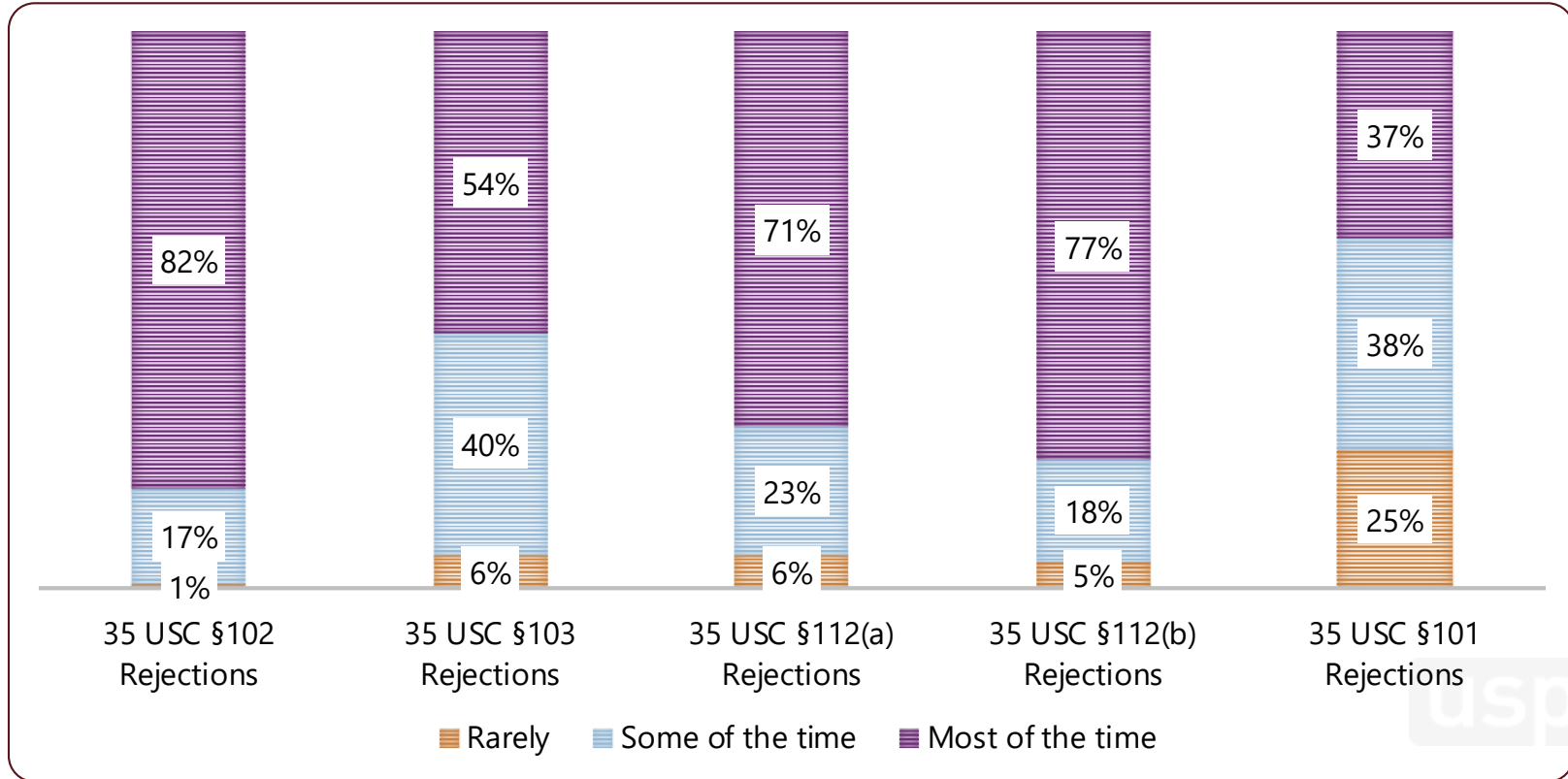
Correctness by Discipline

Percent Reporting "Most" or "All of the Time"



