

Saudi Customs Internal Communication Journey

1st WCO
Global Communication
Strategies Conference

Oct 8 – 9 , 2019

WCO Headquarters, Brussels

الجمارك السعودية
SAUDI CUSTOMS



INTRODUCTION



SAUDI ARABIA

الجمارك السعودية
SAUDI CUSTOMS



SAUDI ARABIA

35 sea, air,
and land ports



14 Airports



11 Seaports



15 Landports



1 Dry Port



4 Customs offices
at Saudi post



SAUDI VISION 2030

Vision 2030 “to be the first in the region that provides remarkable customs services to transform the Kingdom into a global logistics hub”



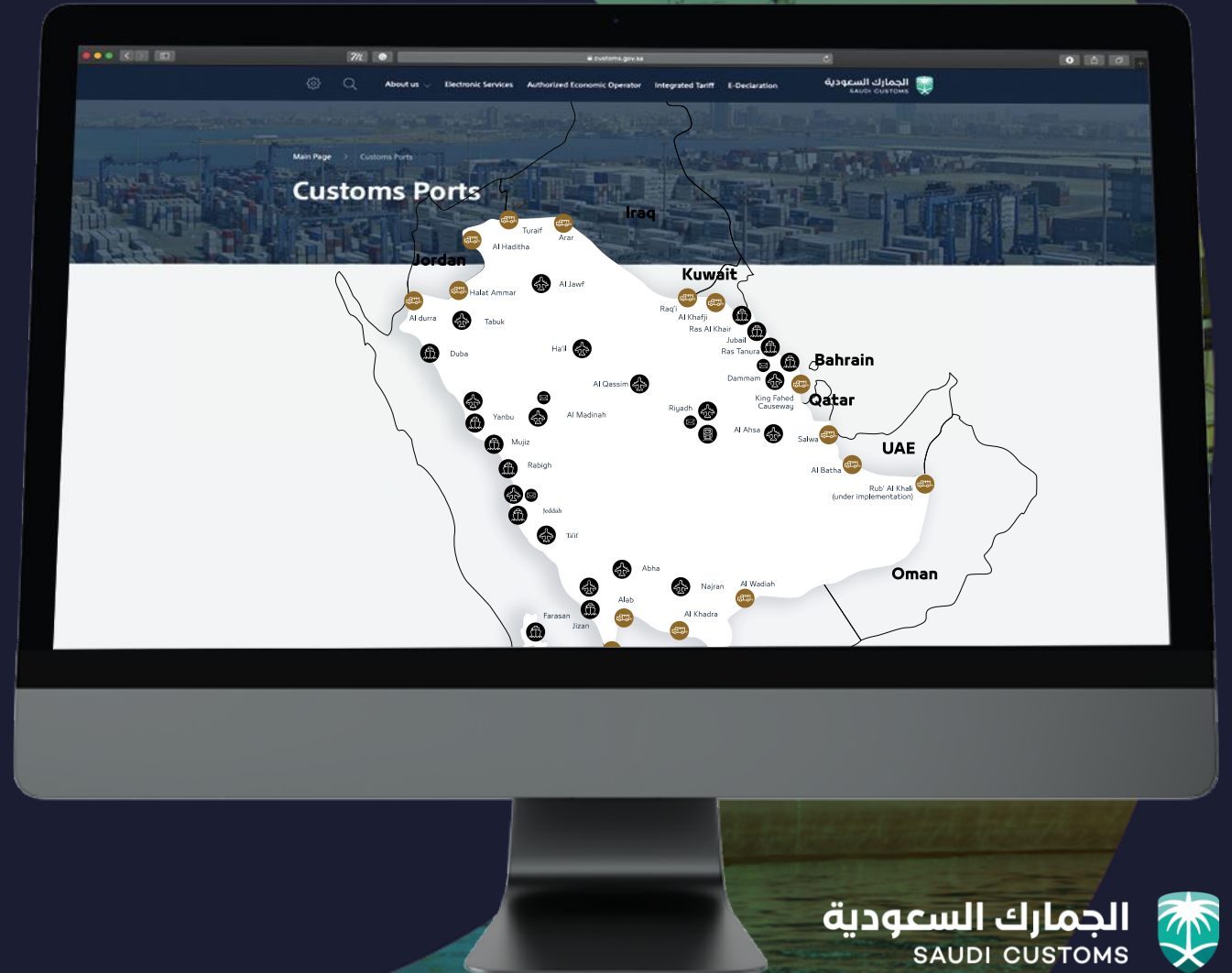
Maximize
human
capital

المشغل
الاقتصادي المعتمد
Authorized Economic
Operator

Saudi
AEO
achievements



Ports



Bonded Zones

SAUDI CUSTOMS

In parallel with issuing new bonded zone regulations Saudi Customs clears the first sea container via air port

