

Saudi Customs Internal Communication Journey

Oct 8 – 9 , 2019
WCO Headquarters, Brussels

1st WCO
Global Communication
Strategies Conference



INTRODUCTION



الجمارك السعودية
SAUDI CUSTOMS



SAUDI ARABIA



الجمارك السعودية
SAUDI CUSTOMS



SAUDI ARABIA

35 sea, air,
and land ports

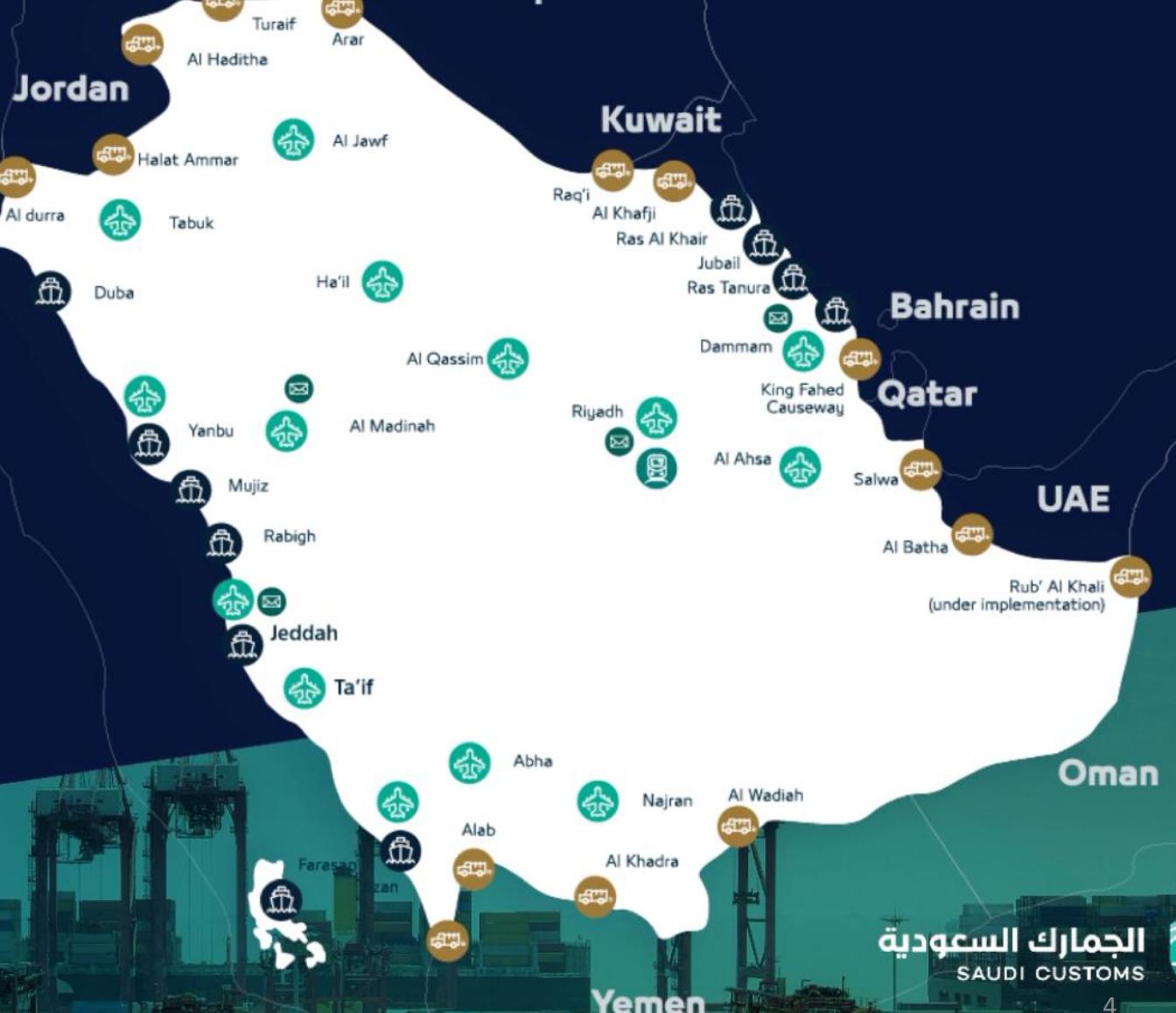
14 Airports

11 Seaports

15 Landports

1 Dry Port

4 Customs offices
at Saudi post



SAUDI VISION 2030

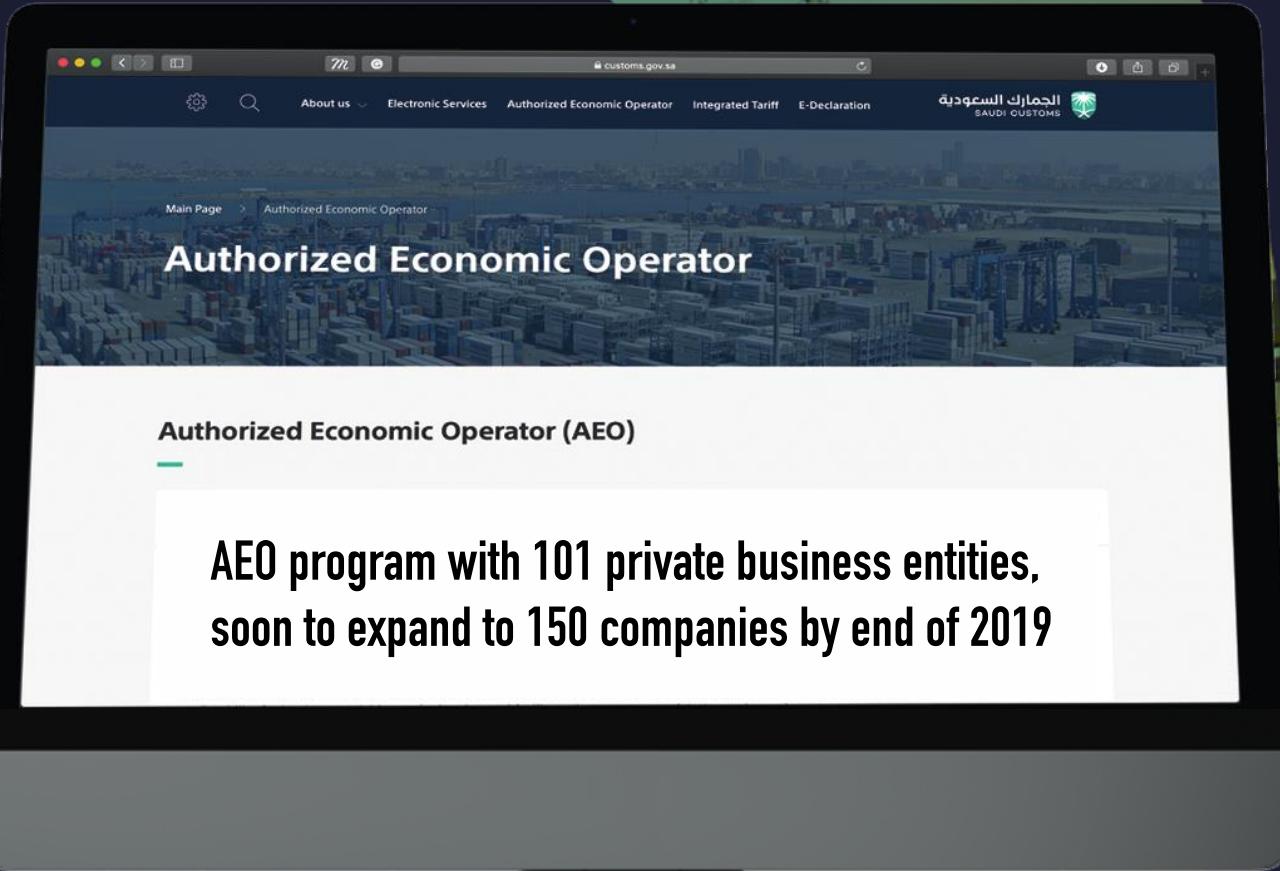
Vision 2030 “to be the first in the region that provides remarkable customs services to transform the Kingdom into a global logistics hub”