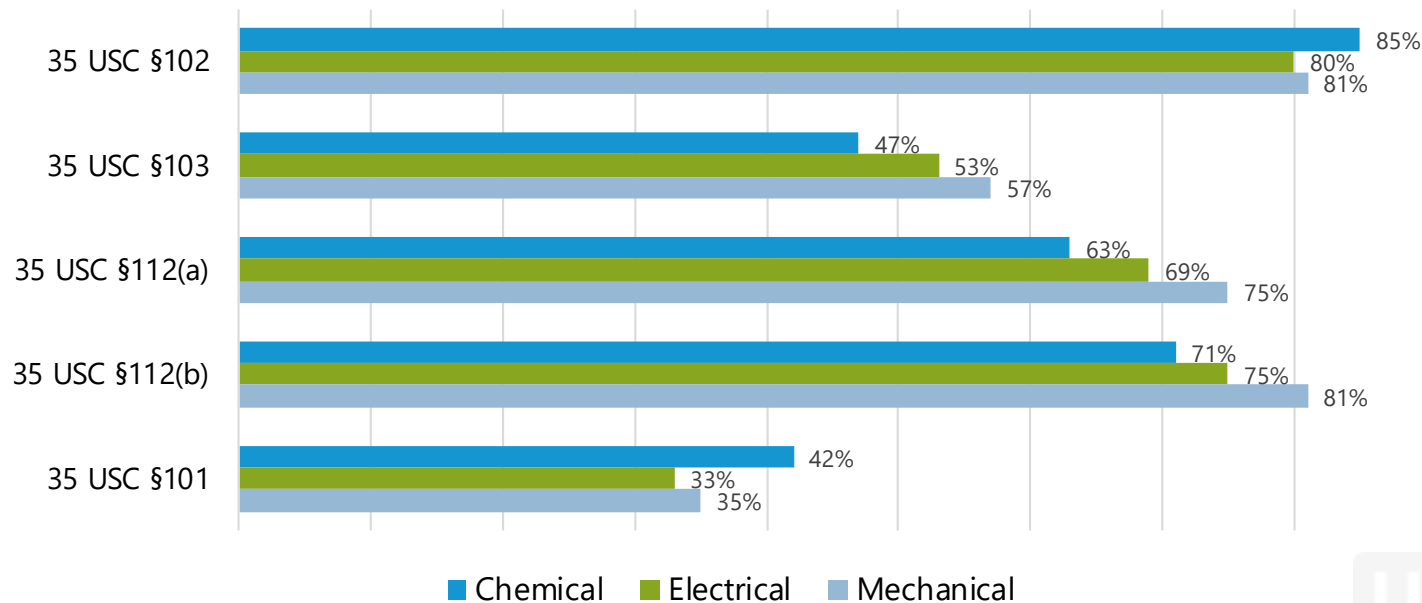
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Clarity



