

# IT Transforms Core Business for Customs and its Stakeholders

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## Estonian Logistics Cluster

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European Union  
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# Estonian Logistics Cluster

Estonian Logistics Cluster is a joint initiative dedicated to the international marketing of the members' services, introduction of the logistic advantages of Estonia at the target markets, research and development, and logistics education



# The members of the Estonian Logistics Cluster - the key actors of the Estonia's transport sector

## 23 members:

The largest Estonian cargo ports,

The largest port operators,

Railway infrastructure and freight services operators,

Estonia's main freight forwarding companies,

Warehousing and industrial investment service providers,

Estonia's largest airport,

Research and educational institutions





GoSwift  
Electronic border queue

## 3 Road BCP's on the east border



# Border queue on the east border (1)

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- Continuous problem over 10 years.
- Over 600 000 vehicles crossing border from Estonian side to Russia. Rise ca 10% per year.
- Political decision, that costs will be covered by border crossers(no recourses from the state budget).
- Political solution – delegation to the private company.





Situation before 01.08.11

# Situation before 01.08.11

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- ✓ Long queues at the borders – up to 5-6 days
- ✓ Unlegal sale of places in queue
- ✓ Insufficient conditions for drivers, who had to wait for long period
- ✓ Garbage and pollution problems
- ✓ Traffic safety problems
- ✓ Insufficient security of the trucks and goods
- ✓ Drivers were unable to manage their work and rest time
- ✓ Profit loss for owners of the goods and carriers

GoSwift

[www.estonianborder.eu](http://www.estonianborder.eu)  
[www.eestipiir.ee](http://www.eestipiir.ee)





# Border queue on the east border (2)

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- Start on April 2010 :
  - Parliament changed Law on State Border;
  - open contest to find IT system manager;
  - open contests to find waiting area managers for each BCP.
- ✓ From 1 August 2011, the procedure for border crossing on the Estonian-Russian border has changed.
- ✓ Thereafter **all** motor vehicles (categories A, B, C, D) heading towards Russia are obliged to book a place in the electronic border queue.

# Main goals

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- ✓ Not to allow black market
- ✓ Predictable border crossing time
- ✓ Opportunity to wait far from border (Tallinn etc)
- ✓ Better service for tourists, business people
- ✓ Better information, who will cross the border
- ✓ Solve security, waste and pollution problems on the roads just before border posts

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# Situation after 01.08.11

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- ✓ Vehicles are in electronic queue
  - ✓ Waiting times are shorter
  - ✓ No physical waiting lines
  - ✓ Vehicles arrive at the border just before their crossing time
- ✓ Special waiting areas just before border posts where
  - ✓ Drivers are waiting for their border crossing time
  - ✓ Trucks and goods stay safe
  - ✓ Truck drivers can manage their work and rest time
  - ✓ WC, shower, cafe, free wifi etc
  - ✓ Led screens are guiding cars to the border





335.0 / 17.1 x 1.0

GoSwift

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# GoSwift electronic border queue

## How it works (drivers view)?



# GoSwift electronic border queue

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- 1 Book a place in the queue
- 2 Arrive to the waiting area
- 3 Cross the border

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# GoSwift – Booking

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- ✓ 3 channels: Web, call centre, waiting area
- ✓ 3 languages : Estonian, English, Russian
- ✓ Payment for bookings:
  - ✓ Bank transfer (for Estonian banks)
  - ✓ Credit cards
  - ✓ Prepayment account
- ✓ Regular customer interface for
  - ✓ road transport and bus companies
  - ✓ frequent travellers

GoSwift

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# GoSwift – Booking via Call Centre

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- ✓ Works 24-7-365
- ✓ 3 languages
- ✓ Booking line and information line
- ✓ Payment for bookings
  - ✓ Credit cards
  - ✓ MPI – mobile payment
  
- ✓ Information line for extra fee

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# GoSwift – Call Centre

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# Book a place in the queue

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Enter the data of booking  
person, vehicle and border point



Order an additional SMS notification  
For charge, optional



Pay for booking

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# 1

## Book a place in the queue

The screenshot shows the GoSwift website interface. At the top, there's a navigation bar with the GoSwift logo, language options (est, rus, eng), a search bar for reservations, a shopping cart icon, and login/registration links. A progress bar below the navigation bar highlights step 4, 'Select your border crossing time', with other steps like 'Select your vehicle group', 'Select border crossing point', 'Select preferred queue type', 'Driver info', 'Vehicle data', 'Additional services', and 'Reservation confirmation' shown in a lighter grey.

