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Topic 8 : Improving Customer Experience – eMadrid

Madrid System Working Group Roundtable

Geneva
16 November 2022

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Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector

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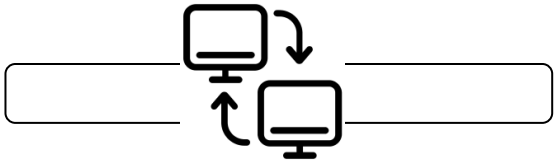
Madrid Registry Digital Transformation

Enhancing Customer Online Experience

- Single online entry point
- Self-service portfolio management
- Transparency - Real-time
- Seamless payments

Improving Electronic Data Exchange with IP Offices



- Standardization of data format/channel
- More exchange of information (status)
- Move from file exchange to data (machine-readable) exchange

Supporting data-driven business innovation

- Improved customer relations management with new generation of WIPO Account/customer ID
- More targeted marketing based on data analytics
- Improved consistency regarding classification practice via database collaboration and data mining

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Madrid System Online Services

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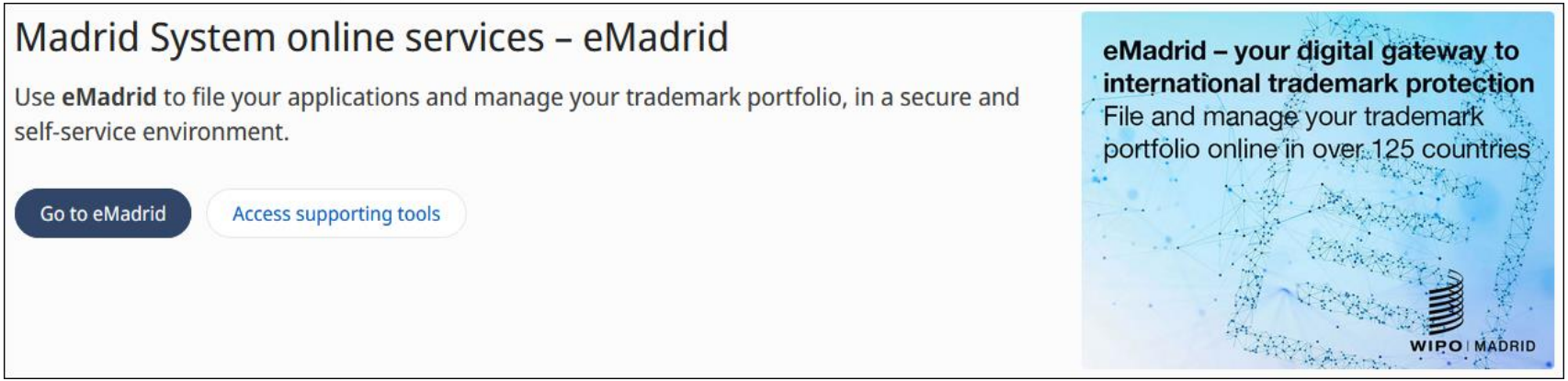
eMadrid

- You can access eMadrid through the WIPO IP Portal using your WIPO Account or through our web page