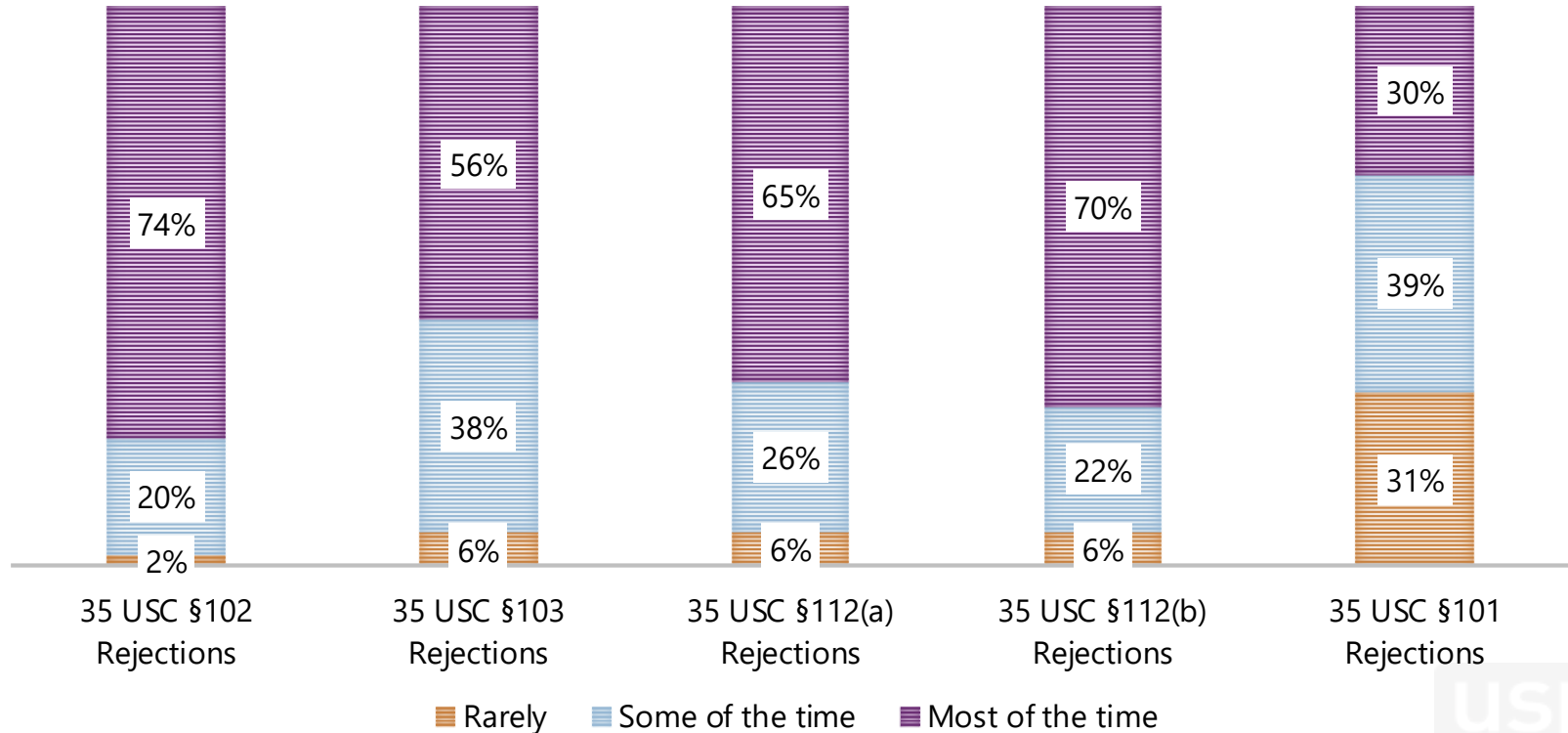
Clarity by Discipline

Percent Reporting "Most" or "All of the Time"



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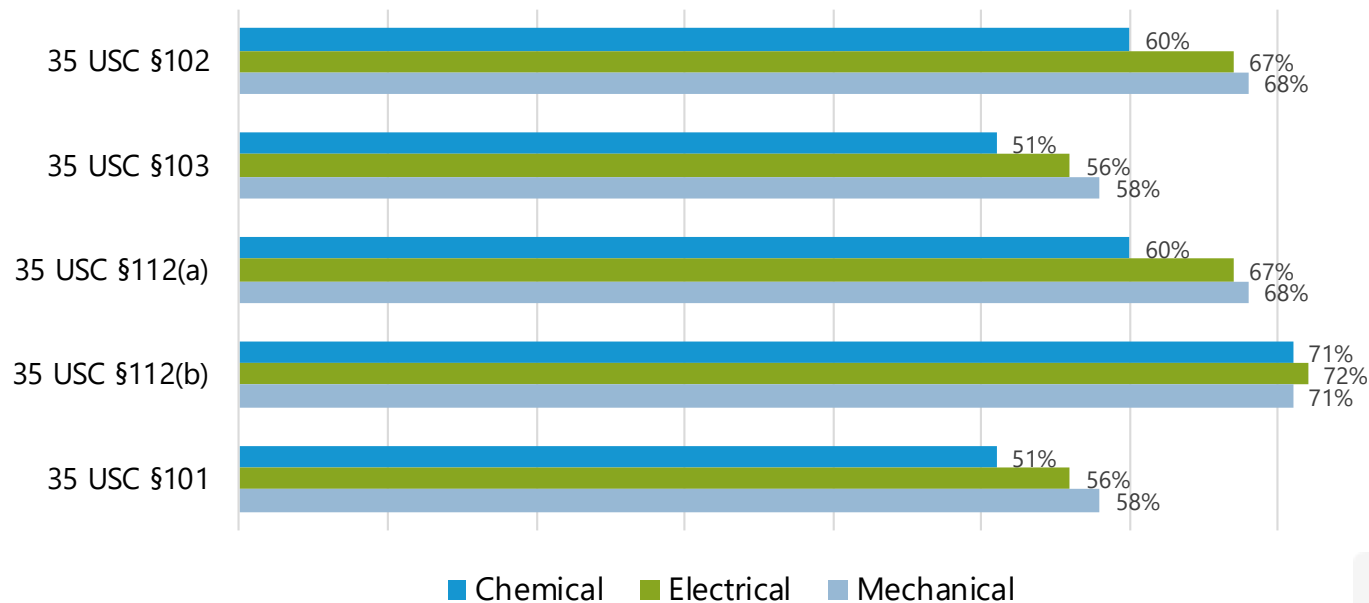
Consistency



