

Participant experience NZTD Pilot 2

Summary of findings

May 2023 – Pilot 02

alphero

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Background and approach

Background

Alphero is supporting New Zealand Customs Service (Customs) in the design and delivery of the New Zealand Traveller Declaration (NZTD) service.

To ensure a quality experience for travellers, Alphero was engaged to conduct an online survey to understand the experiences on the second pilot of the mobile web version of the NZTD, and the experience of passengers.

Approach

Alphero surveyed 25 travellers entering the country from Australia who had completed the online NZTD.

A brief survey was distributed to the officers that processed the travellers.

This report outlines what we learned from the surveys.



Completion rate

131

Travellers were emailed with an invitation to complete the survey

68

Of those emailed clicked the link in the email and visited the welcome screen

46

Participants started the survey

25

Participants completed the survey

7:10

Was the average completion time



Key takeaways

- Most people found filling out the declaration quick, easy and straightforward
- A digital declaration was positively received
- Not all participants were clear about the time frames in which they could fill out the declaration
- Participants were forgiving of additional processing times, but not everyone felt it would save them time at the airport
- Several people were pleased to be able to fill the declaration out in advance
- Most people realised they could save their declaration and return to it, however not everyone realised they would be send an email and this was sometimes missed
- The majority knew there was a phone number they could call for help if needed

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Findings



Our participants

Origin



All of our survey participants were travelling to New Zealand from Australia

Tech savviness

How participants rated themselves



44% very savvy
46% somewhat savvy

Device type



2
Used a computer



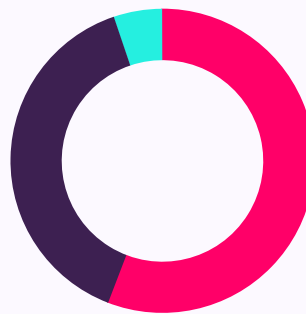
5
Used a tablet



18
Used a smartphone

Completion time

How long the declaration took to fill in



56% 5-10 minutes
39% less than 5 minutes
4% 10-15 minutes

Declaring goods



40% declared something

60% didn't declare anything

We were traveling back with some chocolate and baby food, I know food needs to be declared and was clearly stated in the declaration

88%

Said the information around what to declare was super clear, and they understood it all



Completion

Location

When asked where they completed their declaration:



16

completed at
accomodation



7

completed at
airport



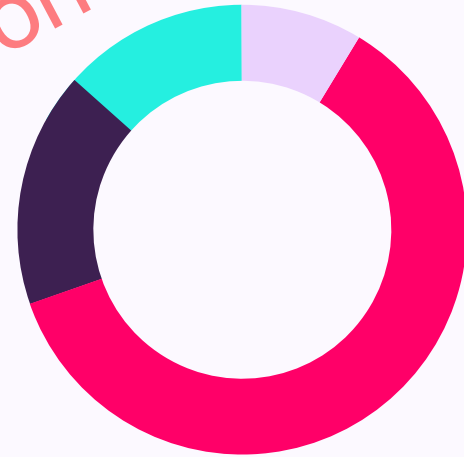
2

completed
on the plane

One participant began their declaration in New Zealand before travelling to Australia, then completed it in Australia before departure.

Time window

When asked to recall the time frame in which the declaration could be completed:



- 64% within 24 hours of departure
- 16% unsure
- 12% within 72 hours of departure
- 8% as soon as you know you are travelling



I would suggest that if the new system becomes standard, then travellers are allowed to complete the form more than 24 hours before arrival, as some international trips, e.g. from the UK, take this time and more.



Saving and returning



19

76%
Completed all
at once

of these participants,
79% said it was clear
they could save it
and return.




6

24%
Saved and
returned

all of these 6
participants said
they were confident
their information
was saved.