Maximize
human
capital

المشغّل
الاقتصادي المعتمد
Authorized Economic
Operator

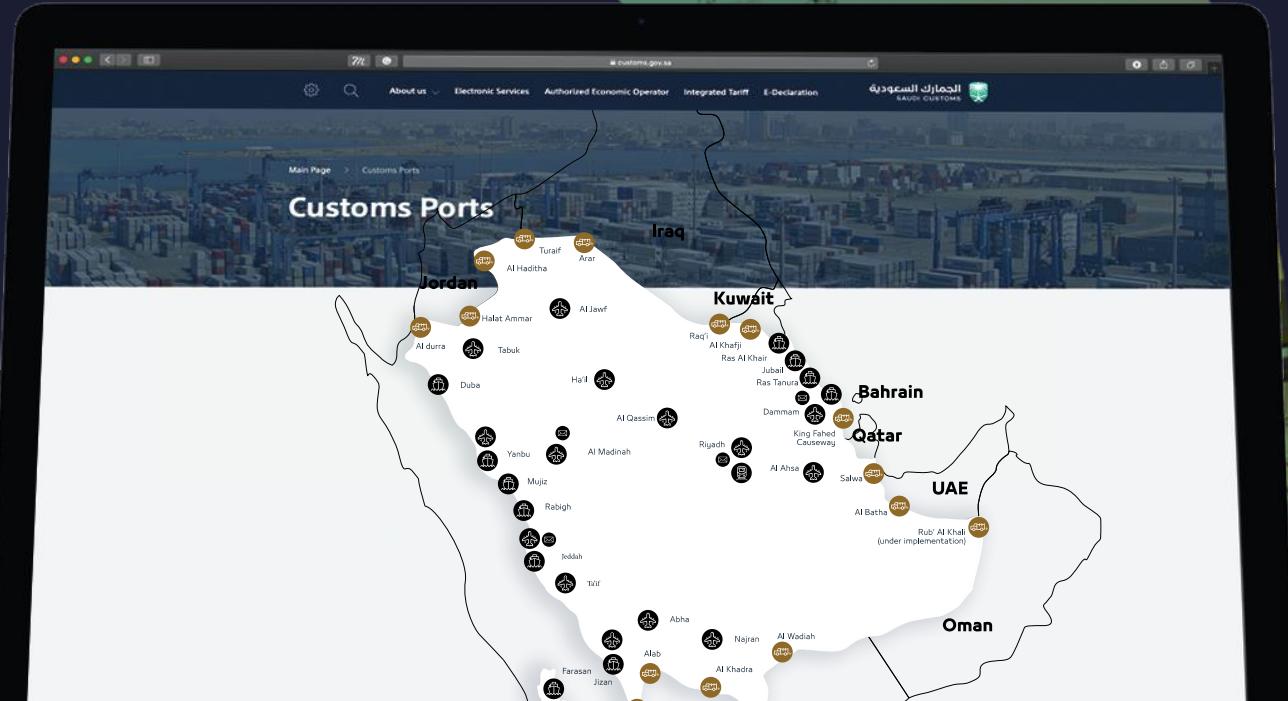
Saudi
SAUDI
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Ports



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Bonded Zones

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, Rabegh, Riyadh, Jeddah, Jazan

