

# Traders' Satisfaction Survey (TSS)



**SINGAPORE  
CUSTOMS**

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# Traders' Satisfaction Survey 2014

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

Year	% of respondents who	
	Are "Satisfied"	Are "Very Satisfied"
2011	93.4%	67.6%
2012/2013	97.7%	78.5%
<b>2014</b>	<b>97.8%</b>	<b>90.7%</b>



# Traders' Satisfaction Survey 2014

- Engaged an external consultant, Aadvantage Consulting, to conduct the survey
- Conducted online from mid Jul 2014 to end Aug 2014
- Survey results have been published on Customs website





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## Publications

[Corporate Newsletter - inSYNC](#)

[Singapore Customs Corporate Book](#)

[Statistics](#)

[Highway For Trade - Celebrating 100 years of Singapore Customs](#)

[Traders' Satisfaction Survey and Pro Enterprise Ranking Survey Results](#)

[Travellers' Satisfaction Survey Results](#)

[Singapore Trade Classification, Customs & Excise Duties 2012](#)

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## 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](mailto:customs_schemes@customs.gov.sg)

### Traders' Satisfaction Survey (TSS) 2014 Results

The 2014 Traders' Satisfaction Survey (TSS) was conducted from July 2014 to August 2014. 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.

Compared with the previous surveys conducted in 2011, 2012/2013, the 2014 TSS shows an increase in the percentage of respondents who are "satisfied" and "very satisfied".



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# We Heard You

- Call Centre

"Singapore Customs should simplify the hotline automated system and introduce a human interface to the hotline."

"There should be more officers to man the helpline."

"The main line 6355 2000 should ask for fewer details, like phone number, company name, UEN number, etc, before taking the enquiries."