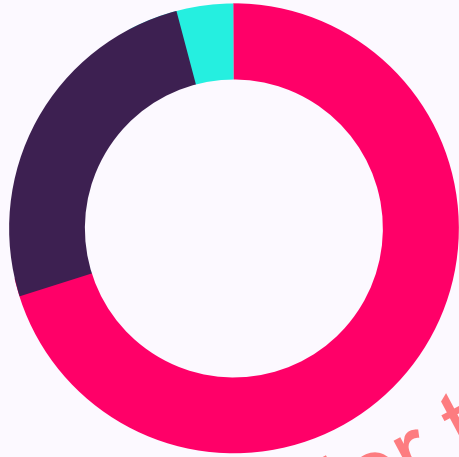

I trusted the system


**The code I was given to gain
access [gave me confidence].**


**The tick box saying I'd completed
the task [helped with confidence]**


**Trusted based on previous use of
process during covid**

Getting help



- 64% knew there was a help line, but didn't call it
- 32% didn't realise there was a help line
- 4% knew there was a help line, and called it

I had an issue when I tried to log back in to confirm the document. I received an error message. [the call centre] was very good and helped sort out the issue.

At the airport

75% of people said they had no issues moving through customs and MPI

- Some participants filled in the paper form too, just in case
- Several participants commented about it being slow to get through customs and MPI, however all acknowledged an officer learning curve and teething problems
- All but one participant said they would ask an officer for help if they needed to change something after having been through passport control. One passenger said they would make the change electronically themselves

Signs were still up saying we do not need your passport. Having read the information I realised that I would need it.

There were good signs about the trial. It did take the officer a few goes scanning my passport but everything else was good.

General reception

The reception of the digital form was overwhelmingly positive

- People found it easier to fill out than the paper version
- The ability to complete it prior to travel was received well
- Only needing to have your passport upon arrival was seen as a positive

We also heard about some areas that could be better

- Having to click through to each part. I understand people may want to do it in parts but it slows the process down for people who want to do it all at once.
- I was not sure if needed to save to my Apple wallet
- The categories of travel did not exactly match our situation (we were returning to NZ after 3 years in Australia); and some of the questions did not exactly fit our situation, e.g. what countries have you visited on this 'trip'?
- I couldn't do one online for my toddler
- When we had to go back into the form to alter declaration it took a few goes with codes coming thru on the phone.
- I felt the customer service lady who asked me to do it was quite rude and not very helpful with explaining it.

A few concerns were raised



The process doesn't feel very secure. The email from Air NZ had factual errors (saying I was flying to Christchurch rather than Wellington) and some of the emails from both NZTD and this survey company went to my spam folder.

I'm pretty trusting of the Government and the services they contract but those issues had me questioning the security of the process, particularly when providing detailed identity information.

I don't know in what way the electronic form is meant to make the entry process quicker/smoothen over the traditional paper based process.



The question about purchases totalling \$700 was wrong.



As before. It felt like some of the drop down menus which gave options did not function so well.





There was an issue when logging back into the portal when I received the error message.



I did email because my link to go back into my form was incorrect. This issue was sorted within plenty of time.



Trying to get back into original form as when we packed our bags we realized we needed to declare something else. We were traveling with only 1 phone and not being that good it took a few goes going back and forward getting the access code that would work.



The customs/immigration staff struggled to cope with the new system alongside the traditional paper-based system.

I wasn't aware when you saved the form that an email was sent with a code. The email ended up in my junk mail so restarted the form a couple of times.





**Keep up the great work.
Love how we can think outside the box!**



Officer feedback

Customs officers were supplied with a brief survey to capture their experience processing travellers. They were followed up directly and through their supervisors, but we didn't receive any responses.

Trial feedback has come from from post-flight debrief sessions with officers, run by NZTD team members. Additionally, NZTD team members were observing officers at work during the trial and noting areas for improvement. These have not been captured in this report.



Trial lessons learnt

Low uptake

The survey had quite a low uptake. It may be worth considering incentivising travelers to complete the survey.

Refining questions

A small number of questions didn't always quite get the type of answers we were looking for. Those questions can be tweaked before the next trial.

Survey evolution

As the trials evolve, so should the survey. However, care should be taken not to make it any longer as this may increase drop off rate.

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Next steps

- Review insights from this report and determine any improvements that can be made to the User Interface
- Use the results of this pilot to improve the design of future pilots, and to inform the design of subsequent user research/surveys
- Ensure a wide breadth of demographics for the next pilots and that there are no conflicts of interest/participants who may have an existing bias

