

Australian Customs Service Inbound SmartGate Passenger Experience Snapshot August 2010

The Australian Customs Service commissions on average 1,000 interviews per month: 500 inbound and 500 outbound. Face to face intercept interviews are conducted within a ten day period each month at each of the following international airports in Australia: Sydney, Melbourne, Brisbane, Perth, Adelaide, Darwin, Gold Coast, and Cairns.

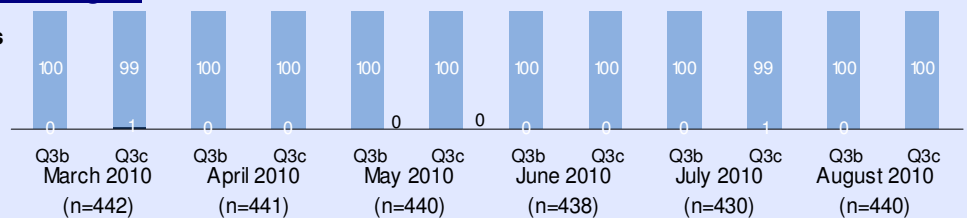
Interviews are conducted immediately after passengers have proceeded through Passport Control.

Queue times: Inbound SmartGate passengers

* Significantly different at 95% confidence

Waiting time in the SmartGate Queues

- 5 minutes or less
- More than 5 minutes



Was this waiting time...

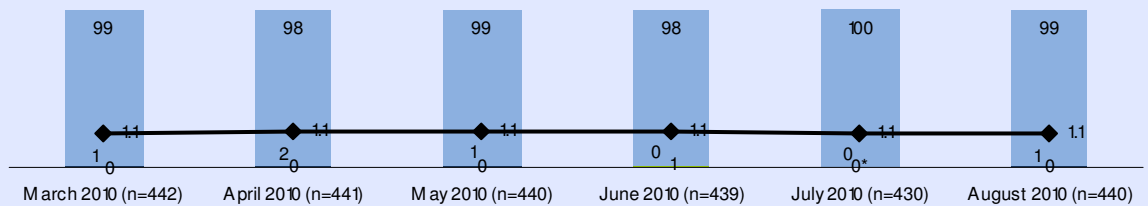
	March 2010	April 2010	May 2010	June 2010	July 2010	August 2010
n=	442	441	440	438	430	440
Far too long	0%	0%	0%	0%	0%	0%
A little too long	0%	0%	0%	1%	0%	0%
Acceptable	100%	100%	100%	99%	100%	99%
Don't know/Refused	0%	0%	0%	0%	0%	0%

XX significantly different at 95% confidence

Overall satisfaction with service: Inbound SmartGate passengers

Overall Satisfaction with SmartGate process

- Satisfied
- Neither
- Dissatisfied
- ◆ Mean



Positive aspects of SmartGate

Q6 scale: 1=Very satisfied to 5=Very dissatisfied
Lower mean score equals higher satisfaction

	March 2010	April 2010	May 2010	June 2010	July 2010	August 2010
n=	442	441	440	439	430	440
Signage directing me to SmartGate queue/ gates	2%	1%	0%	0%	0%	0%
Novelty value	4%	1%	1%	2%	4%	2%
Efficient, prompt, quick option	71%	78%	78%	72%	88%	69%
Sufficient number of gates open	3%	0%	0%	1%	1%	0%
Advanced technology	6%	4%	17%	10%	5%	3%
Easy/ immediate access to staff when encountered problem	17%	30%	29%	29%	8%	20%
It was working/no issues/ no problems with technology	8%	5%	7%	7%	3%	4%
Other	2%	3%	3%	2%	5%	8%
Nothing	5%	5%	5%	6%	4%	14%
Don't know	0%	0%	0%	0%	0%	0%
Refused	0%	1%	1%	0%	0%	1%

Negative aspects of SmartGate

	March 2010	April 2010	May 2010	June 2010	July 2010	August 2010
n=	442	441	440	439	430	440
No easy/ immediate access to staff to answer queries/ problem	1%	2%	3%	0%	1%	0%
Impersonal / cold / miss human touch	1%	1%	1%	2%	2%	0%
Slow, the waiting/queuing/scanning time, not efficient	1%	0%	1%	1%	0%	1%
Problem(s) with technology	2%	4%	2%	5%	0%	3%
Problem with other passenger(s)	0%	0%	0%	0%	0%	0%
Other	3%	6%	15%	6%	3%	2%
Nothing	90%	88%	78%	85%	94%	93%
Don't know	0%	0%	0%	0%	0%	0%
Refused	0%	0%	1%	0%	0%	1%

Australian Customs Service www.customs.gov.au

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