INTERNATIONAL PASSENGER SATISFACTION SURVEY

OFFICE OF THE PRINCIPAL COMMISSIONER OF CUSTOMS
AIRPORT AND AIRCARGO COMPLEX

KEMPEGOWDA INTERNATIONAL AIRPORT (KIA)
BENGALURU

CONDUCTED BY
AIMS INSTITUTE OF HIGHER EDUCATION
ON BEHALF OF BENGALURU CUSTOMS
The office of the Principal Commissioner of Customs, Airport and Aircargo Complex engaged the services of AIMS Institute of Higher Education, a premier B-school in Karnataka to conduct a survey on ‘International Passenger Satisfaction Survey’ with respect to Customs Clearance Process at Kempegowda International Airport (KIA), Bengaluru.

Senior Faculty from the AIMS Institute of Higher Education conducted the survey that was spread over a period of fifteen days from 12\textsuperscript{th} to 26\textsuperscript{th} September, 2016.
OBJECTIVE:

To assess the International Passenger satisfaction levels with respect to Customs Clearance Process at Kempegowda International Airport, Bengaluru with focus on three main aspects:

- Information
- Process
- Behavior
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METHODOLOGY:

- Research was descriptive in nature.
- Primary data was collected through a structured questionnaire.
- Questionnaire was prepared in English, French and Japanese languages to cater to the requirements of international passengers.
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KIA INTERNATIONAL PASSENGERS ARRIVALS & DEPARTURES: 2015-16

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Arrivals</th>
<th>Arrivals</th>
<th>Departures</th>
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<tbody>
<tr>
<td>2015-16</td>
<td>33,68,224</td>
<td>16,77,979</td>
<td>16,90,245</td>
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Number of international passengers arriving in KIA increased by 13% and that of departures by 12% for the period April to August 2016 (Five Months) as compared to the corresponding period of the previous year.
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INTERNATIONAL FLIGHTS ARRIVED IN KIA, BENGALURU 2015-16

11230

31 FLIGHTS PER DAY
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SAMPLE SIZE:

- Sample size of the survey: 1184 Pax
- Accepted: 1074 Pax
- Rejected: 110 Pax
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SAMPLE VARIETY:

- Sample represented many-
  - Demographics
  - Nationalities
  - Profession
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QUESTIONNAIRE LANGUAGES:

Enquête sur la satisfaction des passagers internationaux

国際旅客満足度調査

International Passenger Satisfaction Survey
INTERNATIONAL PASSENGER SATISFACTION SURVEY

ANALYTICAL SOFTWARE UTILIZED:

IBM-SPSS Software used for data analysis
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CONSTRAINTS:

- International Passengers were tired after a long haul flight and this may to a little extent affect the quality of input.

- International Air Passengers from the People’s Republic of China, South Korea, Germany and Russia also filled the questionnaires in English with assistance from the research team.
Simulation technique was adopted to address the gaps in the data.
First Respondent Mr. Kevin Faichuk, Canada – With the survey team
CUSTOMS SURVEY IN PROGRESS
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**Overall Satisfaction Level of experience with Bengaluru Customs at Kempegowda International Airport:**

By and large, the international passengers applauded their experience with the Bengaluru Customs.

87% of the passengers said they were satisfied with the level of experience with Bengaluru Customs.
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RESPONDENTS PROFILE:

- Gender: Male 78%, Female: 22%
- Foreign Nationals: 45%, Returning and Resident Indians: 45%, NRIs: 10%
- Purpose of Visit: Personnel Work: 50%, Official Work: 33%, Tourists: 17%
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DEMOGRAPHY OF FOREIGN NATIONALS
SNAP SHOT OF TOP EXECUTIVES OF GLOBAL FIRMS WHO PARTICIPATED IN THE SURVEY
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INTERNATIONAL PASSENGER SATISFACTION SURVEY

RESPONDENTS PROFILE:

Age Group: 18-25: 12%, 25-45: 68%, 45-65: 18% & 65 and above: 2%

Education: Post Graduation: 42%, Engineers: 34%, Medical Doctors: 5%, UG/Trade: 19%
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RESPONDENTS PROFILE:

Frequency of Travel to Bengaluru: More than three Visits in a Year: 49%, Once in a Year: 31%, Occasional Travel: 20%
The study found that lack of information awareness had a direct impact on the international passenger satisfaction levels.

Only 43% of the passengers were found to be accessing the Indian Customs website.

Nearly 55% of the respondents were either partially aware or were totally unaware of the customs rules and regulations.
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Need to know about Customs Rules?

40% felt the need to know about customs rules while planning their travel and ticketing, 20% while shopping overseas, 15% while doing their security check and 12% while shopping at the airport duty free shop. Surprisingly nearly 13% scrambled through the customs website while waiting for immigration clearance.
Customs Website Rating:

69% of those passengers who had accessed the customs website said it was adequate and up-to-date.

18% opined that the website was of average quality and nearly 13% felt that the website did not contain adequate information on the Indian Customs.
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Reaction of passengers to Customs Officials Enquiry on dutiable items:

Nearly 50% of the passengers consulted their family and friends, 26% social media, 16% their travel agents and 8% Embassy of their Home Country, when the customs officials approached the passengers to enquire about any dutiable items being carried by them that needs to be assessed.
International Passenger Satisfaction Survey

Improvements in the customs clearance process over the years:

- 56% of the respondents said that the clearance process had improved considerably,
- 12% said that there was a sustained improvement,
- 10% were of the view that there was only a marginal improvement,
- Shockingly, a substantial number of 22% of respondents said they had no opinion on the process.
Withdrawal of Baggage Declaration Form:

Only 52% of the passengers were aware that the Baggage Declaration Form had been withdrawn by the Customs Department as part of the ongoing simplification process.