News News Archive

Saudi Customs at FIATA World Congress 2019

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

IECEE Recognition Certificate is mandatory

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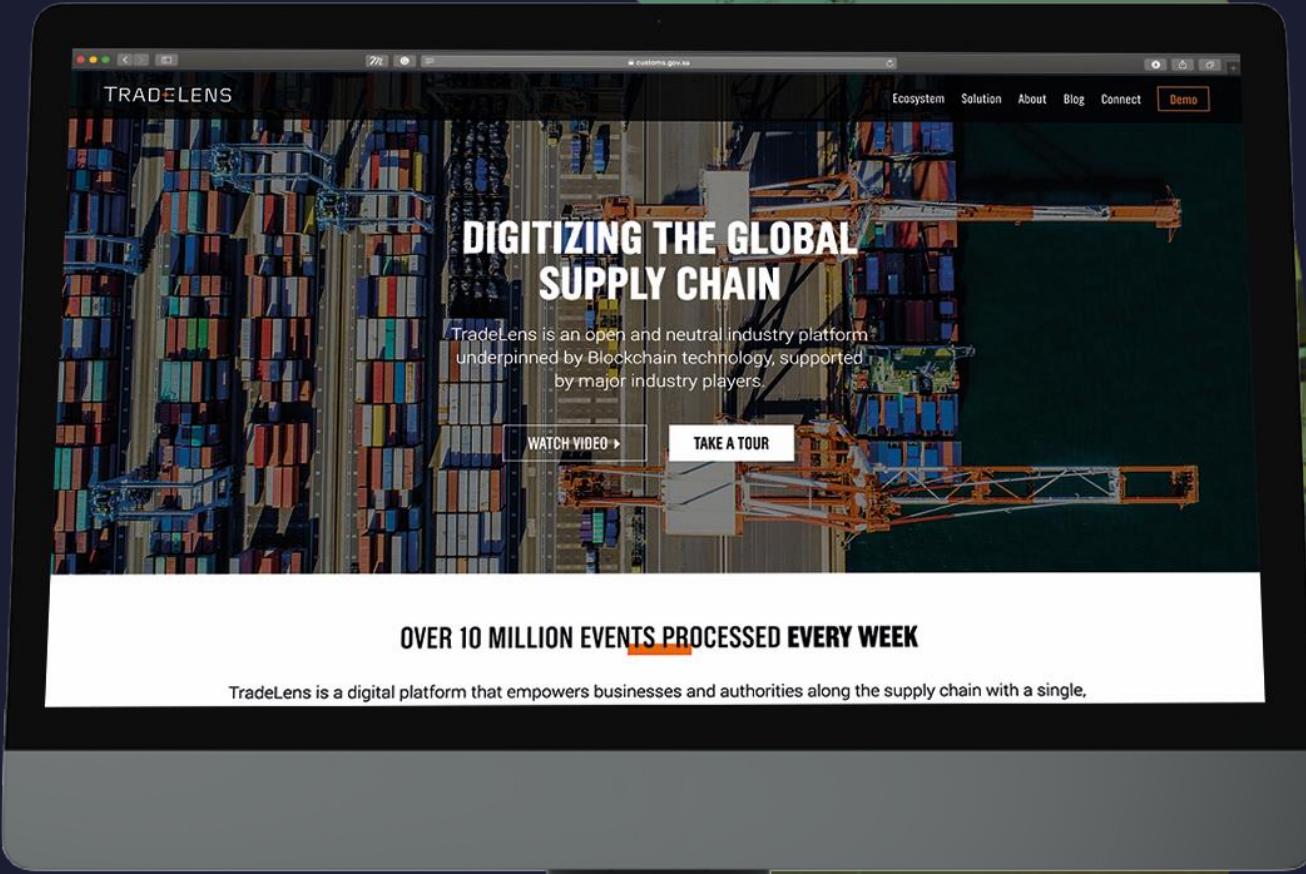
فاسح
FASAH

The screenshot shows the FASAH website homepage. At the top, there is a navigation bar with links for SERVICES, INITIATIVE 24, MASAR, VIN CHECK, OPEN DATA, LICENSES, REGISTRATION FORMS, CONTACT US, AR, and Login. The main heading is "FASAH" in large blue letters, followed by the tagline "Integrated Import and Export platform, a window compressing time in a capsule!" in a smaller blue font. Below the tagline is a descriptive paragraph: "A Single Window reforming the import and export process, stabilizing an easier trade ecosystem. Connect at ease with all relative parties, track, schedule and pay via one single e-window." At the bottom of the page are two blue buttons labeled "Get Started" and "Learn more".

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Tradelens



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1918 customer service 24/7

Contact Us

General Customs Authority

Customer Service Center

For inquiries, suggestions and complaints concerning the services provided by the General Customs Authority, kindly contact us via the following channels:

- 1918
+ 966112663777
- Care@customs.gov.sa
- 24x7

Urgent Security Reports

To report suspected cases of smuggling, kindly contact us via the following channels:

- 1910
+ 966114208417
- 1910@customs.gov.sa
- 24x7

Balag

To report the violation cases of laws and regulations, while ensuring confidentiality of the reporter

[Click here](#)