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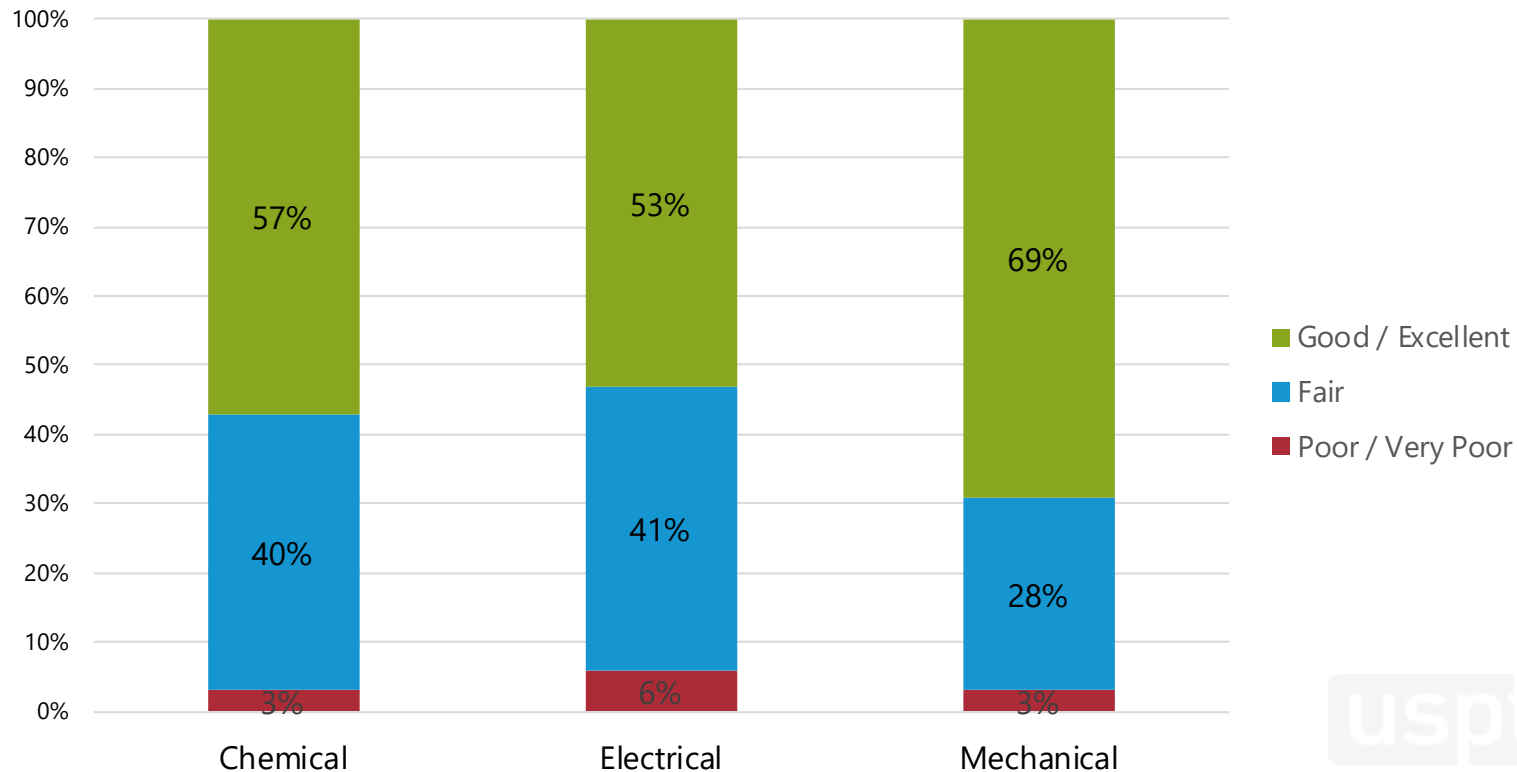
Consistency by Discipline