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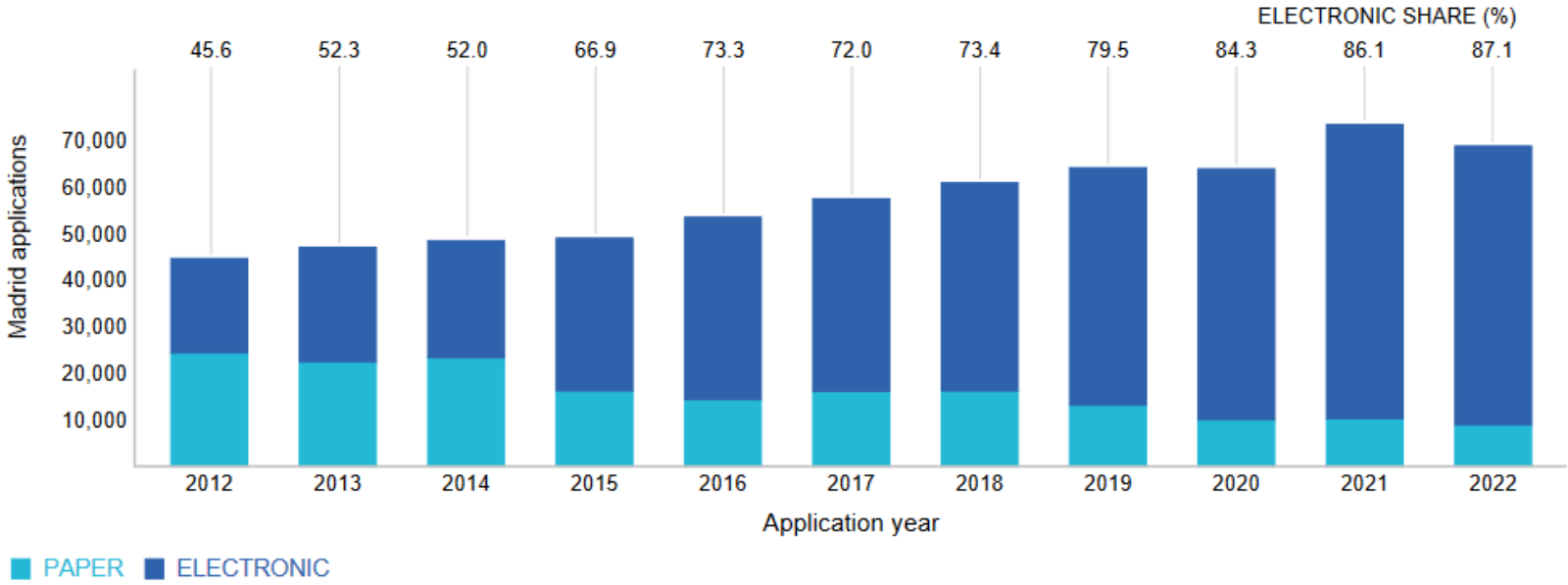
International Applications by Medium of Transmission, 2012-2022



Source: WIPO Statistics Database, March 2023.

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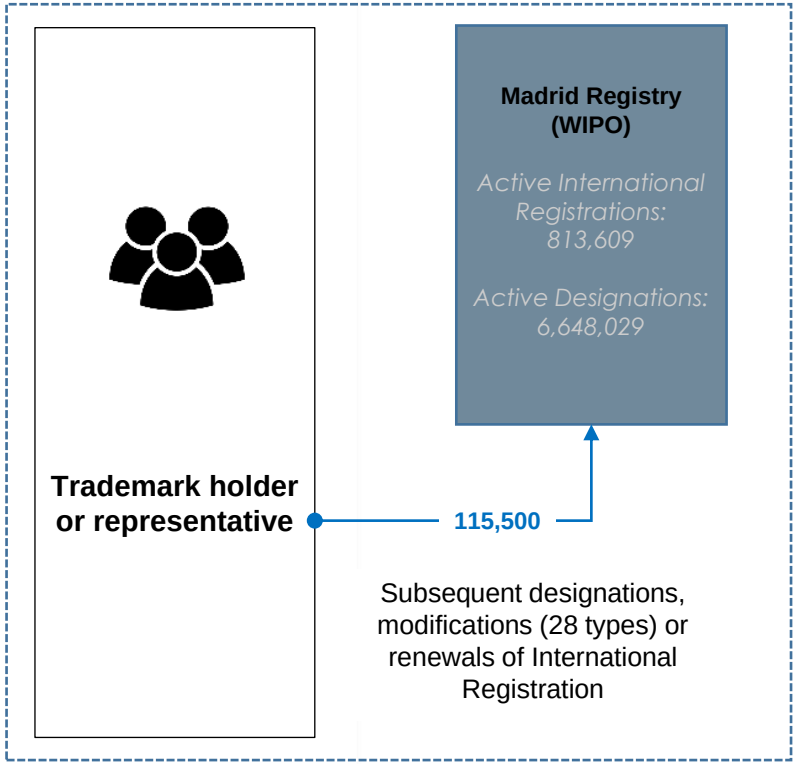
Management – International Registrations



Transaction	Volume	Online
Subsequent designation	21,891	Jul 2014
Renewal	35,050	Aug 2019
Limitation of Goods & Services	7,308	Nov 2020
Management of Representative	15,072	Mar 2021
Change in Holders Information	17,502	Jul 2021
Renunciation	1,890	July 2021
Change in Ownership	9,449	May 2022
Correction	1,326	Aug 2022
Cancellation	1,029	Feb 2023
Other modification transactions (18)	4,923	TBD
Total	**115,500**	