2019-07-15

Bonded zone spread across Saudi Arabia

Ras El Khair
Dammam
Riyadh
Rabegh
Jeddah
Jazan

News

News Archive

- Saudi Customs at FIATA World Congress 2019 Saudi Arabia outlines its efforts in supporting logistics and facilitating global trade
- In parallel with issuing new bonded zone regulations Saudi Customs clears the first sea container via air port
- Halat Ammar Customs foils attempts to smuggle more than 184,000 Captagon pills

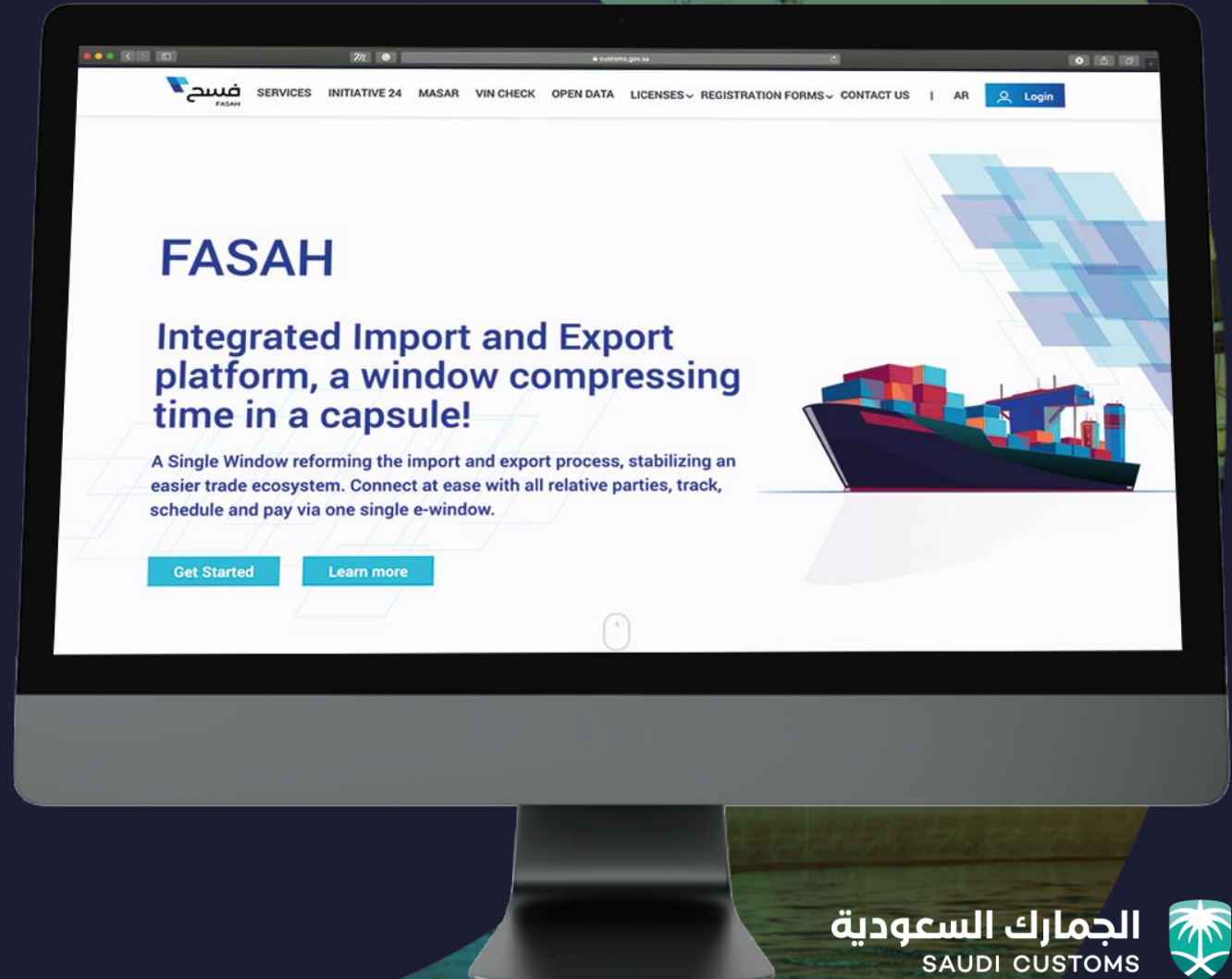
Ads

Ads Archive

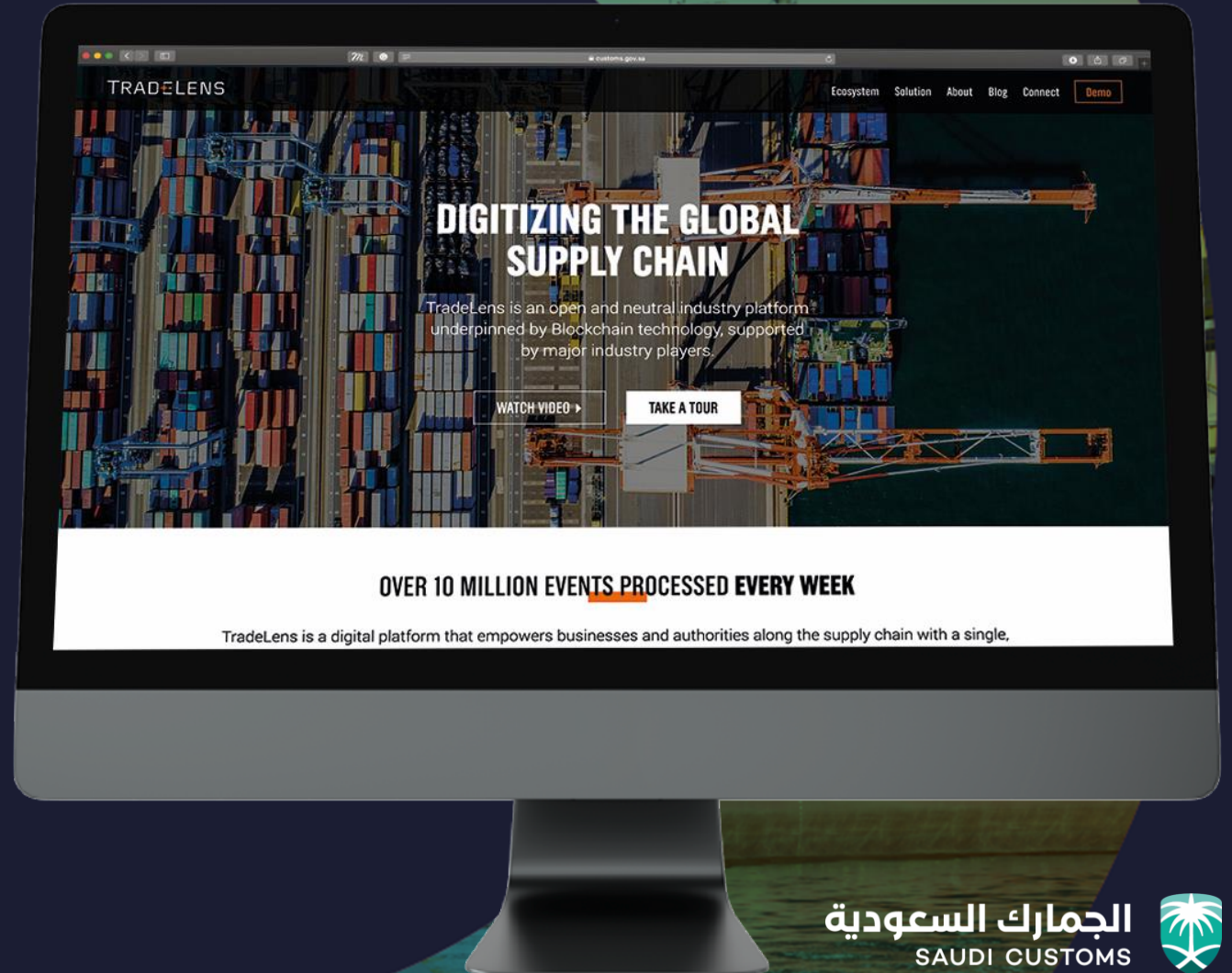
2018-07-23
IECEE Recognition Certificate is mandatory

