

Australian Customs Service

Inbound SmartGate Passenger Experience Snapshot

May 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.

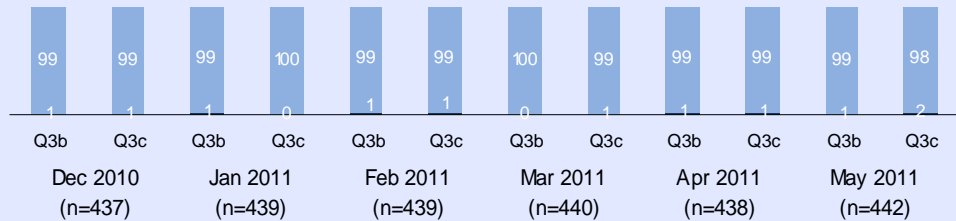
Interviews are conducted immediately after passengers have proceeded through Passport Control.

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...

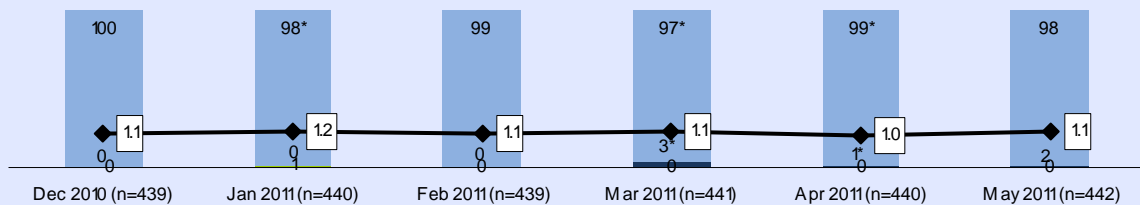
	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011
n=	437	439	439	440	438	442
Far too long	0%	0%	0%	0%	0%	0%
A little too long	0%	0%	1%	0%	7%	0%
Acceptable	100%	100%	99%	100%	93%	100%
Don't know/Refused	0%	0%	0%	0%	0%	0%

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

	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011
n=	439	440	439	441	440	442
Signage directing me to SmartGate queue/ gates	0%	0%	1%	0%	0%	1%
Novelty value	1%	0%	1%	1%	2%	2%
Efficient, prompt, quick option	84%	74%	71%	69%	64%	73%
Sufficient number of gates open	0%	0%	1%	2%	1%	1%
Advanced technology	2%	6%	5%	7%	9%	5%
Easy/ immediate access to staff when encountered problem	9%	18%	14%	24%	20%	24%
It was working/no issues/ no problems with technology	4%	8%	4%	5%	6%	6%
Other	0%	0%	0%	0%	0%	0%
Nothing	0%	0%	0%	0%	0%	0%
Don't know	7%	3%	5%	5%	6%	5%
Refused	1%	1%	8%	6%	12%	1%

Negative aspects of SmartGate

	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 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%