

Australian Customs Service Inbound SmartGate Passenger Experience Snapshot February 2010

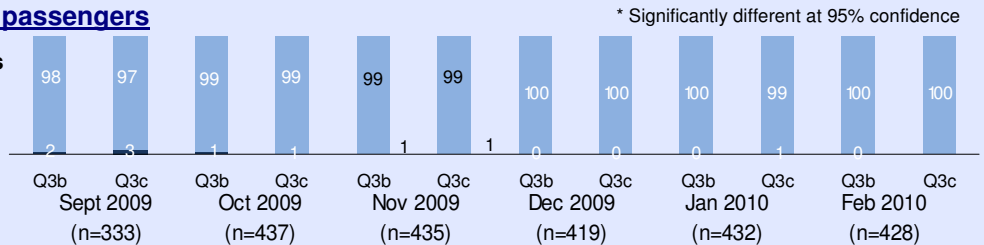
The Australian Customs Service commissions on average 1,000 interviews per month: 500 inbound and 500 outbound. Face to face intercept interviews are conducted within a ten day period each month at each of the following international airports in Australia: Sydney, Melbourne, Brisbane, Perth, Adelaide,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

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

Queue times: Inbound SmartGate passengers

Waiting time in the SmartGate Queues

- 5 minutes or less
- More than 5 minutes



Was this waiting time...

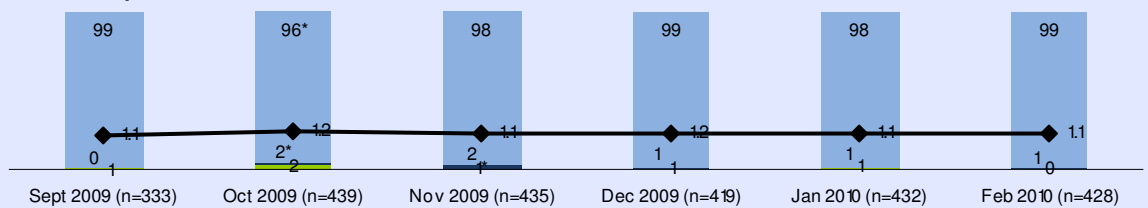
	Sept 2009	Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010
n=	333	437	435	419	432	428
Far too long	1%	0%	0%	0%	0%	0%
A little too long	0%	1%	0%	0%	0%	2%
Acceptable	99%	99%	100%	100%	100%	98%
Don't know/Refused	0%	0%	0%	0%	0%	0%

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

	Sept 2009	Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010
n=	333	439	435	419	432	428
Signage directing me to SmartGate queue/ gates	3%	1%	1%	1%	4%	0%
Novelty value	3%	6%	3%	3%	2%	2%
Efficient, prompt, quick option	70%	85%	74%	83%	72%	82%
Sufficient number of gates open	4%	1%	2%	1%	2%	1%
Advanced technology	16%	5%	6%	12%	10%	5%
Easy/ immediate access to staff when encountered problem	26%	23%	26%	15%	19%	19%
It was working/no issues/ no problems with technology	9%	1%	5%	10%	7%	4%
Other	4%	4%	2%	5%	6%	1%
Nothing	4%	5%	4%	6%	5%	5%
Don't know	0%	0%	0%	0%	0%	0%
Refused	1%	0%	2%	0%	0%	1%

Negative aspects of SmartGate

	Sept 2009	Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010
n=	333	439	435	419	432	428
No easy/ immediate access to staff to answer queries/ problem	2%	1%	1%	0%	4%	1%
Impersonal / cold / miss human touch	1%	4%	1%	1%	1%	1%
Slow, the waiting/queuing/scanning time, not efficient	0%	1%	0%	0%	0%	0%
Problem(s) with technology	5%	8%	2%	4%	3%	1%
Problem with other passenger(s)	0%	1%	0%	0%	0%	0%
Other	7%	5%	11%	7%	11%	4%
Nothing	85%	81%	85%	87%	83%	94%
Don't know	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	4%	1%

Australian Customs Service www.customs.gov.au

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