

Australian Customs Service

Inbound SmartGate Passenger Experience Snapshot

January 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.

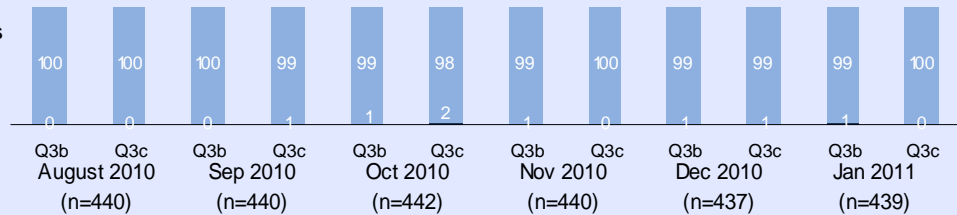
Interviews are conducted immediately after passengers have proceeded through Passport Control.

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...

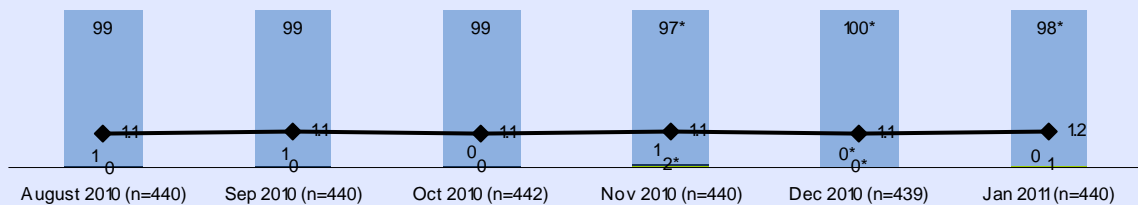
	August 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
n=	440	440	442	440	437	439
Far too long	0%	0%	0%	0%	0%	0%
A little too long	0%	0%	1%	0%	0%	0%
Acceptable	99%	100%	99%	100%	100%	100%
Don't know/Refused	0%	0%	0%	0%	0%	0%

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

	August 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
n=	440	440	442	440	439	440
Signage directing me to SmartGate queue/ gates	0%	0%	1%	0%	0%	0%
Novelty value	2%	5%	7%	1%	1%	0%
Efficient, prompt, quick option	69%	67%	75%	80%	84%	74%
Sufficient number of gates open	0%	0%	1%	0%	0%	0%
Advanced technology	3%	14%	15%	2%	2%	6%
Easy/ immediate access to staff when encountered problem	20%	22%	20%	7%	9%	18%
It was working/no issues/ no problems with technology	4%	7%	6%	3%	4%	8%
Other	0%	0%	0%	0%	0%	0%
Nothing	0%	0%	0%	0%	0%	0%
Don't know	14%	6%	5%	7%	7%	3%
Refused	8%	1%	0%	6%	1%	1%

Negative aspects of SmartGate

	August 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011
n=	441	440	439	430	440	440
No easy/ immediate access to staff to answer queries/ problem	2%	3%	0%	1%	0%	3%
Impersonal / cold / miss human touch	1%	1%	2%	2%	0%	1%
Slow, the waiting/queuing/scanning time, not efficient	0%	1%	1%	0%	1%	1%
Problem(s) with technology	4%	2%	5%	0%	3%	3%
Problem with other passenger(s)	0%	0%	0%	0%	0%	0%
Other	6%	15%	6%	3%	2%	10%
Nothing	88%	78%	85%	94%	93%	82%
Don't know	0%	1%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%