Figures based on 2021 data

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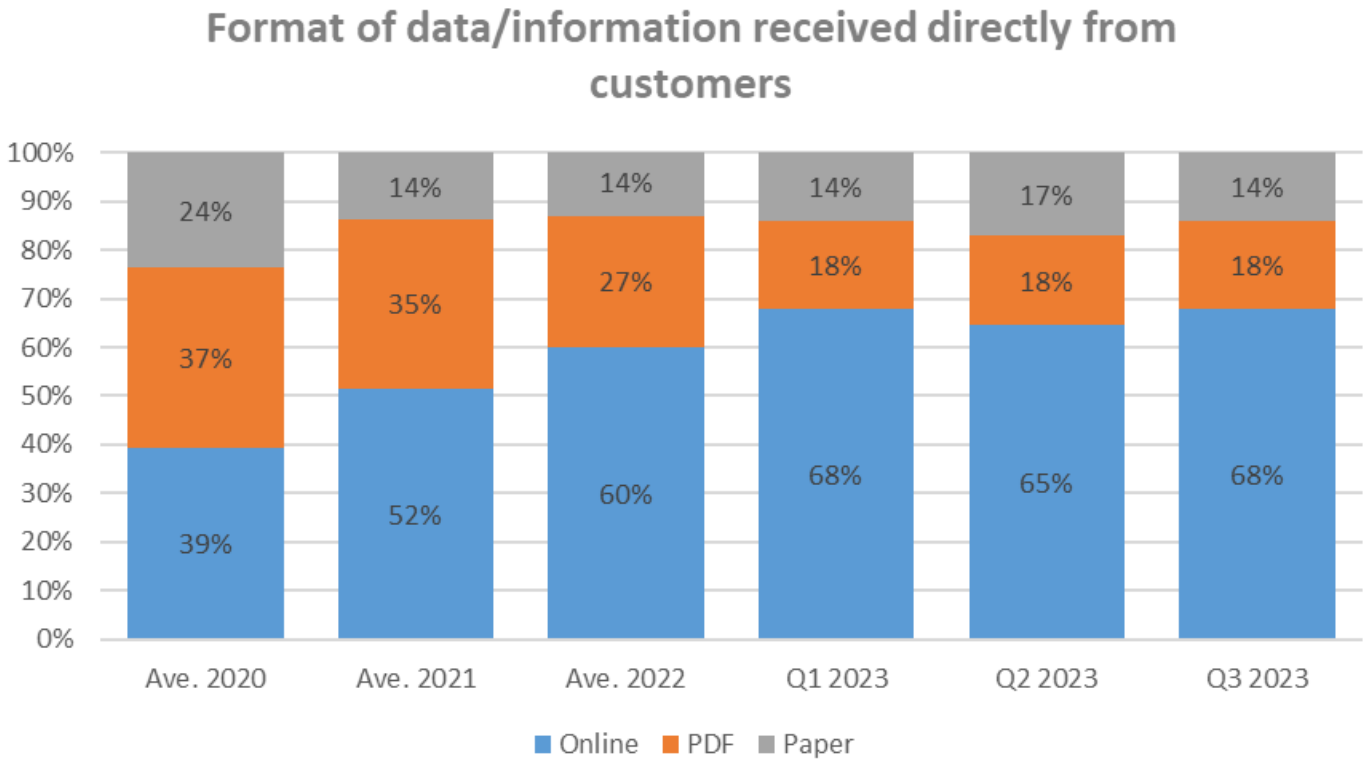
Management of International Registrations



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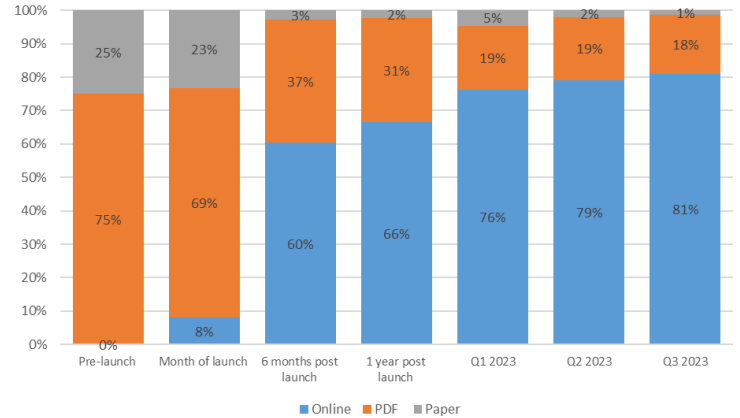
Benefits: Change in holder details

