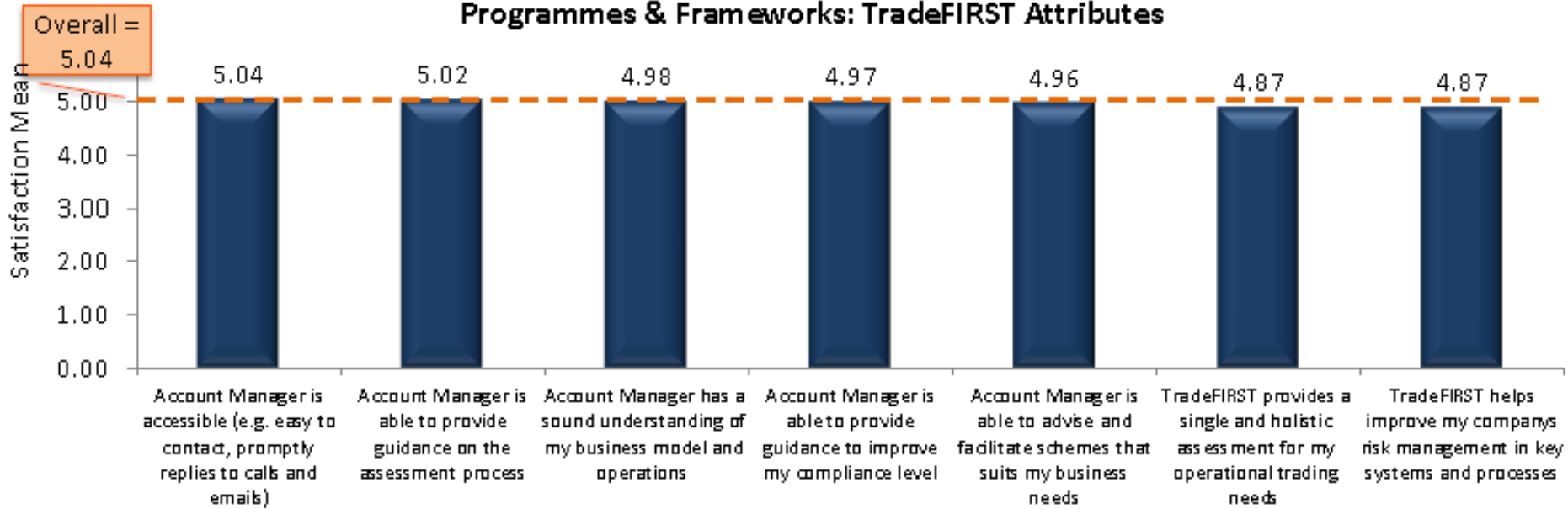




Overall Satisfaction with TradeFIRST

Programmes & Frameworks: TradeFIRST Attributes



T2B (n=190)	84.2%	82.6%	81.1%	78.9%	80.5%	81.1%	80.5%
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> TradeFIRST: Areas Done Well

Key Feedback	% of Total Responses	Examples of Respondents Feedback
Account Managers are helpful and willing to assist customers	32.9% (38)	<i>"High commitment in partnership with company."</i>
		<i>"Singapore Customs is very helpful through dedicated account managers who is very willing to help to ease up the application process of licenses."</i>
		<i>"Previous two account managers - Tiong Ann and Shu Jun were very helpful . Current Yi Wen is also quite good. But the account manager keeps on changing - is a bit tough to build rapport. This morning - I see an other name."</i>
Account Managers are responsive	21.7% (31)	<i>"My account manager, Chong Wei Hoong provides prompt and excellent customer service and support at all times. Please commend him and convey that to his supervisors."</i>
		<i>"Prompt response to our enquiries."</i>
Account Manager are knowledgeable	18.0% (24)	<i>"Account Manager gave us sound advice and help us achieve our goals on being 100% Compliant and maintain our status as Low -Risk company."</i>
		<i>"Knowledgeable and provides good advice when making enquiries."</i>
Account Manager are accessible	16.5% (22)	<i>"Account Manager is accessible and single point of contact eases communication."</i>
TradeFirst provides better facilitation and improves efficiency	7.5% (10)	<i>"Single assessment that can apply to multiple facilitation schemes."</i>
		<i>"TradeFIRST allows us to perform our exports on time with due diligence and compliance with the export control regulation."</i>