The main content area is titled 'Select your border crossing time' and features a date selector set to '17.10.2011'. Below this is a table showing the availability of crossing times for four consecutive days: 17.10.2011 Mon, 18.10.2011 Tue, 19.10.2011 Wed, and 20.10.2011 Thu. Each time slot is represented by a colored box: green for 'Available', red for 'Full', and grey for 'Not available'.

| 17.10.2011 Mon      | 18.10.2011 Tue      | 19.10.2011 Wed      | 20.10.2011 Thu      |
|---------------------|---------------------|---------------------|---------------------|
| 00-01 Full          | 00-01 Full          | 00-01 Available     | 00-01 Full          |
| 01-02 Full          | 01-02 Full          | 01-02 Full          | 01-02 Full          |
| 02-03 Full          | 02-03 Available     | 02-03 Available     | 02-03 Available     |
| 03-04 Full          | 03-04 Available     | 03-04 Full          | 03-04 Full          |
| 04-05 Full          | 04-05 Available     | 04-05 Full          | 04-05 Full          |
| 05-06 Not available | 05-06 Not available | 05-06 Not available | 05-06 Not available |
| 06-07 Not available | 06-07 Not available | 06-07 Not available | 06-07 Not available |
| 07-08 Not available | 07-08 Not available | 07-08 Not available | 07-08 Not available |
| 08-09 Available     | 08-09 Full          | 08-09 Available     | 08-09 Available     |
| 09-10 Full          | 09-10 Available     | 09-10 Full          | 09-10 Available     |
| 10-11 Available     | 10-11 Available     | 10-11 Full          | 10-11 Available     |
| 11-12 Available     | 11-12 Available     | 11-12 Available     | 11-12 Available     |
| 12-13 Available     | 12-13 Available     | 12-13 Available     | 12-13 Available     |
| 13-14 Available     | 13-14 Full          | 13-14 Available     | 13-14 Available     |
| 14-15 Available     | 14-15 Full          | 14-15 Available     | 14-15 Available     |
| 15-16 Full          | 15-16 Available     | 15-16 Full          | 15-16 Available     |
| 16-17 Full          | 16-17 Full          | 16-17 Full          | 16-17 Full          |
| 17-18 Not available | 17-18 Not available | 17-18 Not available | 17-18 Not available |
| 18-19 Not available | 18-19 Not available | 18-19 Not available | 18-19 Not available |
| 19-20 Not available | 19-20 Not available | 19-20 Not available | 19-20 Not available |
| 20-21 Full          | 20-21 Full          | 20-21 Full          | 20-21 Full          |
| 21-22 Full          | 21-22 Available     | 21-22 Available     | 21-22 Available     |
| 22-23 Full          | 22-23 Available     | 22-23 Available     | 22-23 Available     |
| 23-00 Available     | 23-00 Available     | 23-00 Available     | 23-00 Available     |



1

# Book a place in the queue

GoSwift | Drivers data  
www.estonianborder.eu  
www.eestipiir.ee

Find my reservation: [ ]-[ ]-[ ]-[ ] [ ]

Cart is empty

Login KAART  
User registration  
Reset password

Home  
Borders and waiting areas  
**Reserve**  
Border queues info  
Edit my reservation  
Info  
Feedback

1 Select your vehicle group  
2 Select border crossing point  
3 Select preferred queue type  
4 Select your border crossing time  
**5 Driver info**  
6 Vehicle data  
7 Additional services  
8 Reservation confirmation

### Driver data

Number of drivers: 1

#### 1. Drivers info

First name(s) \* : [ ]  
Last name(s) \* : [ ]  
Organization name: [ ]  
Estonian ID-Code \* : [ ]  
or  
Birth date \* : [ ] [ ]  
Birth place: [ ]  
Birth country: -- please select --  
Citizenship \* : -- please select --  
E-mail: [ ]  
Phone must be at least 8 numbers long with a preceding country code (For example 372XXXXXX)  
Phone: + [ ]

#### Drivers travel document

Document type \* : Passport  
The issuing country \* : -- please select --  
Document number \* : [ ]



# 1

## Book a place in the queue - payment

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### ✓ Booking via web

- ✓ Bank transfer
- ✓ Credit cards
- ✓ Pre-paid account

### ✓ Booking via Call Centre

- ✓ Mobile payment
- ✓ Credit cards
- ✓ Pre-paid account

### ✓ Booking in the waiting area

- ✓ Cash
- ✓ Debet cards

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[www.eestipiir.ee](http://www.eestipiir.ee)