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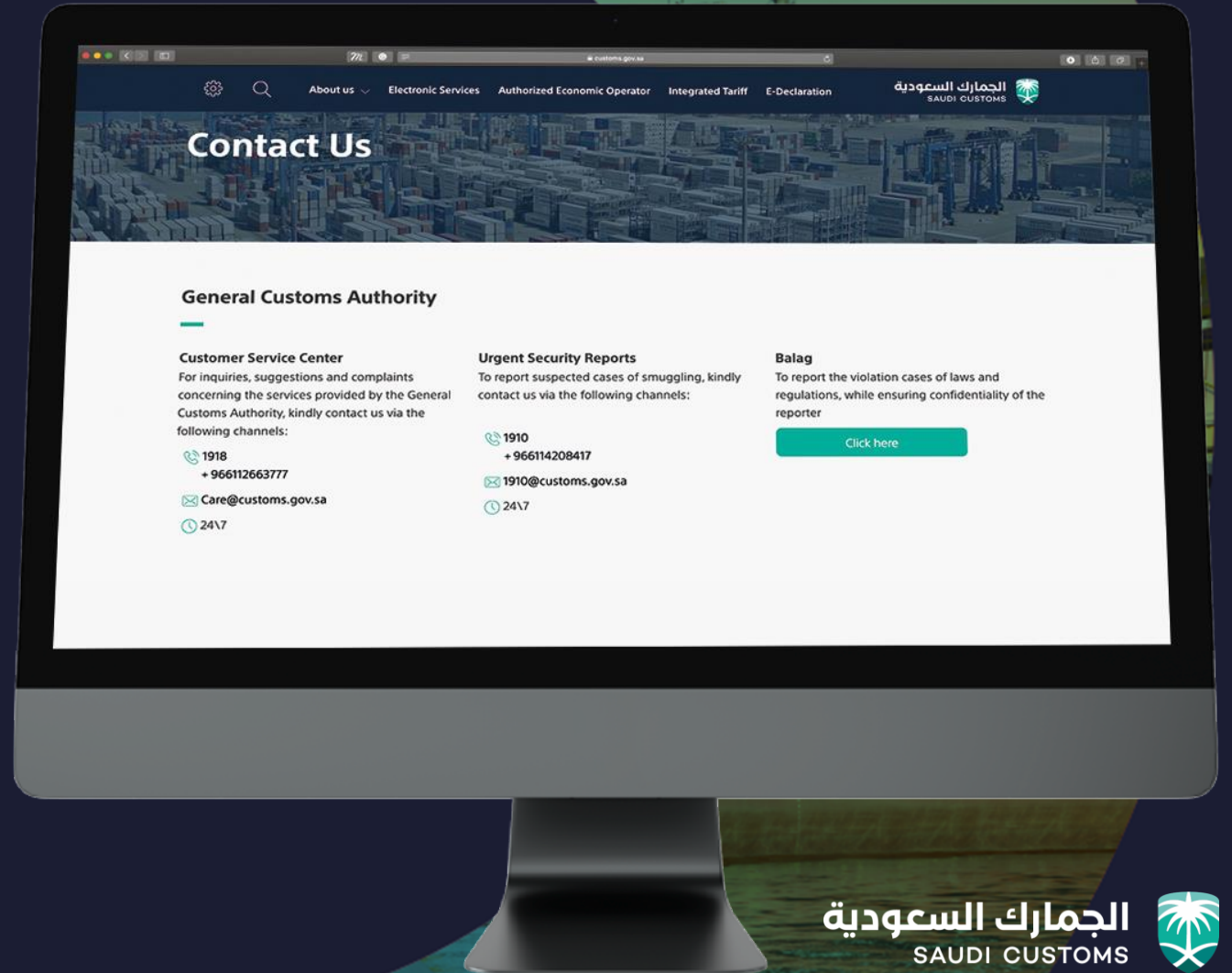
فَسَاھ
FASAH



Tradelens



1918 customer service 24/7



Internal Communication Challenges

Even the best reforms need to be communicated internally.. we need to raise awareness.. campaign.. perform trainings.. Transfer knowledge to employees etc. but how do you achieve that with **over 9,000 employees?**



Especially with **inexistent communication tools**. For example, in 2017 out of 10,000 employee emails there was only 50 active emails!