TradeFIRST: Areas for Improvements

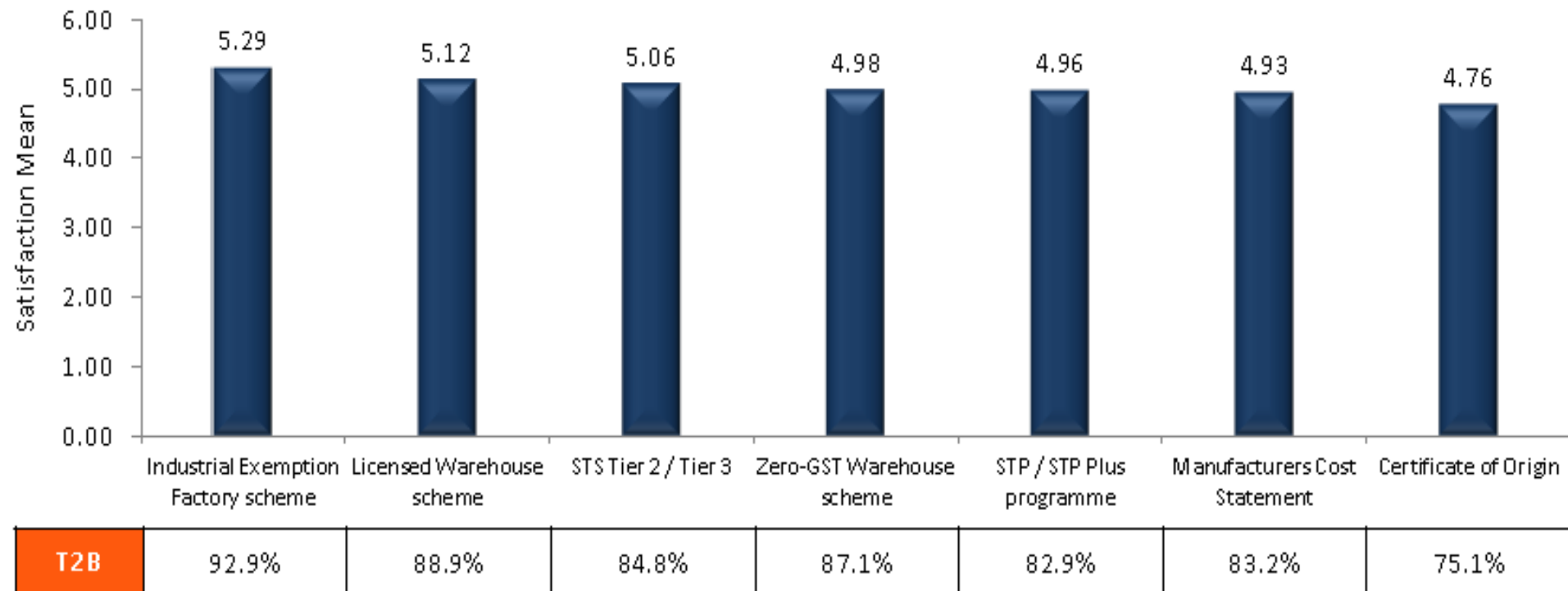
Key Feedback	% of Total Responses	Examples of Respondents Feedback
Increase engagement between Account Manager and client (e.g. meetings, dialogues)	23.3% (7)	<p><i>"Have regular visits by the Account Manager."</i></p> <p><i>"Personally, I think it would be good that the account manager schedules a quarterly meeting with their client to update them on the new developments with regards to TradeFirst or anything pertaining to STP-Plus. Such regular meetings are essential in fostering better partnership between the Singapore Custom and the commercial sector."</i></p> <p><i>"Account Managers should be given more assistance on their deskbound duties so that they can dedicate spend more time to carry out visitations in interacting with their clients & have more time to establish relations with their accounts."</i></p>
Streamline TradeFIRST processes	13.3% (4)	<p><i>"The validation process to renew the certification for TradeFIRST should be made as simple and seamless as possible."</i></p> <p><i>"Within the same group of companies, where they are strongly connected e.g. 100% owned subsidiaries, using the same systems and having the same set of controls, procedures etc. It would be efficient if TradeFIRST assessment and banding could be extended to several companies within several companies in the group instead of having to assess each company separately."</i></p> <p><i>"Streamline various schemes requirement. Reduce Declaration fields."</i></p>





Overall Satisfaction with Schemes and Certifications

Overall Satisfaction of Schemes and Certifications



> Focus Groups

Participants were asked to share their views / experiences based on their experience in applying for Schemes / Licences with Singapore Customs. Participants were guided through their experience using the stages below:

