

Finnish Customs

Customer Management





Mission statement

Customs is a diverse service and law enforcement organisation

Customs ensures smooth and legal international goods trade

Customs is an internal security authority



Measures aimed at goods flows conducted under a single authority

Declaration

Control

Taxation

Basic strategies of Customs





The Customer Strategy

- The customer strategy is part of the Finnish Customs basic strategies which also contains the strategies of surveillance and resources
- Customer strategy defines how customer-centric management is developed within the Customs
- Customer strategy specifies the **customer groups** and, as far as possible, alternative ways to manage their customs obligations with precision, fast, in a predictable manner, cost-effectively and electronically



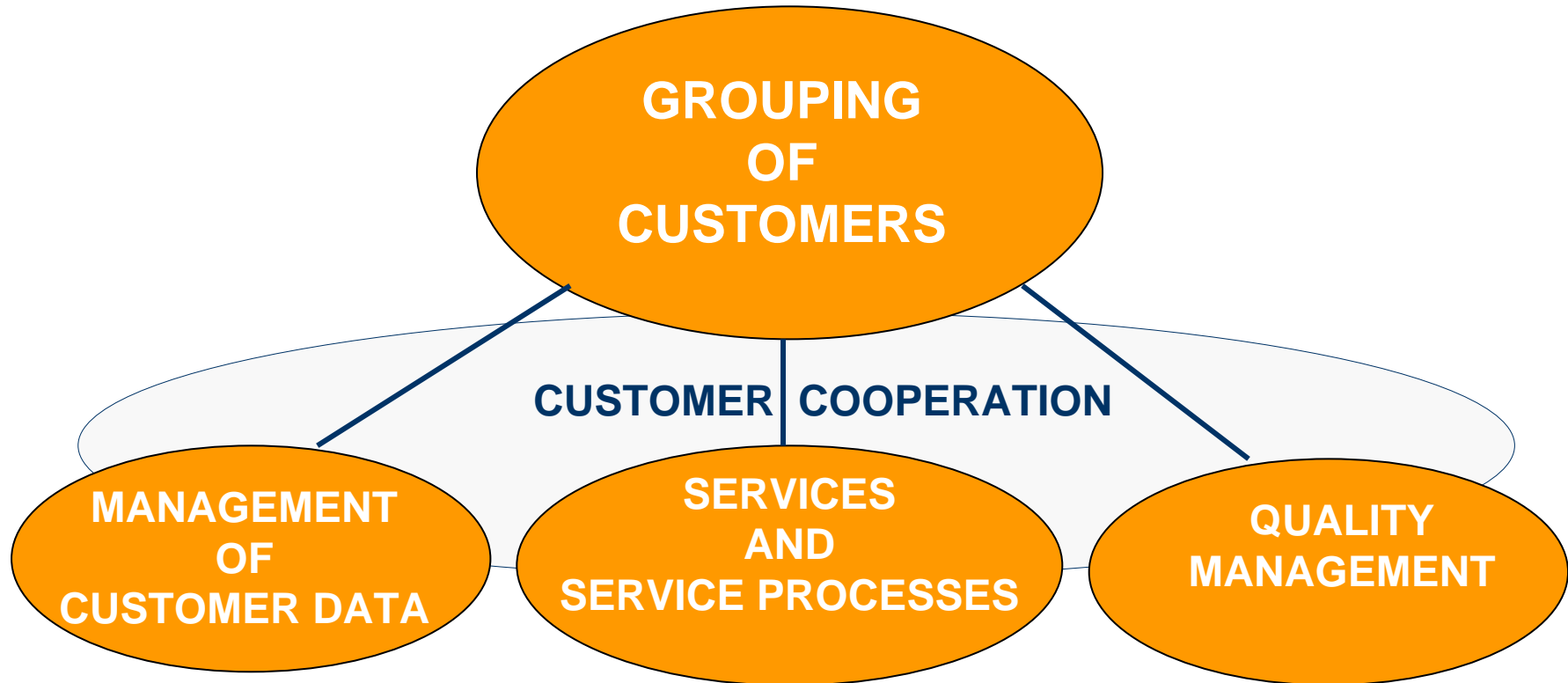
Finnish Customs Customer Management

- **Tasks e.g.**
 - Customer cooperation and customer contacts
 - Authorizations and simplifications
 - Company Advice Services



The Customer Strategy

- The segmentation is based on the **risk** associated with the customers and the customers' **need of service**
- Customers with the same **need of services**, and thus also the same **quality assurance methods**, are grouped into customer groups
- By simplification and automation of the procedures, Customs aims to speed up and facilitate the logistics chains of legal goods traffic to meet the demands and needs set by the surrounding society (legislation and customer needs)
- The aim is to create ***interactive long-term partnership relations that are based on real trust***



