

Pro-Enterprise Ranking Survey & Traders' Satisfaction Survey



**SINGAPORE
CUSTOMS**

We Make Trade Easy, Fair & Secure



Traders' Dialogue Session
Oct 2016

Pro-Enterprise Ranking (PER) Survey 2015

- PER Survey aims to measure and improve current government initiatives to build a pro-enterprise regulatory environment

Year	Pro-Enterprise Index Score	Rank
2012	84.57	2
2014	92.23	2
2015	86.48	7



Traders' Satisfaction Survey 2015

- Measure customer satisfaction on areas such as Singapore Customs' engagement channels and interaction points

Year	% of Respondents Who	
	Are "Satisfied"	Are "Very Satisfied"
2012/2013	97.7%	78.5%
2014	97.8%	90.7%
2015	96.7%	80.1%



Traders' Satisfaction Survey 2015

- Engaged an external consultant, Beacon Consulting, to conduct the survey
- Conducted online from 7 Sep 2015 to 8 Oct 2015
- Survey results have been published on Customs website





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Traders Satisfaction Survey and Pro Enterprise Orientation Results

Traders Satisfaction Survey and Pro Enterprise Ranking Survey Results

As part of our drive for continual service improvement, Singapore Customs conducts surveys to measure our customers' satisfaction on their interactions with us. We have heard your feedback, and wish to thank all respondents for sharing their valuable feedback and suggestions.

We will continue to streamline our procedures and processes with the objective of making trade easy, fair and secure. If you have any further feedback and suggestions, we welcome you to email us at customs_schemes@customs.gov.sg

Traders' Satisfaction Survey (TSS) 2015 Results

The 2015 Traders' Satisfaction Survey (TSS) was conducted from September 2015 to October 2015. It measures the level of our customers' satisfaction of the services, processes and schemes provided by Singapore Customs as well as their overall impression of Singapore Customs.

96.7% of you have given us a reassuring 'Satisfied' rating while 80.1% of you have given a "Very Satisfied" rating.

Year	Percentage of respondents	
	Satisfied	Very Satisfied
2015	96.7%	80.1%
2014	97.8%	90.7%
2012/2013	97.7%	78.5%
2011	93.4%	67.6%



We Heard You

- Customs Website

“There is a vast amount of information on the customs website and we are frustrated to find the information needed at times.”

“Searching the particular information or procedure in Customs' website is somewhat difficult. The information needed may need a lot of clicks on the links to locate.”

“Provide proper segregation of the information for businesses and travellers. Currently, the site is so difficult to navigate and search for relevant information.”



We Heard You

- Customs Website
 - Revamp of website launched in Dec 2015 to make it more user-friendly and informative for traders and travellers.



We Heard You

- Call Centre

“Hotline is difficult to call through at times.”

“For the hotline, get someone to help man the lines as currently no one is picking up.”

“Whenever we call the Singapore customs' call centre, it always takes very long, or we have to make a few calls before an officer answers. I would be glad if calls at the call centre can be picked up promptly.”



We Heard You

- Call Centre
 - We regularly review our call centre resources and staffing to ensure optimal operations. However, due to the high call volume at certain hours, it may be more difficult to reach us during these periods.
 - If we are unable to answer your calls, you are advised to call us again outside these peak periods or to leave us a voicemail and we will return the call by the next working day.



We Heard You

- Email replies

“On suggestion for e-mail:
Any queries should be
replied within 24 hours
instead of 3 working days.”

“It will be very helpful if
Customs could reply to
the emails within 1 hr.”

“Response time to email is not
as prompt as we expected.”



We Heard You

- Email replies
 - Revised our service standard for replying emails from four to three working days.
 - For simple queries, we generally reply within the same or by the next working day. For enquiries which are more complex, we may take a slightly longer time to respond to them.



Traders' Satisfaction Survey 2016

- Engaged an external consultant, Aadvantage Consulting, to conduct the survey.
- Currently in progress. Will be conducted from 10 Oct 2016 to 28 Oct 2016.
- All feedback will be kept strictly confidential and will remain anonymous to Singapore Customs



Account Manager Survey 2016

- An opportunity to provide feedback for your Account Manager
- Will commence after the conclusion of TSS 2016
- Will be sent via email

