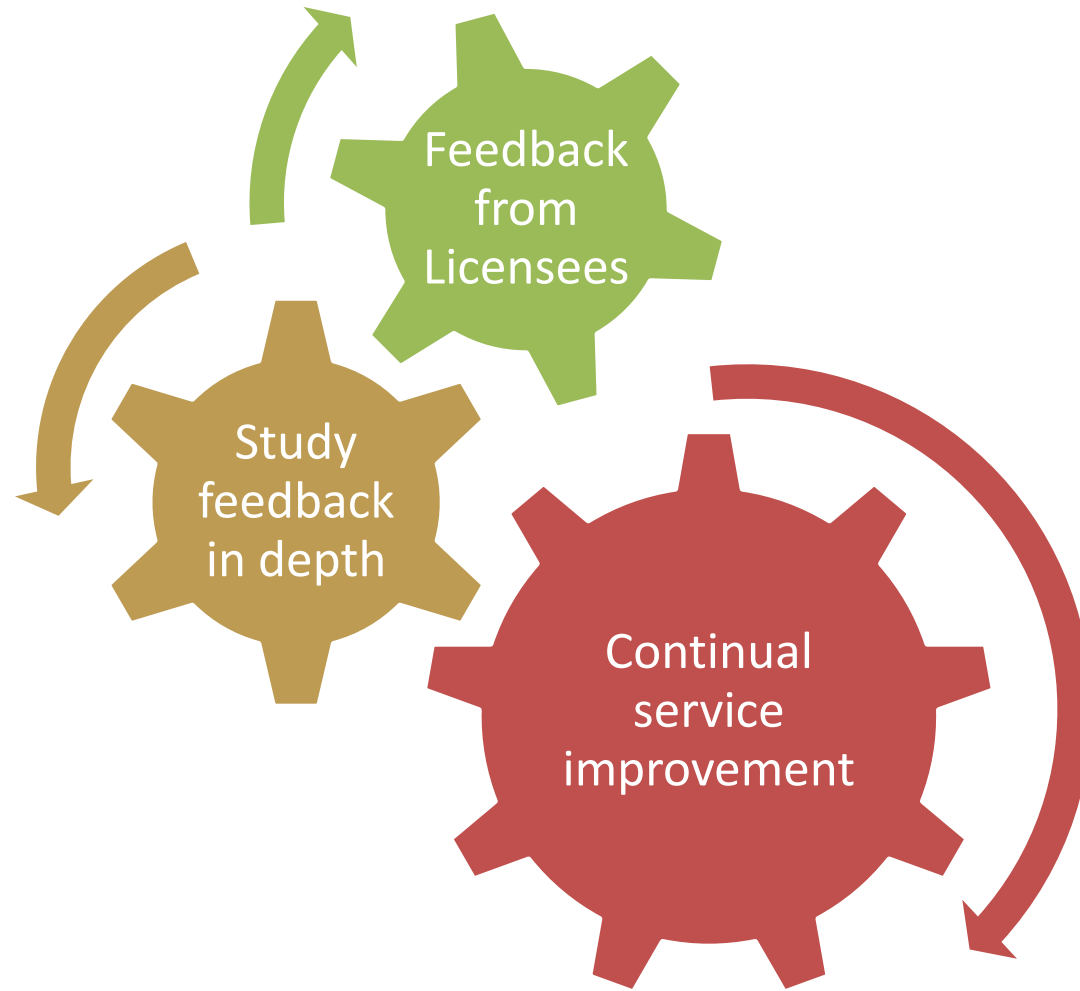


# Customer Experience Study 2013





# Customer Experience Study 2013

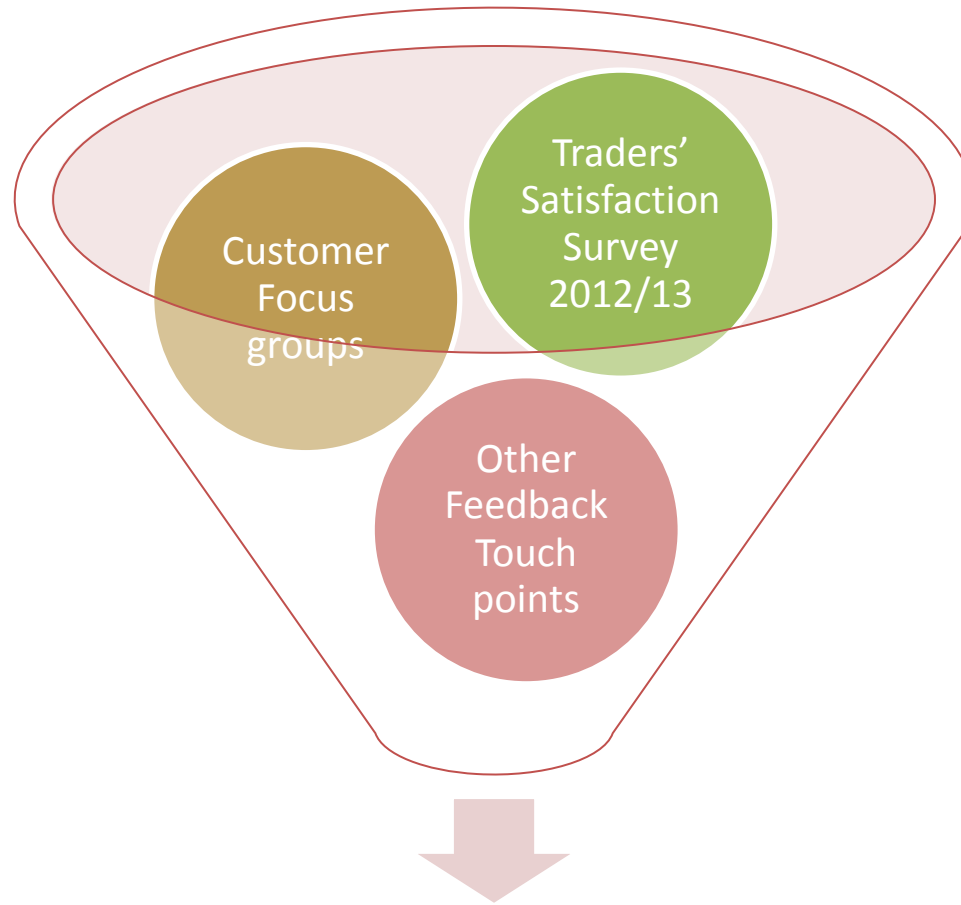


**Singapore Customs**

We Make Trade Easy, Fair and Secure



# Customer Experience Study 2013



Your Desired Experience





# Traders' Satisfaction Survey 2012/2013

- The survey was conducted **online** from **Dec 2012** to **Jan 2013**.
- Respondents received invitations emails that contained unique links which would direct them to the survey.
- A total of **1,190 respondents** participated in the survey, an increase from the 2011 survey's sample size of 400.





# Overall Satisfaction (Broad Categories)

Categories	T2B 2012	T2B 2011
Customer Responsiveness	Singapore Customs is service oriented = 78.2%	Singapore Customs is service oriented = 70.6%
Pro-Enterprise Orientation	Singapore Customs has balanced both its enforcement and facilitation roles fairly = 73.7%	Singapore Customs has balanced both its enforcement and facilitation roles fairly = 55.5%
Review of Rules and Regulations	Singapore Customs updates procedures and requirements in line with changing business trends and developments = 72.0%	Singapore Customs' rules and procedures are updated in line with changing business trends and developments = 63.0%
Review of Rules and Regulations	Singapore Customs provides sufficient channels for feedback = 69.2%	Singapore Customs provides sufficient channels for feedback = 58.8%
Transparency	Singapore Customs proactively notifies changes in procedures and requirements = 73.5%	Singapore Customs proactively notifies changes in requirements and procedures = 64.0%
Transparency	Information on Singapore Customs' procedures and requirements are easily accessible = 72.4%	Singapore Customs makes Customs information and services easily accessible = 64.9%
Transparency	Information on Singapore Customs' procedures and requirements are clear and comprehensive = 68.9%	Singapore Customs provides clear and comprehensive information = 58.8%
Ease of Compliance	Application process for Singapore Customs' licences / permits is simple = 65.2%	Singapore Customs' application process for licences / permits is simple = 53.6%
Ease of Compliance	Requirements for Singapore Customs' licences / permits are minimal = 63.2%	Singapore Customs' requirements for licences / permits are minimal = 51.7%
Ease of Compliance	Cost of complying with Singapore Customs' rules and regulations is low = 57.6%	Singapore Customs' cost of compliance (e.g. licence fee, permit fee) is low = 51.2%

