International Travelers give thumbs up to Mumbai Airport Customs

India's first ever Passenger Satisfaction Survey

69% rate Mumbai Customs better than any other customs authority anywhere in the world

Mumbai, 31st May 2016: In a first of its kind initiative, Prin. L. N. Welingkar Institute of Management Development & Research, Mumbai (WeSchool) was engaged by National Academy of Customs, Excise & Narcotics (NACEN)-Mumbai and Mumbai Airport Customs, to conduct a survey of 'passenger satisfaction' levels of Customs clearance process at the Chhatrapati Shivaji International Airport (CSIA) in Mumbai.

The study executed by a group of 28 professors and students focused on **passenger satisfaction levels with the customs clearance process**, primarily focusing on three basic aspects i.e. **Information**, **Behavior** and **Process.**

The survey reveals that 69 per cent rated their experience with the Mumbai airport Customs as better or somewhat better than other international airports, 15 per cent rated on par and about 16 per cent felt it was worse.

Speaking about the project, **Prof Dr Uday Salunkhe, Group Director, WeSchool, said** "I must appreciate the officials of National Academy of Customs, Excise & Narcotics (NACEN)-Mumbai and Mumbai Airport Customs for their vision and proactive approach to launch such a pioneering study to understand the International passenger's satisfaction levels. With national mission of Make In India, Digital India, Start-up India with focus on ease of doing business, its indeed noteworthy of Government agencies such as NACEN-Mumbai & Mumbai Airport Customs adopting a customer centric approach towards understanding International passenger perceptions and how it can in turn feed into policy levels reforms. This is a progressive step and it's important for academia to contributing towards the national agenda."

One of the students who conducted the research, said, "The experience of conducting the passenger satisfaction survey helped us to understand real time functioning of India's busiest airport. Passengers experience several moments of truth in their overall journey, it was interesting to see how the impact of each touch point impacts passenger experience. While we focused on customs clearance per se, we also captured passenger perception for each of the touchpoints upon arrival at CSIA Airport."

Some of the other important points highlighted by the survey states that:

- **73%** of travelers were partially or completely unaware of Customs rules and regulations whereas **70%** passengers felt 'Drastic to marginal improvement' over the years in Customs Clearance Process
- 40% travelers sought information about Customs prior to their travel while 60% post commencing their travel
- Only 17% accessed the official website of Customs while more than 50% relied on family/Friends and Travel agents
- 66% of the respondents indicated preference of Mobile and online search for accessing information on customs
- 35% of passengers expressed happiness over improvement in customs clearance process while 37% mentioned it was only marginal
- Passengers are sensitive to the time they spend on the entire Customs Clearance Process. In the case of Green Channel passengers, threshold time is 'upto 15 minutes' while in the case of Red Channel Passengers, threshold time staggers between 15 to 29 minutes. The same was also somewhat similar in the Immigration and Baggage Handling processes.

The research covered 731 flyers (31% of respondents foreign nationals from over 44 Nationalities), who disembarked from international flights between April 20 and 26 at the CSI airport.

In the past as well, WeSchool was involved in several important research projects such as fare fixation committee of Mumbai Metro Development Authority. The business school endeavor to engage students in meaningful projects where they can experience and possibly resolve challenges faced by the common man – user and then take inspiration from various design thinking approaches to identify the root causes and come up with simple, scalable solutions that can transform that experience to a better one.

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