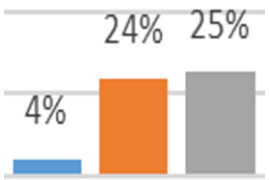
Launch on July 2021

- Pre-populated information
- Check holder information
- Automatic confirmation email: WIPO reference number + all request details

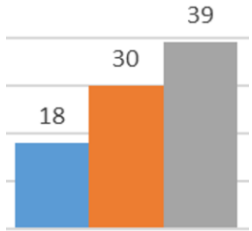
Requests received per transmission method (%)



Irregularity rate (%)



Pendency (days)



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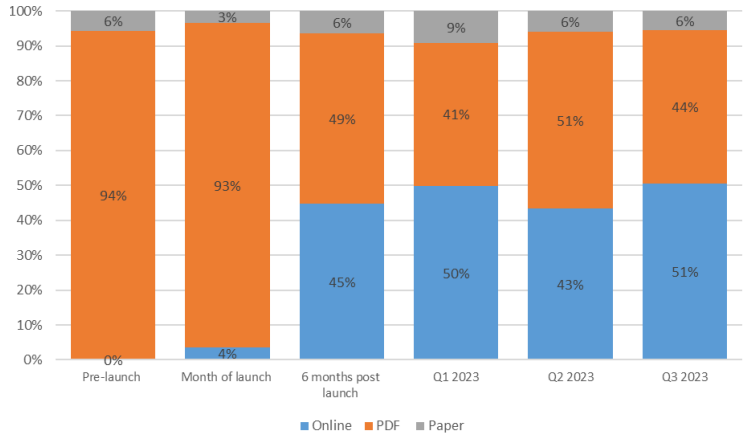
Benefits: Change in Ownership

Launch on April 2022

- Pre-populated information
- Automatic confirmation email: WIPO reference number + all request details
- Electronic signature to confirm the request

Requests received per transmission method (%)



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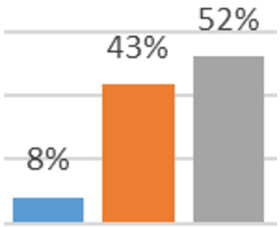

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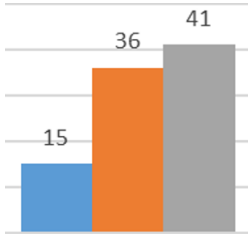

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Prototype of the new eMadrid Portal

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eMadrid portal – Principles

- Key component of digital transformation of the Madrid Registry
- Bring experience to the level of best market practices
- One central place, through a secured access, to perform all actions for filing and managing international trademark registration portfolios
- Guidance throughout the online journey and trademark lifecycle in a self-service manner

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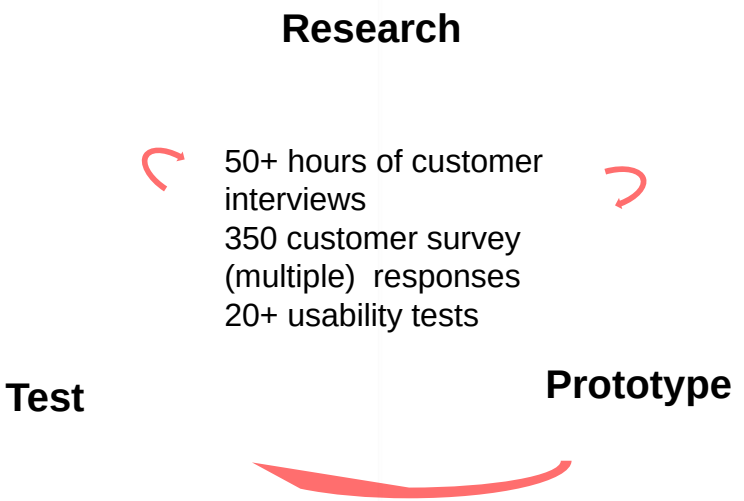
eMadrid Portal Design Approach