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

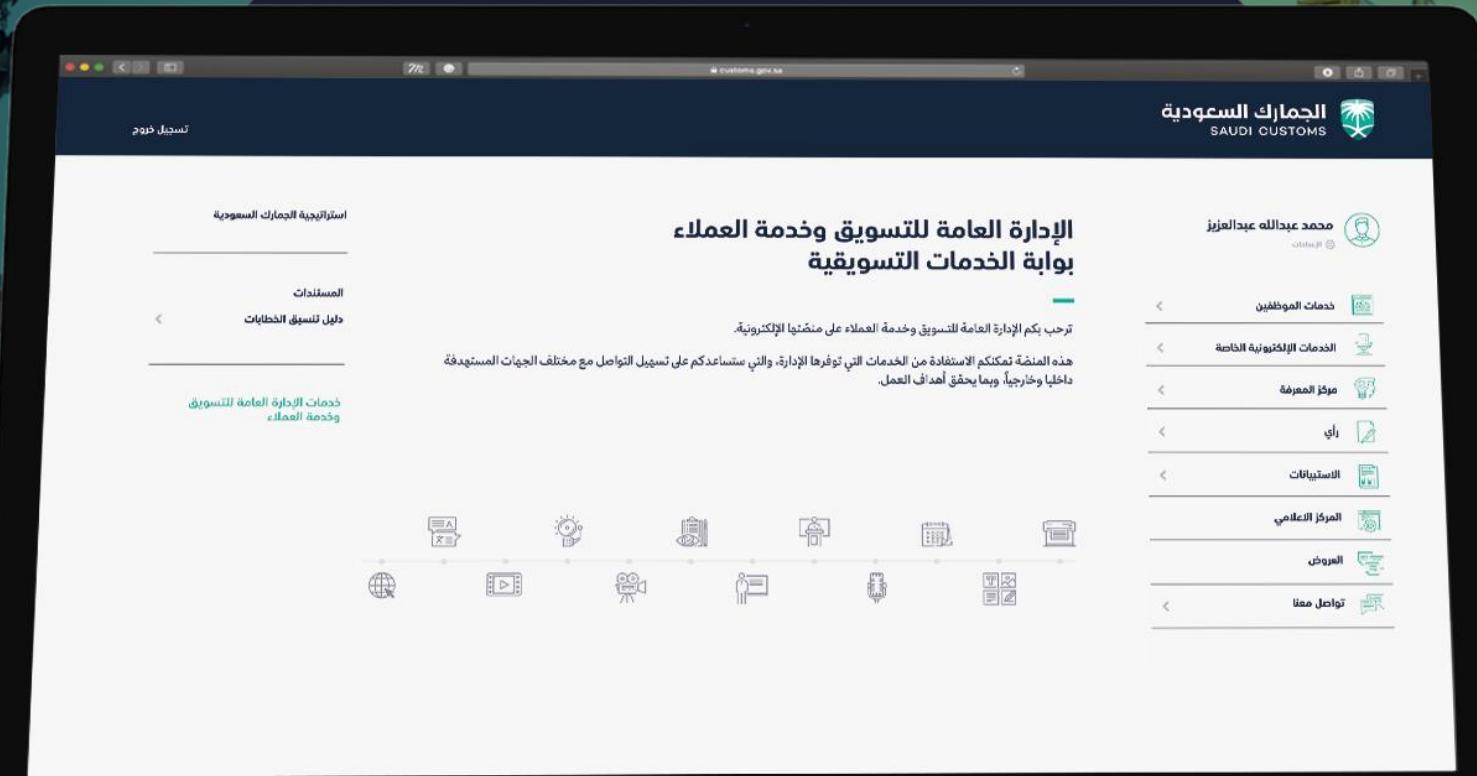


Even having a balanced Authority that focuses on trade and security was problematic— going from a purely security position to include trade was not easy for us – some port employees could not easily identify with the “customer service” approach of serving passengers – smiling, extending a hand, catering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