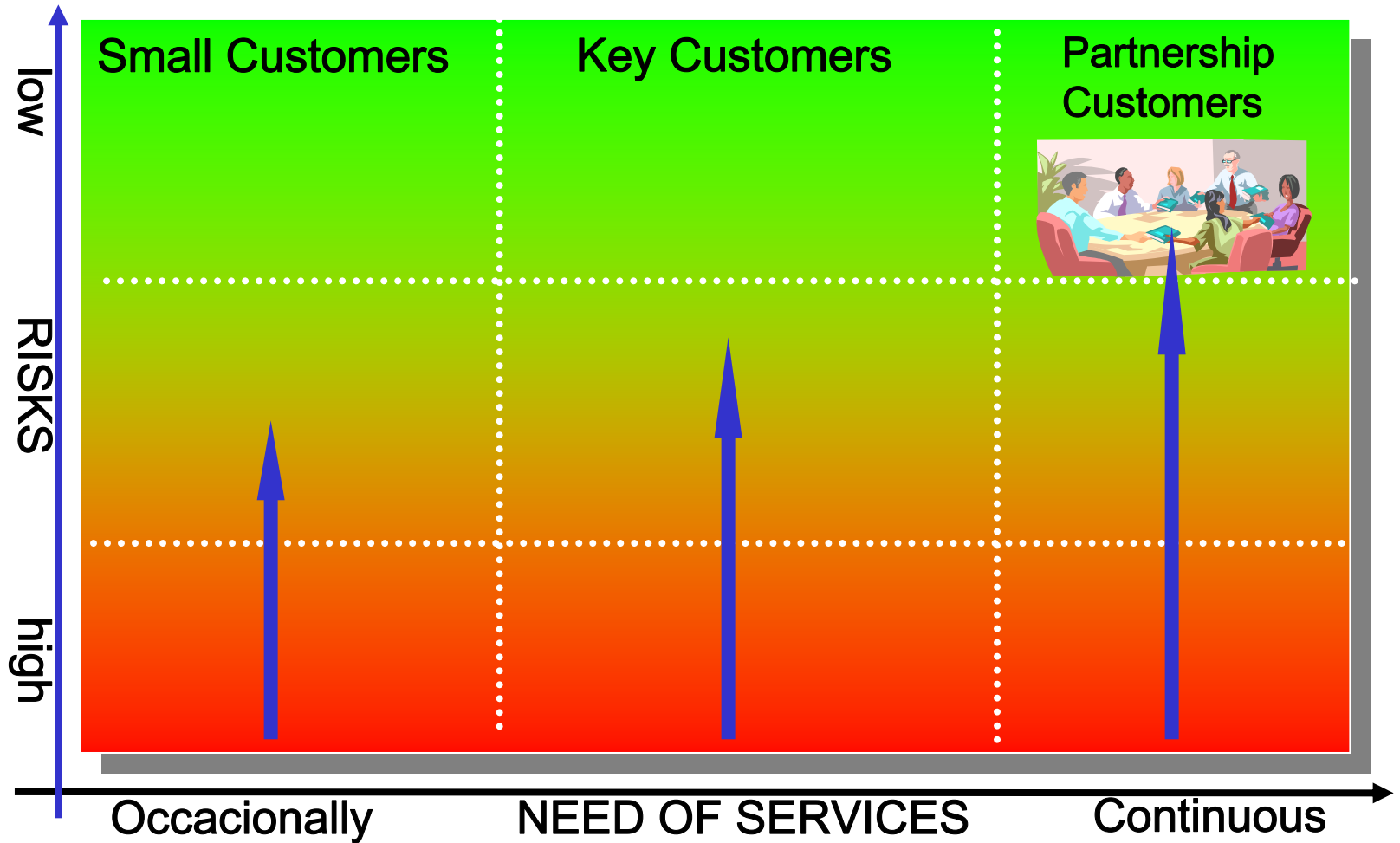


Customer Needs

- Customer needs are determined by service expectations and benefits gained from the services
- The **objective** is to develop services to meet the needs and expectations of different customer groups
- This will be done in such a way that the needs of different customer groups are taken care of in a standardized manner in the entire country
- The aim is to also improve customer satisfaction and cost-effectiveness of the operation



Customer Groups





Customer relations management in different customer groups

Partnership Customers

- Overall customer relation management
- Services and tailored service processes
- Key Account Manager at Customs
- Individual quality assurance plans and in-house control
- MoU cooperation in customs crime prevention

Key customers

- Authorisation services turned into products
- Development of electronic transactions, declaration in message format
- Quality assurance models for each procedure

Small customers

- Guaranteed basic service
- E-services, e.g. the Internet



Examples of Customer Cooperation Models and Services

- **Customer Cooperation Working Groups**
 - Actual topics of the trade, Customs and legislation are under discussion in the working groups
 - Consisting of the representatives of the economic life, individual companies and Customs
- **Company Advice Services**
 - Especially for the Key- (and Partnership) Customers (e.g. advice of legislation changes, electronic data transmission)
- **Customs Information Services**
 - Especially for the Small Customers (e.g. phone+web-based services)