Iterative Design



Madrid System User Group

- 350+ customers
- Trademark holders and representatives
- Diverse profiles: roles, regions, portfolio size, gender

Madrid System User Group – Activities

- **Online services tests**: Change in ownership – Correction – cancellation)
- **Research/Interviews**: Design phase 1 and phase 2 – status information – ID and Portfolios – Payments – Prototype testing)
- **Surveys** (notifications and INID codes – Navigation labels - use of devices)
- **Tree tests and card sort**: 3 in total

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Madrid System User Group today

- November 2, 2023 : **703** participants
- **Geographical region** (Europe: 274 - Asia: 198 - North America: 104 - Latin America and Caribbean: 62 – Africa: 38 - Middle East: 14 – Pacific: 13)
- **Gender** (Female: 461 – Male: 255 - not to say: 17)
- **Portfolio size** (Less than 10: 242 - 10 to 100: 248 – 100 to 500: 133 – More than 500: 80)

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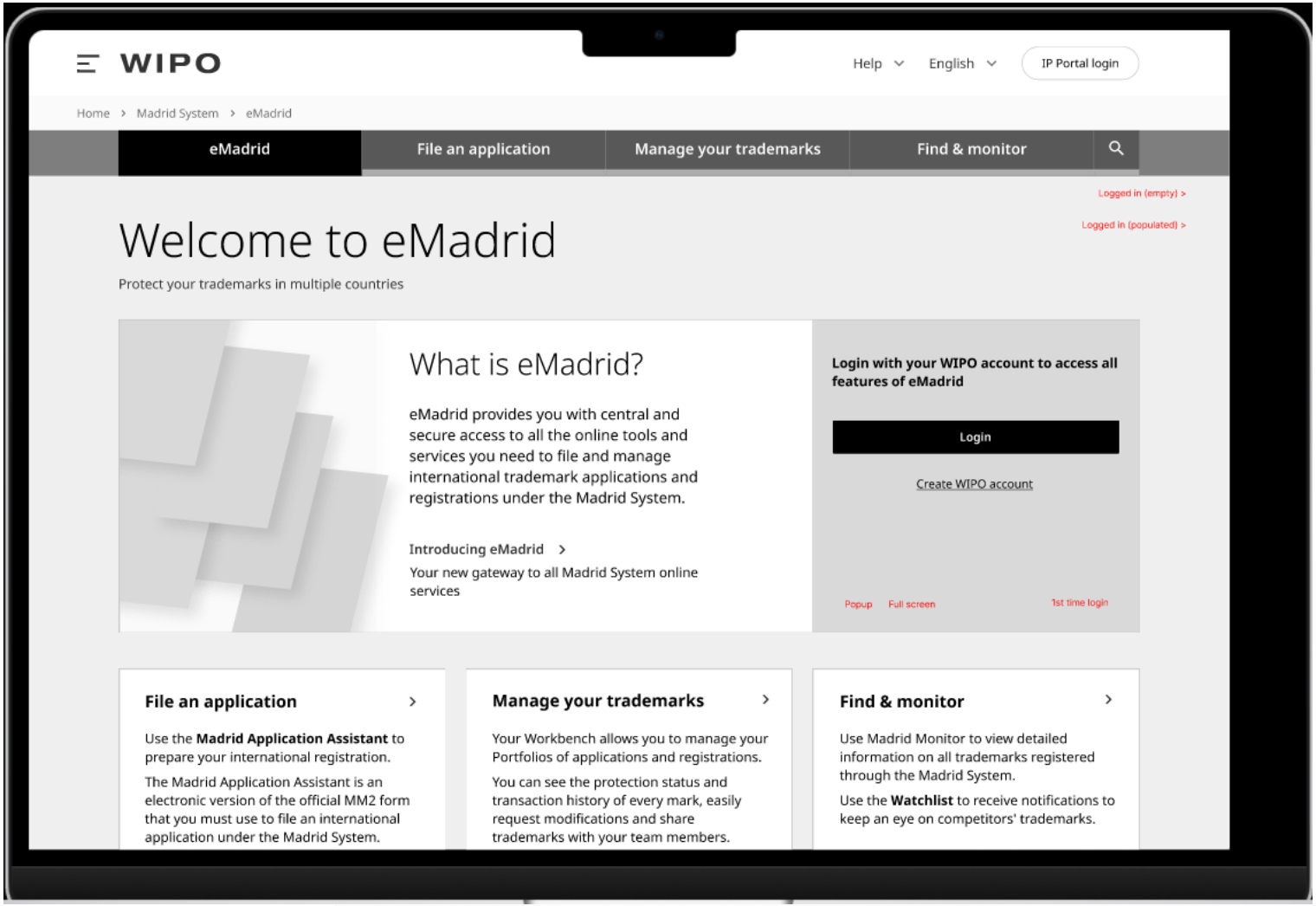