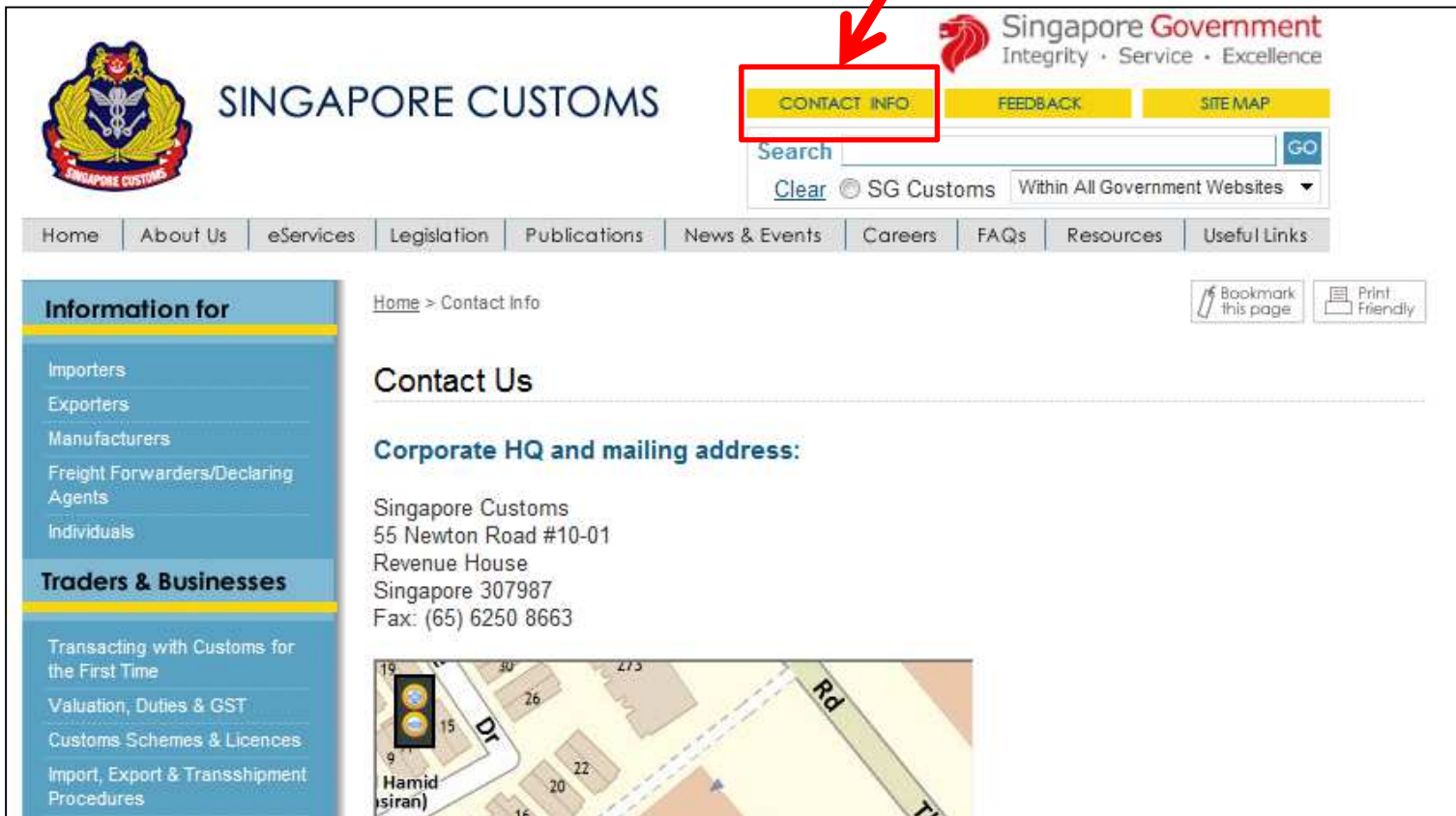
# We Heard You

- Call Centre
  - The Call Centre Interactive Voice Response (IVR) menu has been revised and was implemented on 1 Jan 2015 for better clarity and to allow callers to select more call enquiry categories.



# We Heard You

- Call Centre



The screenshot shows the Singapore Customs website. At the top left is the Singapore Customs logo. To its right is the text 'SINGAPORE CUSTOMS'. Further right is the Singapore Government logo with the tagline 'Integrity · Service · Excellence'. Below the government logo are three yellow buttons: 'CONTACT INFO', 'FEEDBACK', and 'SITE MAP'. A red box highlights the 'CONTACT INFO' button, and a red arrow points to it from above. Below these buttons is a search bar with the text 'Search' and a 'GO' button. Below the search bar is a navigation menu with links: Home, About Us, eServices, Legislation, Publications, News & Events, Careers, FAQs, Resources, and Useful Links. Below the navigation menu is a sidebar with 'Information for' (Importers, Exporters, Manufacturers, Freight Forwarders/Declaring Agents, Individuals) and 'Traders & Businesses' (Transacting with Customs for the First Time, Valuation, Duties & GST, Customs Schemes & Licences, Import, Export & Transshipment Procedures). The main content area is titled 'Contact Us' and contains the text 'Corporate HQ and mailing address:' followed by the address: Singapore Customs, 55 Newton Road #10-01, Revenue House, Singapore 307987, Fax: (65) 6250 8663. Below the address is a map showing the location of the customs office.



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# We Heard You

- Call Centre

## Hotlines

### Singapore Customs Call Centre

Customer Service Line (24 hours)

Tel: (65) 6355 2000\*

Click [here](#) for the interactive voice response menu.

Our call centre agents may ask for your name, contact number and NRIC Number or Unique Entity Number (UEN) when handling your call.

\* Please note that our peak hours are **between 10am to 12pm**, and **between 3pm to 5pm**. If we are unable to answer your call, kindly leave us a voicemail with your name, contact number and a brief description of your enquiry. We will return your call by the next working day. Alternatively, you may prefer to call us during our off-peak hours.



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# We Heard You

- Call Centre
  - The contact information requested is to track call history and expedite the process of retrieving caller's information for follow-up calls.
  - Service delivery of call centre is monitored closely and Customs will work with call centre to ensure that there is sufficient number of agents to meet our service standards.



# We Heard You

- Customs Website

"It is sometimes difficult to search for a specific topic/document in the Singapore Customs website."

"The website could be more organised and easier to navigate."

"The main page has a lot of links and information, it might be easier to have a "cleaner" homepage."




# We Heard You

- Customs Website
  - Revamp of website to make it more user-friendly and informative for traders and travellers.
  - Target implementation date: Q4, 2015.




# We Heard You

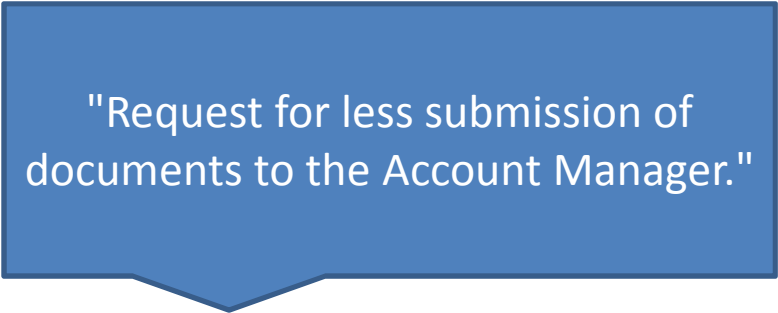
- TradeFIRST



"The TradeFIRST assessment needs to be simplified."



"The application process for Singapore Customs' licences may be tedious and time consuming."



"Request for less submission of documents to the Account Manager."



# We Heard You

- TradeFIRST
  - Review of the TradeFIRST self-assessment checklist and its processes.
  - Target implementation date: Q2, 2016.



# Traders' Satisfaction Survey 2015

- Engaged an external consultant, Beacon Consulting, to conduct the survey
- Currently in progress. Will be conducted from 2 Sep 2015 to mid Oct 2015
- All feedback will be kept strictly confidential and will remain anonymous to Singapore Customs