Internal Communication Challenges

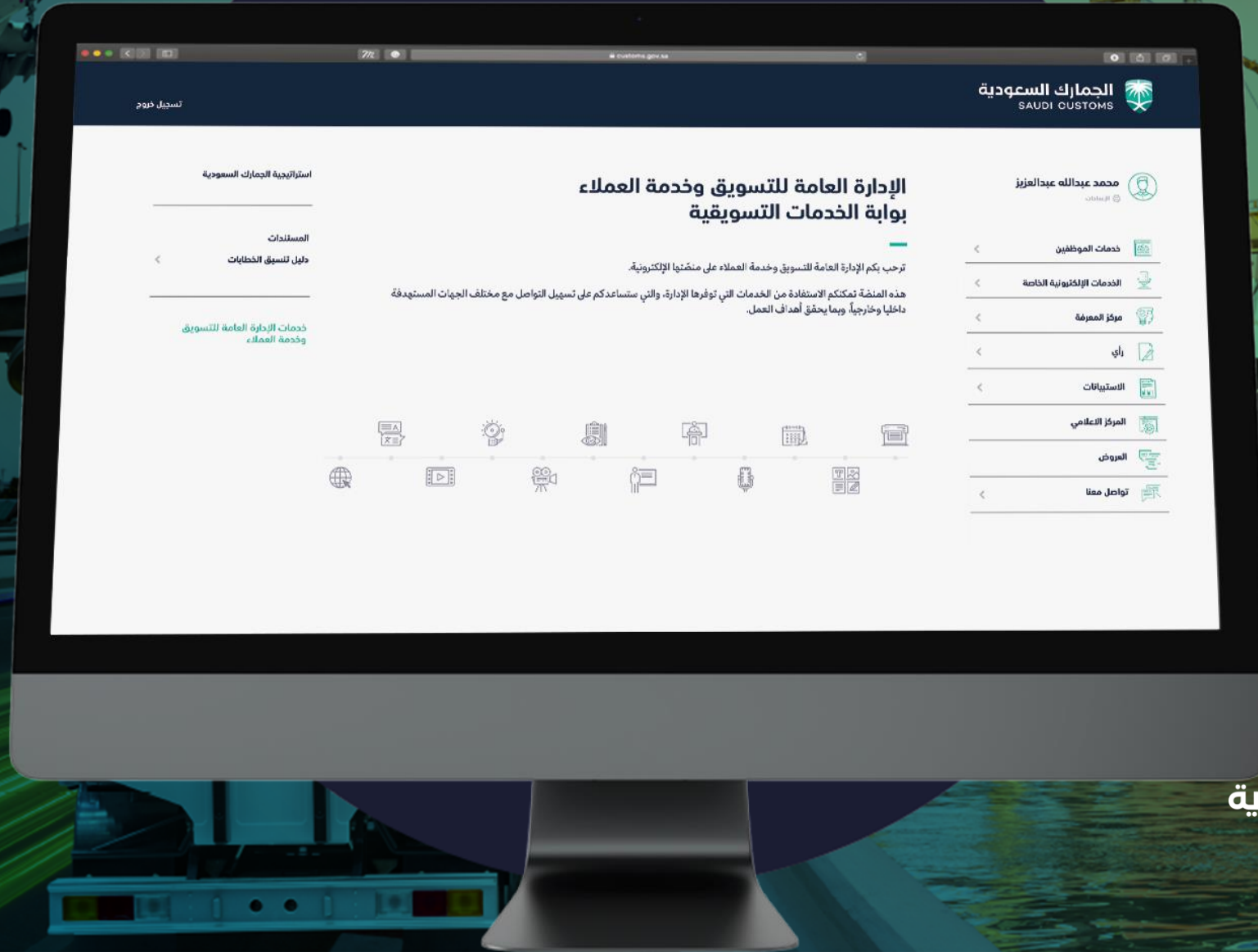


Even having a balanced Authority that focuses on trade and security was problematic—going from a purely security position to include trade was not easy for us—some port employees could not easily identify with the “customer service” approach of serving passengers—smiling, extending a hand, catering to their needs, customer satisfaction. How do you communicate this transformation in culture?