Percent Reporting "Most" or "All of the Time"



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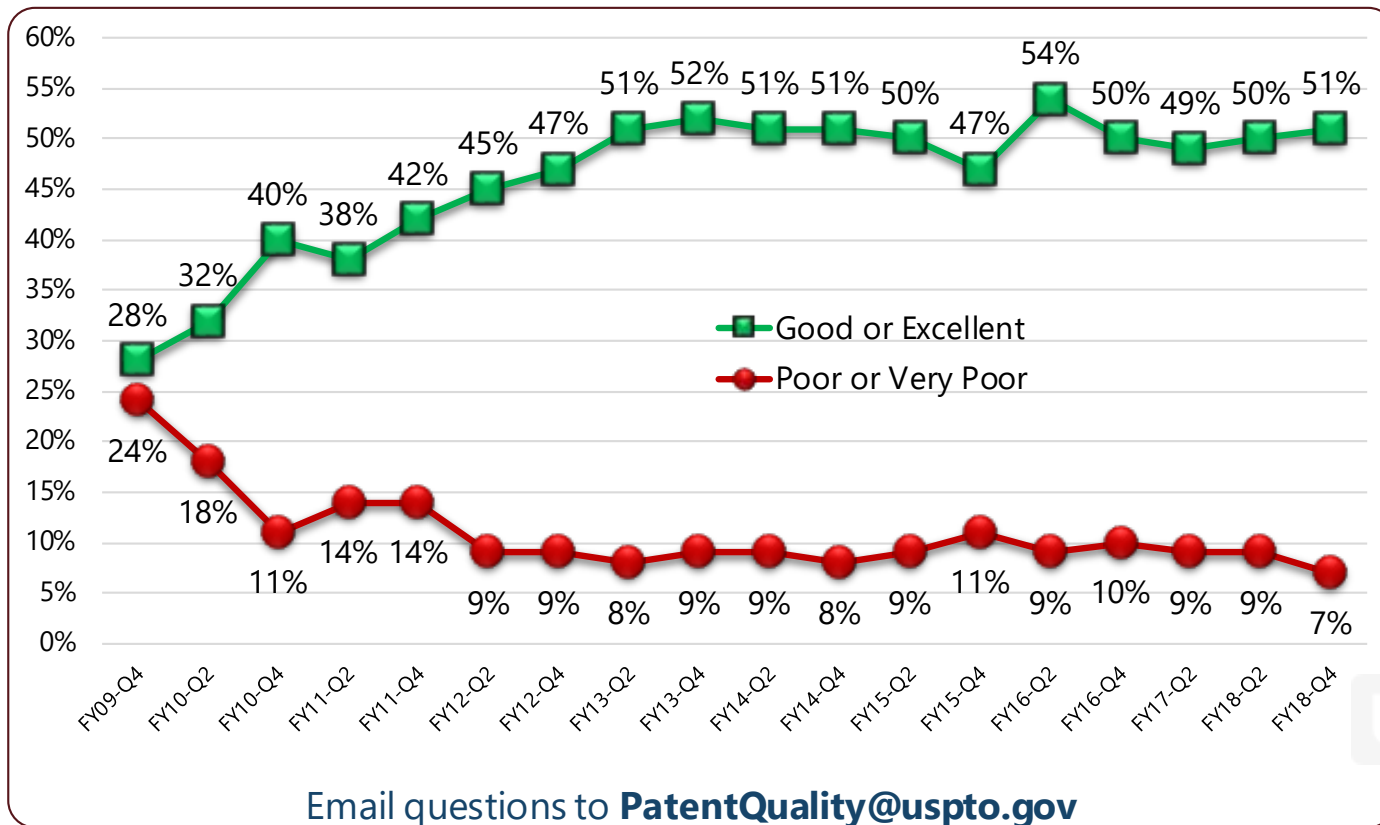
Quality of Prior Art



