

# Australian Customs Service

## Inbound SmartGate Passenger Experience Snapshot

August 2011

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.

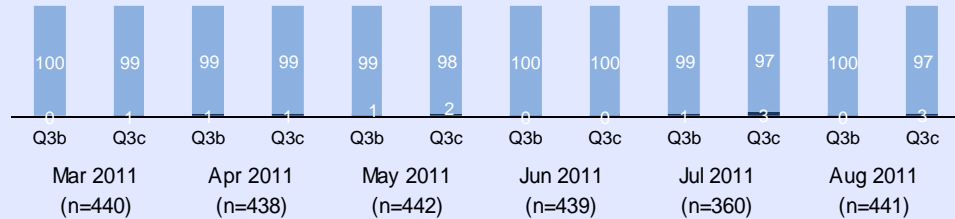
Interviews are conducted immediately after passengers have proceeded through Passport Control.

### 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...

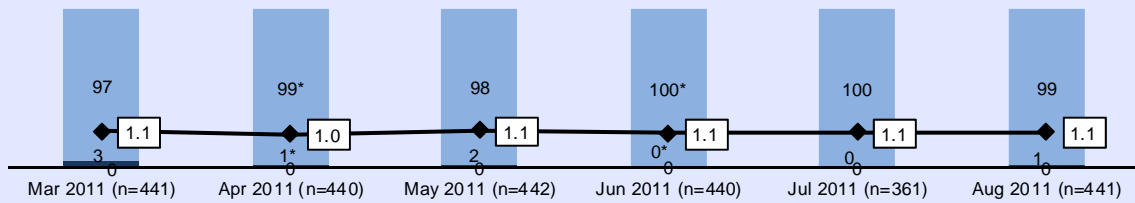
	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
n=	440	438	442	439	360	441
Far too long	0%	0%	0%	0%	0%	0%
A little too long	0%	7%	0%	0%	2%	1%
Acceptable	100%	93%	100%	99%	98%	99%
Don't know/Refused	0%	0%	0%	0%	0%	0%

XX significantly different at 95% confidence

### Overall satisfaction with service: Inbound SmartGate passengers

#### Overall Satisfaction with SmartGate process

- Satisfied
- Neither
- Dissatisfied
- Mean



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

### Positive aspects of SmartGate

	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
n=	441	440	442	440	361	441
Signage directing me to SmartGate queue/ gates	0%	0%	1%	0%	0%	0%
Novelty value	1%	2%	2%	0%	0%	0%
Efficient, prompt, quick option	69%	64%	73%	75%	74%	76%
Sufficient number of gates open	2%	1%	1%	1%	0%	0%
Advanced technology	7%	9%	5%	4%	9%	2%
Easy/ immediate access to staff when encountered problem	24%	20%	24%	8%	20%	29%
It was working/no issues/ no problems with technology	5%	6%	6%	2%	3%	6%
Other	6%	12%	1%	4%	3%	2%
Nothing	5%	6%	5%	11%	4%	9%
Don't know	0%	0%	1%	1%	1%	0%
Refused	0%	0%	0%	0%	0%	0%

### Negative aspects of SmartGate

	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
n=	441	440	442	440	361	441
No easy/ immediate access to staff to answer queries/ problem	0%	1%	0%	0%	1%	1%
Impersonal / cold / miss human touch	1%	1%	0%	0%	2%	1%
Slow, the waiting/queuing/scanning time, not efficient	0%	6%	1%	0%	0%	1%
Problem(s) with technology	2%	3%	2%	4%	3%	5%
Problem with other passenger(s)	1%	1%	0%	1%	0%	0%
Other	6%	5%	3%	2%	9%	3%
Nothing	90%	83%	93%	93%	85%	88%
Don't know	0%	0%	0%	0%	0%	0%
Refused	0%	0%	1%	0%	0%	0%

Australian Customs Service [www.customs.gov.au](http://www.customs.gov.au)

Disclaimer: TNS does not accept any responsibility or liability for any loss, damage, cost or expense you might incur as a result of the use of or reliance upon these materials. Information correct at time of publication based on research available.