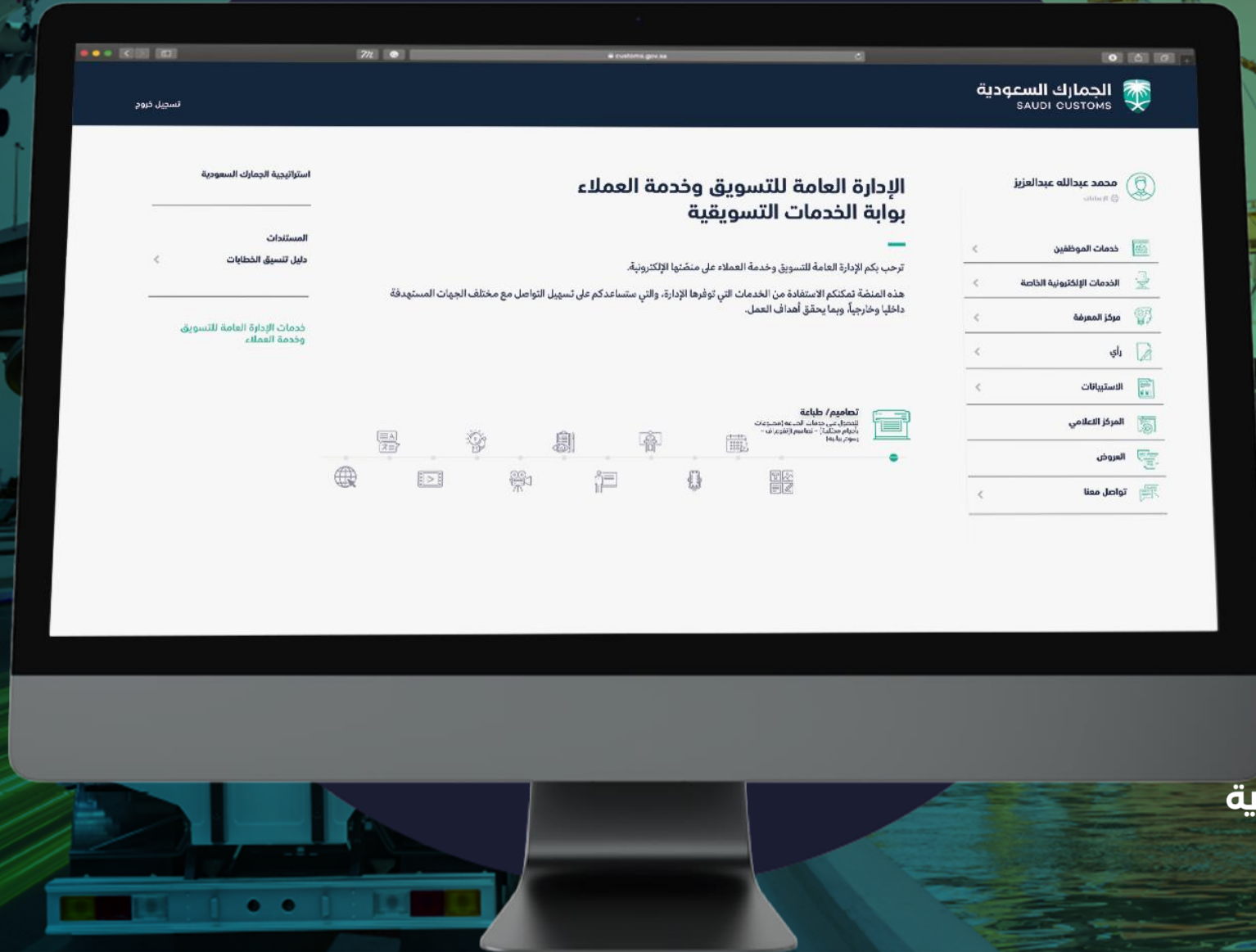
How do you implement internal communication strategies with employees who are mobile and located in remote areas