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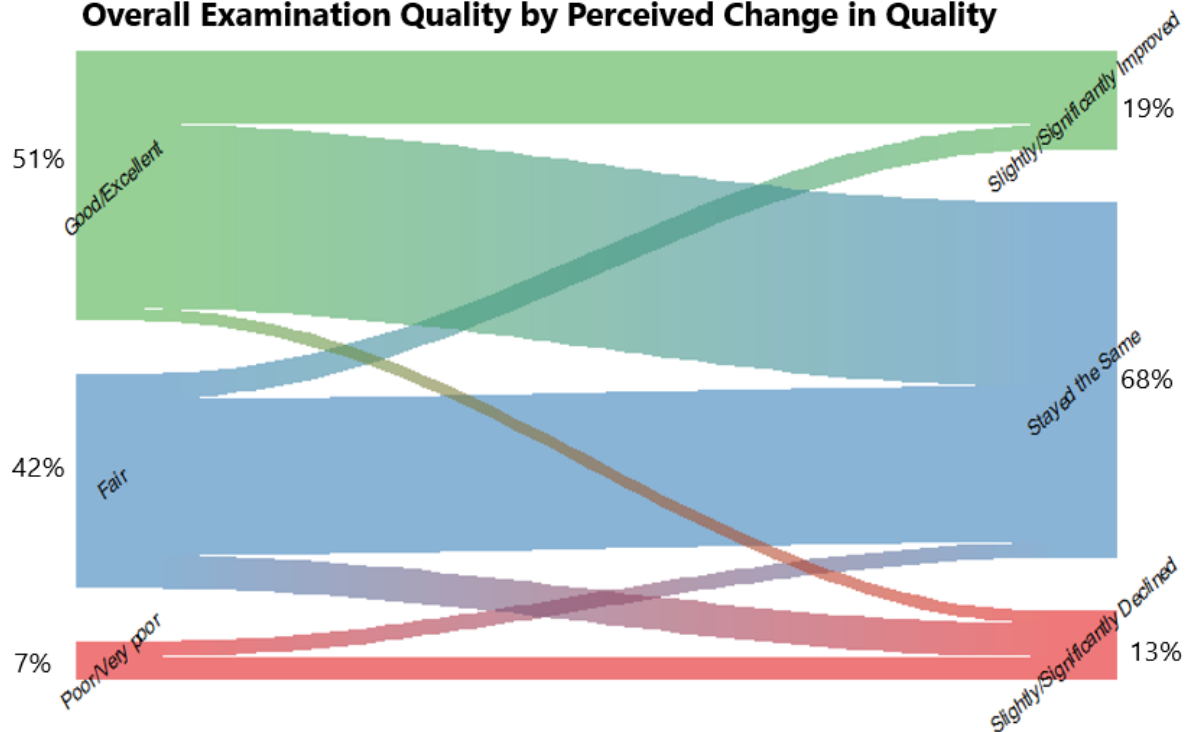