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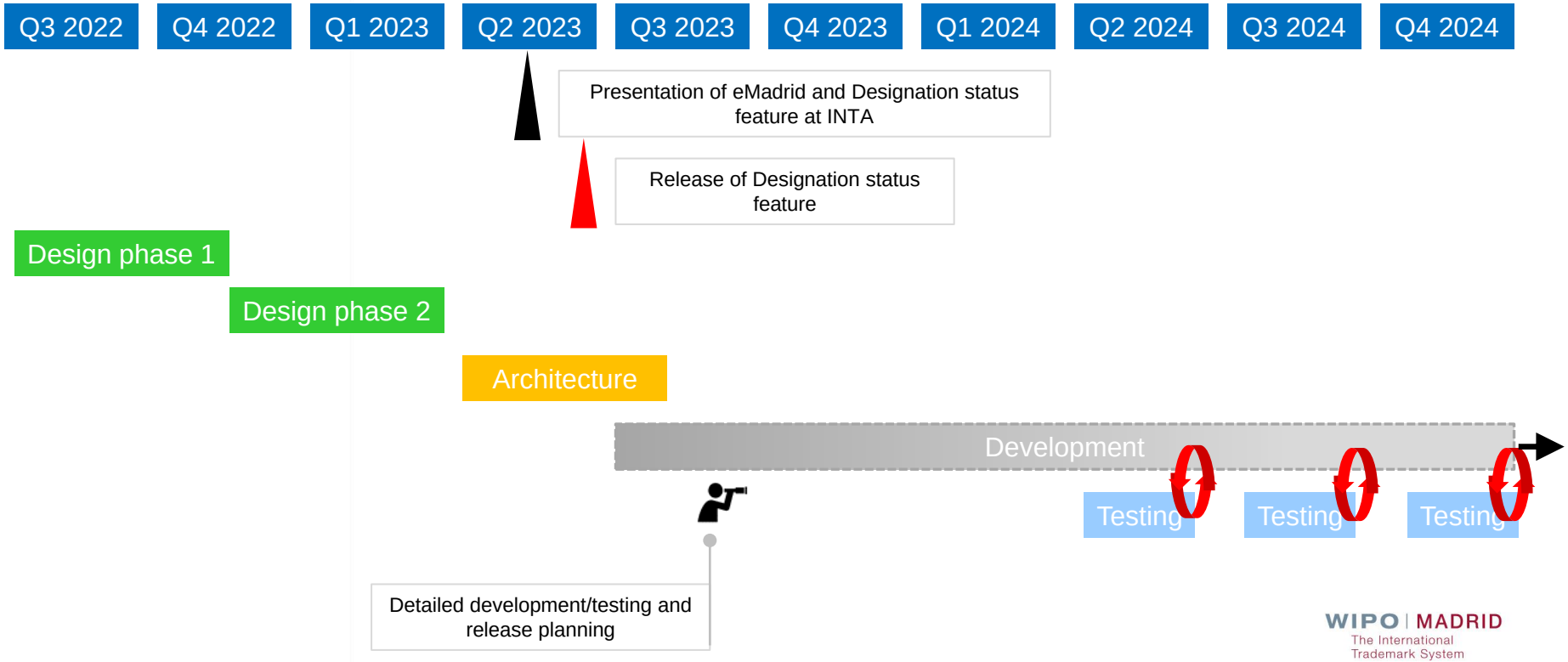
eMadrid High Level Timeline



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New eMadrid Landing Page

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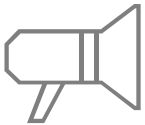
Website

Visit the Madrid System Website



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