However, a vast majority of them comprising 86% of the respondents had welcomed the move.
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Nearly 2/3rds of the passengers attached greater significance to:

- Prior information on customs rules and procedures
- Efficient and ease of process in customs clearance
- Transparent process in calculating the dutiable amount

**Prior Information**
- Extremely Important: 66%
- Important: 31%
- Average Importance: 3%

**Efficient & Ease of Process**
- Extremely Important: 69%
- Important: 30%
- Average Importance: 1%

**Transparent Process Information**
- Extremely Important: 66%
- Important: 30%
- Average Importance: 4%
Passengers mindset and feelings while going through the Customs Clearance Process:

74% of the passengers felt that going through the customs clearance process is always safe and secure.

Only a small percentage of the passengers representing 8% of the respondents felt nervous and anxious.

About 18% were totally indifferent to the customs clearance process.
Preferred Source of Information:

- 88% of the passengers had preferred to source information about the Indian Customs through the Mobile Apps.
- Only a small percentage of 12% preferred Display Boards and Help Desk.
- Passengers in general preferred web optimization and enhanced use of social media platforms by the Indian Customs.
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Threshold Time for Customs Clearance:

- 70% of the passengers arriving in KIA had the clarity to choose either the Green channel or Red channel to complete the customs formalities.
- Threshold time for Green Channel Passengers was up to 15 minutes and that of the Red Channel Passengers was about 30 minutes.
- However, majority of the passengers comprising 92% were of the opinion that the time taken for customs clearance process was realistic and reasonable.
Assessment of customs duty on imported items:

70% of the passengers said that it was self-assessed by them and the remaining 30% said it was assessed by the customs officers.

As regards the amount of customs duty payable, 54% said it was deemed appropriate, 36% were not sure about the duty levied and only about 10% of the passengers complained that excess duty was collected.
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- Personal Opinion about Customs Officials:
  - 45% said they were respectful
  - 21% said they were fair
  - 20% said they were courteous
  - Only 8% said they maintained eye contact with the passengers

![Bar chart showing percentages for respectful, fair, courteous, and eye contact.]

- Respectful: 45%
- Fair: 21%
- Courteous: 20%
- Eye Contact: 8%
Verbal Communication of Customs Officials:
Verbal and non-verbal behavioral cues of the Customs Officer influences the perception and hence the satisfaction levels of the Passengers.
78% of the passengers described them as dutiful and well-mannered
19% said they were helpful
3% said they were unfriendly
88% of the passengers said they did not face any difficulty in customs clearance

12% said they had faced difficulty in customs clearance
REACHING OUT TO CUSTOMS DEPARTMENT

As a happy note to the ending of the survey, 40% of the passengers furnished their contact particulars and said that the customs department could reach out to them for support.
SUGGESTIONS:

- The study found that lack of information awareness had a direct impact on the international passenger satisfaction levels.
- Areas where major improvements are expected by the international passengers include access and availability of information, speed of process, greater transparency of duty assessment process and in particular Electronic Items, TV and Jewellery.
- There is a need to conduct regular training programmes for the Travel and Ticketing Agencies in the country in association with IATA and brief the Agents on Customs Rules and Regulations.
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SUGGESTIONS (Contd. 1):

- Customs Department to attach greater significance about prior information on customs rules and procedures, efficient and ease of process in customs clearance and transparent process in calculating the dutiable amount to be levied on the imported goods.

- Withdrawal of Baggage Declaration Form has to be prominently displayed both at the Customs Arrival Area and also in the Customs website.
SUGGESTIONS (Contd. 2):

- Customs Department needs to optimize its website.
- Department to enhance its use of social media platforms.
- Threshold time for Red Channel Passengers to be brought down suitably.
- Apart from sourcing customs information through *Web Apps*, the app should have a passenger friendly inbuilt duty calculator for the import of various items and also a currency converter suitable for any device.
SUGGESTIONS (Contd. 3):

- Customs Department needs to post more number of Lady officers in the night to address the issue of gender sensitivity.

- Verbal and non-verbal behavioral cues of the Customs Officer influences the perception and hence the satisfaction levels of the Passengers. The Department officials to be continuously trained in the management of behavioral skills particularly in the areas of managing crucial conversation, tone of communication, gender sensitization and emotional intelligence.
SUGGESTIONS (Contd. 4):

- Department to review the possibility of payment of assessed duty amount at the designated bank counter of State Bank of India and make provision for alternative facility to pay duty by credit or debit card and also accept foreign exchange rate differential.

- Provision for ATM to be installed within the Customs Area to facilitate the ease of process.

- Dedicated customs clearance channel for those international passengers who have connecting domestic flights to board be explored by the Customs Department.
SUGGESTIONS (Contd. 5):

- Pre-arrival self-calculation / assessment and payment of Customs Duty levied will ease the Customs Clearance process at the KIAB, which in turn would lead to raising satisfaction levels of international Passengers.
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A BIG THANKS TO THE CUSTOMS TEAM