Overall Examination Quality



Perceived Change in Quality

Overall Examination Quality by Perceived Change in Quality

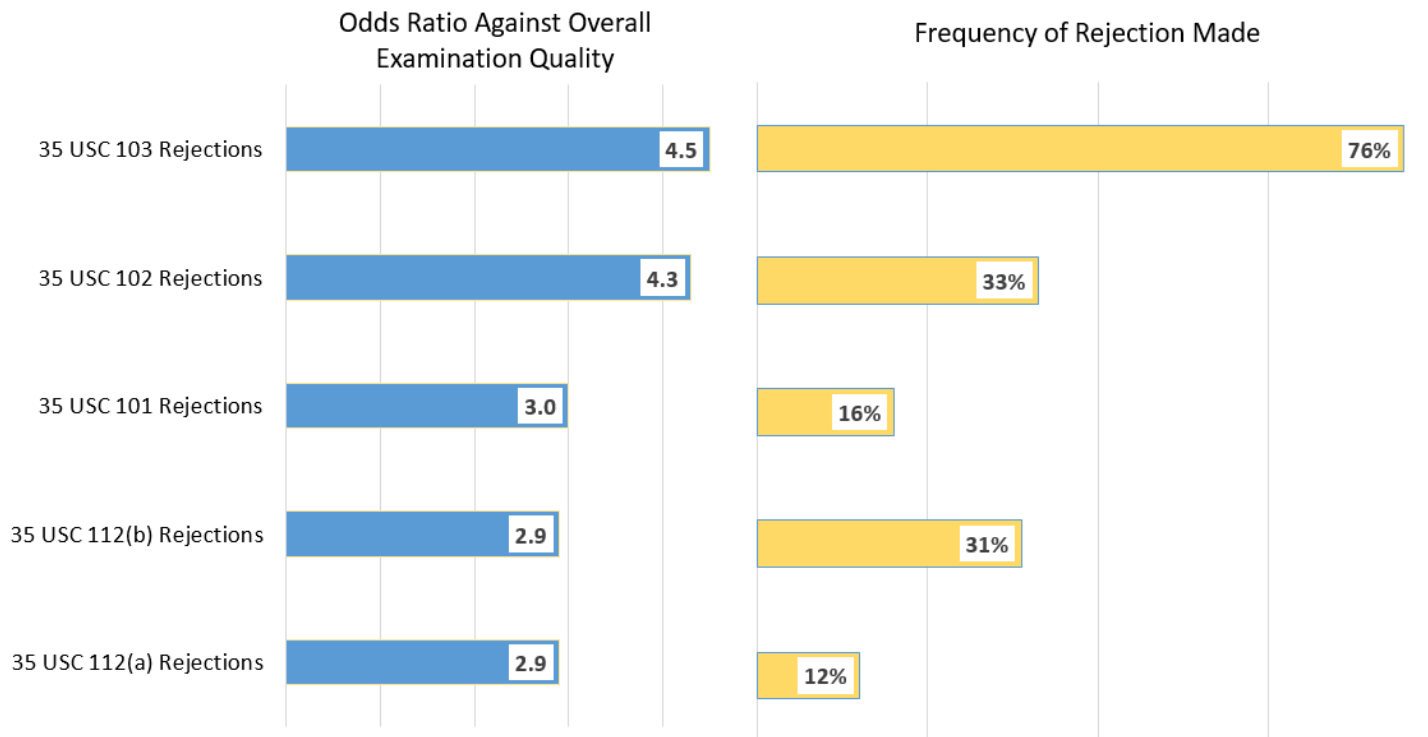


Quality	Direction	%
Good/Excellent	Improved	14%
	Stayed the Same	35%
	Declined	2%
Total		51%
Fair	Improved	5%
	Stayed the Same	30%
	Declined	7%
Total		42%
Poor/Very Poor	Improved	0%
	Stayed the Same	3%
	Declined	4%
Total		7%



Key Drivers of Quality

The 103 rejections were found to have the highest odds ratio against Overall Examination Quality. That is, if a respondent rated the 103 rejections to be correct "most/all the time", the respondent is 4.5 times more likely to rate the Overall Examination Quality as good/excellent.



CUSTOMER EXPERIENCE (CX)



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What is customer experience (CX)?

- Customer experience encompasses what a customer **thinks, feels, and does** during interactions with an organization across multiple touchpoints and channels throughout the duration of the relationship with the organization.
- Customer service is just one part of the customer experience
 - CX Pillars: Product; Value; Service; Brand



Customer Experience Initiative

- OMB Circular A-11, Summer 2018
- Government-wide CX effort
- USPTO identified as a High-Impact Service Provider (HISP)
 - Only Dept. of Commerce agency designated as such
- All HISPs directed to measure their touchpoint/transactional performance with respect to satisfaction and confidence/trust



Let's Chat about Customer Perceptions of Patent Quality and New Customer Experience (CX) Initiative

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Next Patent Quality Chat

TBD

January 8, 2019

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