# 1 Book a place in the queue – payment fee

- ✓ Reservation fee is €1,1 + waiting area fee;
- ✓ Sum of reservation + waiting area services in year 2011:

|          | A      | B      | C       | D       |
|----------|--------|--------|---------|---------|
| Narva    | € 2,00 | € 3,00 | € 15,00 | € 15,00 |
| Sillamäe | NA     | NA     | € 15,97 | NA      |
| Koidula  | € 2,50 | € 5,50 | € 7,00  | € 7,00  |
| Luhamaa  | € 1,05 | € 3,50 | € 10,00 | € 10,00 |

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## 2 Waiting area and border

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Arrive to the waiting area



Watch the board until your queue number appears



Drive from the waiting area to the border point



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3

Drive from waiting area to the border



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[www.eestipiir.ee](http://www.eestipiir.ee)



# GoSwift – Terms of use

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- ✓ All motor vehicles need to have a reservation for crossing the border
- ✓ Reservation can be made on the Internet, by phone or in the official waiting area
- ✓ Driver of a vehicle and each vehicle can have only one reservation at a time
- ✓ You have to pay for making a reservation, the fee is non-refundable
- ✓ Reservation can be changed not more than 3 times and not later than 3 hours before the reservation time
- ✓ All the vehicles need to pass through the waiting area before being sent to the border checkpoint
- ✓ HGV's are registered to the queue on the basis of empty vehicle or with the MRN (Movement Reference Number) of the customs declaration. MRN will be controlled by authorities at the border.

Source – [https://www.eestiipiir.ee/yphis/terms.action?request\\_locale=en](https://www.eestiipiir.ee/yphis/terms.action?request_locale=en)

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[www.eestiipiir.ee](http://www.eestiipiir.ee)



# GoSwift – Waiting areas

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- ✓ Official waiting areas near to border posts
- ✓ Created by the result of public tender, exclusive right for 5 years
- ✓ Secure parking for trucks and cars
- ✓ Border queue reservations and information
- ✓ WC, shower, wifi, cafe etc
- ✓ Large screens for border queue info

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C

WWY06 T902BM6  
WWY4A 0010BP60  
ZRY266 186APT  
FB479L  
FP9976

Collade  
TOLLIAGENTUUR

WWW.COLLADE.EE  
WWW.LUHAMAATERMINAL.EE

LUHAM



# GoSwift – How?

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- ✓ PPP – Public-Private-Partnership
- ✓ Investment 0 € from national budget
- ✓ System is owned by private company, data is owned by state agency
  - > Continuous development
  - > Improvements are quick and flexible
- ✓ Common objectives
- ✓ Open communication

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# GoSwift – August - December 2011

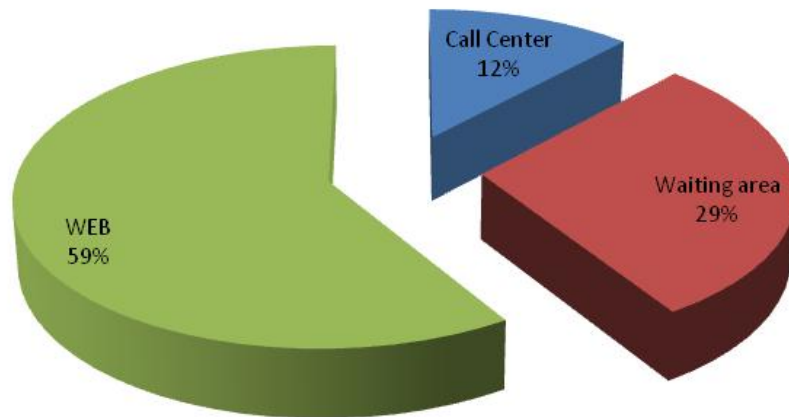
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- ✓ ~256 000 border crossings
- ✓ ~ 55 000 phone calls
- ✓ ~ 2 800 incoming questions and feedbacks
  
- ✓ ~450 000 sms messages sent



# GoSwift – Reservations by channel

Reservations by channel, Dec. 2011



In December 2011:

Reservations 57300

Call center 6700

Waiting area 16700

Web 33900

Trends:

- ✓ Web, call center up
- ✓ Waiting area down

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# GoSwift – Outcomes

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- ✓ Predictable border crossing time → more tourists
- ✓ Better information, who will cross the border – preliminary risk analysis
- ✓ More profit for owners of the goods and carriers
- ✓ Better traffic and security at the roads before border posts

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Thank you!

