

Australian Customs Service

Inbound SmartGate Passenger Experience Snapshot

September 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.

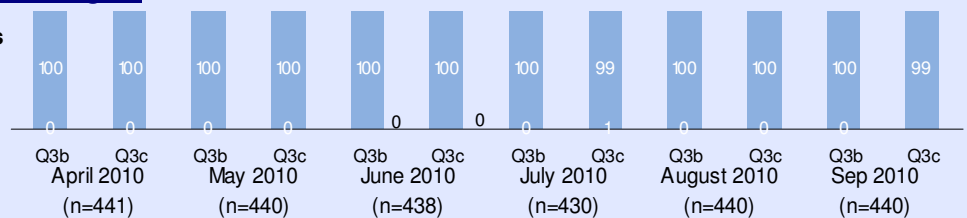
Interviews are conducted immediately after passengers have proceeded through Passport Control.

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...

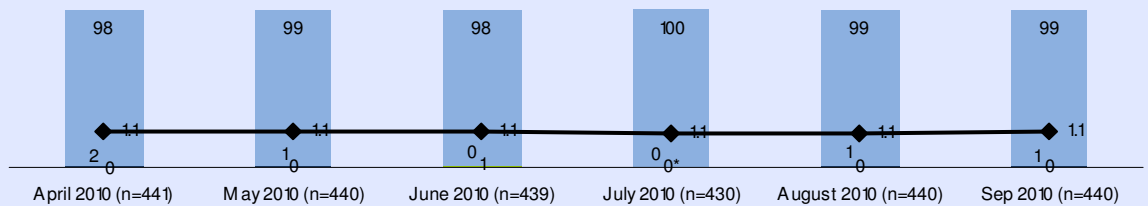
| | April 2010 | May 2010 | June 2010 | July 2010 | August 2010 | Sep 2010 |
|--------------------|------------|----------|-----------|-----------|-------------|----------|
| n= | 441 | 440 | 438 | 430 | 440 | 440 |
| Far too long | 0% | 0% | 0% | 0% | 0% | 0% |
| A little too long | 0% | 0% | 1% | 0% | 0% | 0% |
| Acceptable | 100% | 100% | 99% | 100% | 99% | 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



Positive aspects of SmartGate

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

| | April 2010 | May 2010 | June 2010 | July 2010 | August 2010 | Sep 2010 |
|--|------------|----------|-----------|-----------|-------------|----------|
| n= | 441 | 440 | 439 | 430 | 440 | 440 |
| Signage directing me to SmartGate queue/ gates | 1% | 0% | 0% | 0% | 0% | 0% |
| Novelty value | 1% | 1% | 2% | 4% | 2% | 5% |
| Efficient, prompt, quick option | 78% | 78% | 72% | 88% | 69% | 67% |
| Sufficient number of gates open | 0% | 0% | 1% | 1% | 0% | 0% |
| Advanced technology | 4% | 17% | 10% | 5% | 3% | 14% |
| Easy/ immediate access to staff when encountered problem | 30% | 29% | 29% | 8% | 20% | 22% |
| It was working/no issues/ no problems with technology | 5% | 7% | 7% | 3% | 4% | 7% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% |
| Nothing | 0% | 0% | 0% | 0% | 0% | 0% |
| Don't know | 5% | 5% | 6% | 4% | 14% | 6% |
| Refused | 3% | 3% | 2% | 5% | 8% | 1% |

Negative aspects of SmartGate

| | April 2010 | May 2010 | June 2010 | July 2010 | August 2010 | Sep 2010 |
|---|------------|----------|-----------|-----------|-------------|----------|
| 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% | 1% |

Australian Customs Service www.customs.gov.au

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