Marketing and Customer Service Portal



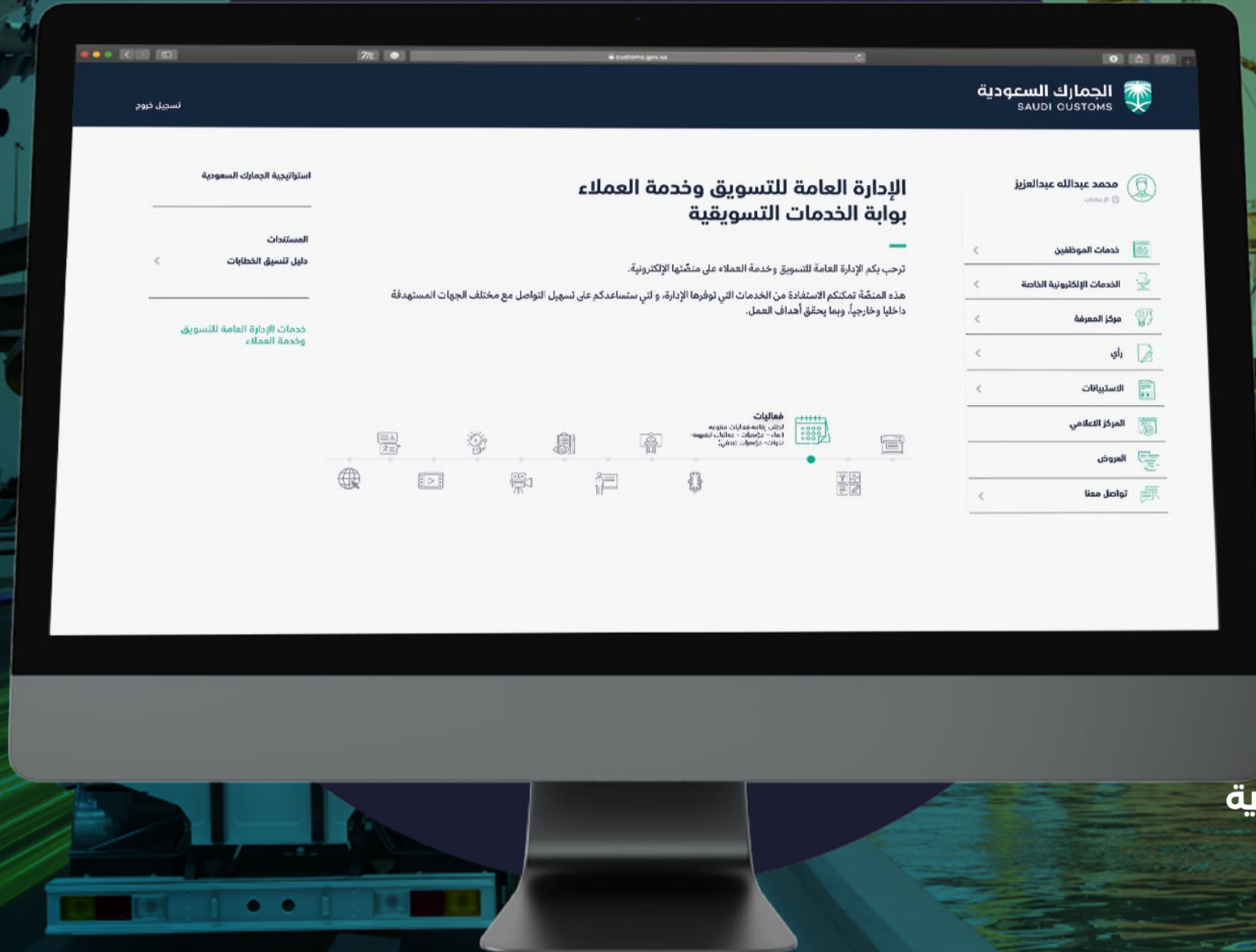
Marketing and Customer Service Portal



Marketing and Customer Service Portal

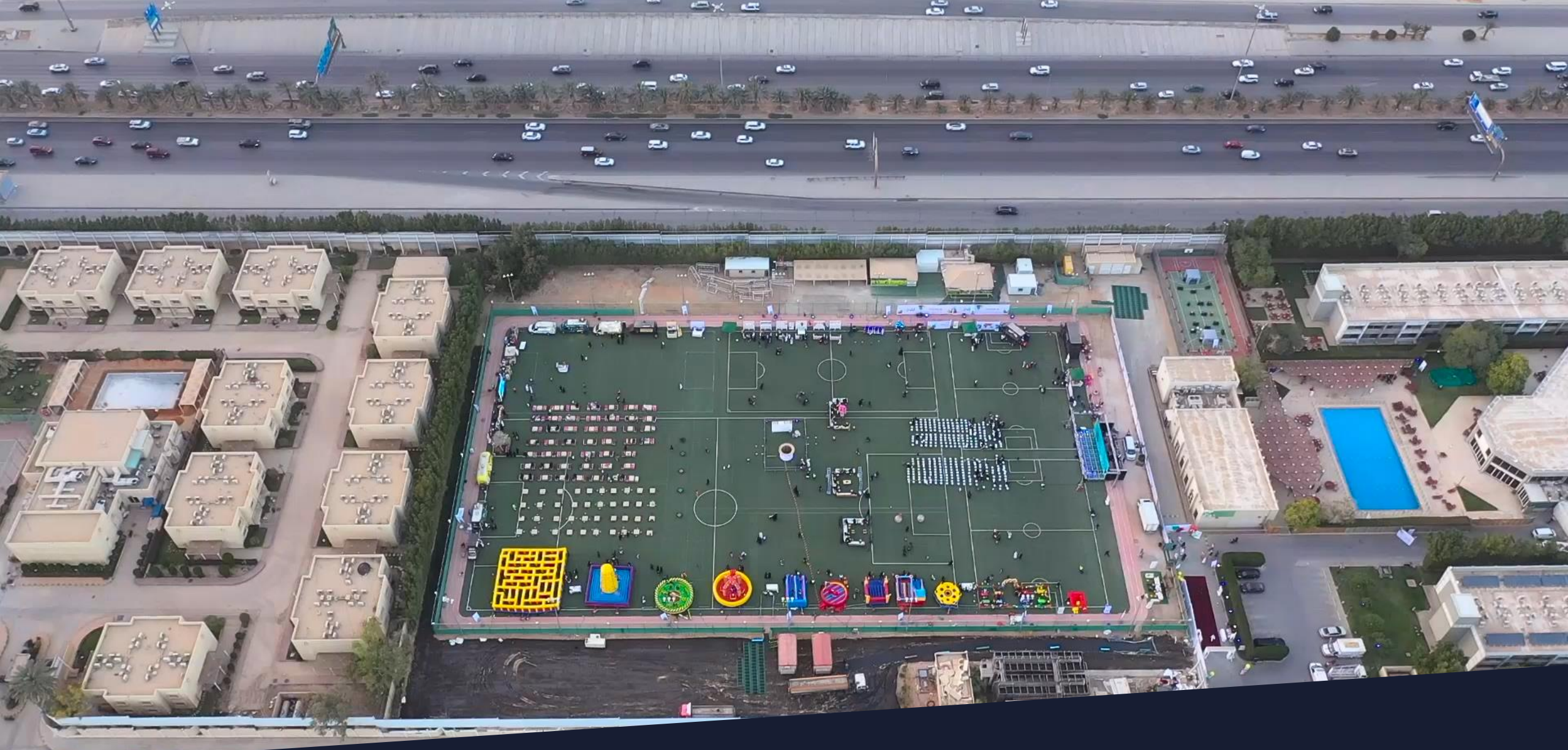


Marketing and Customer Service Portal



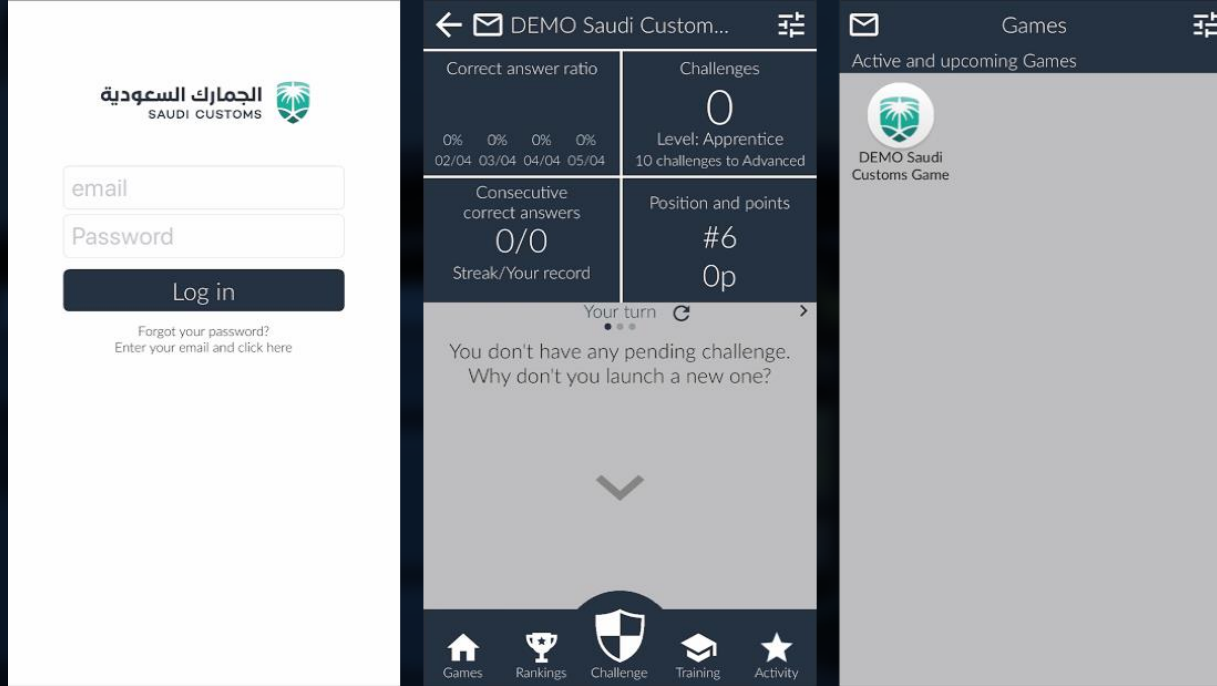
Internal Communication Achievements

Internal Communication Achievements



LAMMAH EVENT

Gamification of Training



تطبيق المنافسة والتحدي لموظفي الجمارك

الزملاء والزميلات منسوبي الجمارك السعودية،

في إطار جهودها لتعزيز ثقافة المعلومات حول العمل الجمركي، تعلن إدارة الاتصال المؤسسي والتسويق عن إطلاق تطبيق المنافسة والتحدي في نسخته التجريبية، والذي يشمل عدد محدود من الموظفين ولفترة محدودة بهدف اختبار فعاليتها.

يهدف التطبيق لتعزيز مبادئ التدريب والتعليم عبر المنافسة والتحدي بين زملاء العمل عبر كسب النقاط.

- وتضم المنافسة في مرحلتها التجريبية 500 مشترك فقط، للتسجيل: [اضغط هنا](#)
- تنتهي فترة التسجيل: 16 يونيو 2019م الموافق 13 شوال 1440هـ.

مع تمنياتنا بالتوفيق للجميع
إدارة الاتصال المؤسسي والتسويق

Employee Call Center 4000 & Portal

3%



EMPLOYEE SATISFACTION

97%



INCOMING CALLS

21,720



CONCLUSION

ONE TEAM / ONE VOICE



THANK YOU

Marketing and Customer Service

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