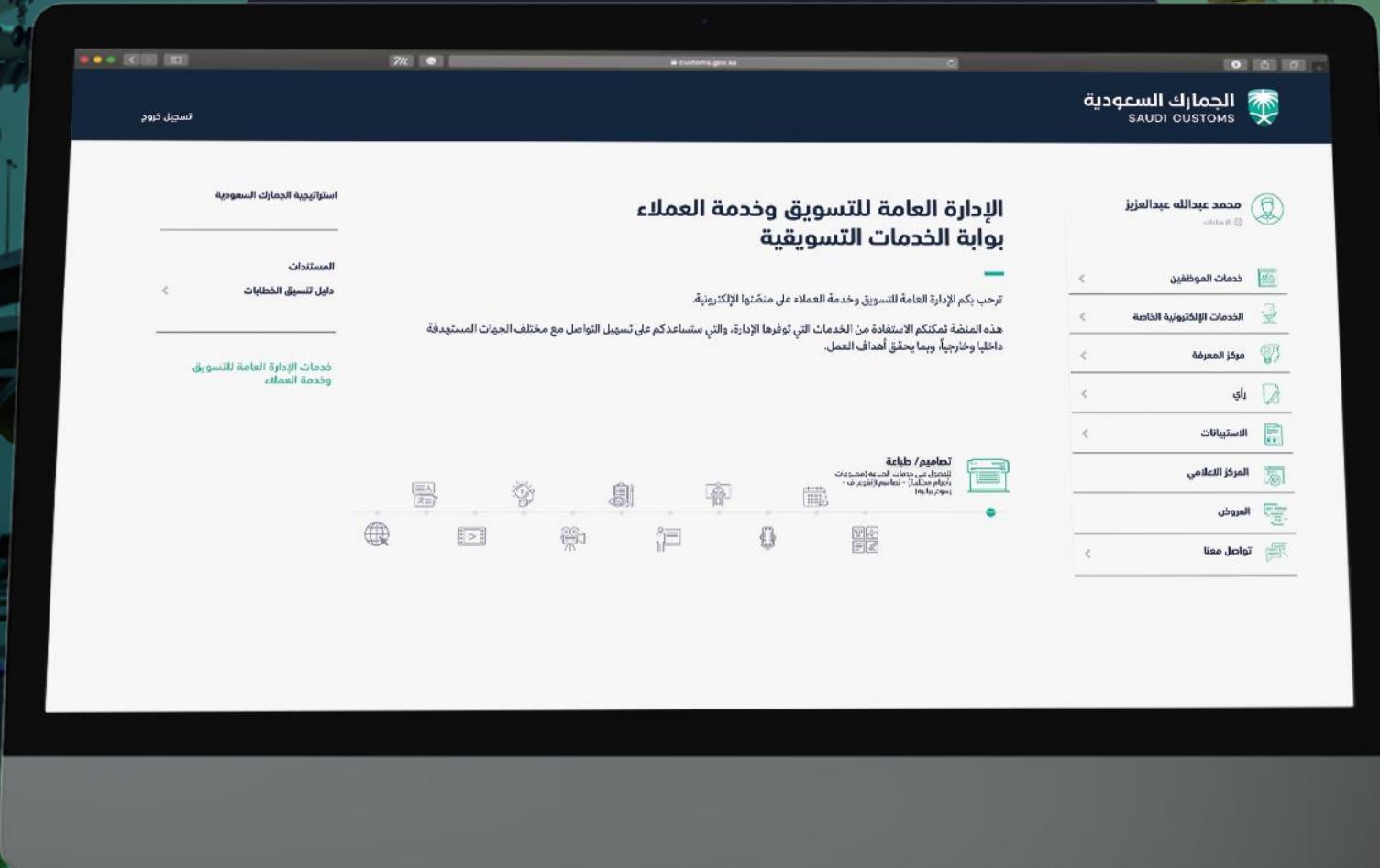
How do you implement internal communication strategies with employees who are mobile and located in remote areas



Marketing and Customer Service Portal



Marketing and Customer Service Portal



Marketing and Customer Service Portal

تسجيل خروج

الادارة العامة للتسويق وخدمة العملاء
بوابة خدمات العملاء

محمد عبدالله عبدالعزيز

خدمات الموظفين

الخدمات الإلكترونية الخاصة

مركز المعرفة

رأي

الاستبيانات

المركز العالمي

العروض

تواصل معنا

الجمارك السعودية
SAUDI CUSTOMS



Marketing and Customer Service Portal

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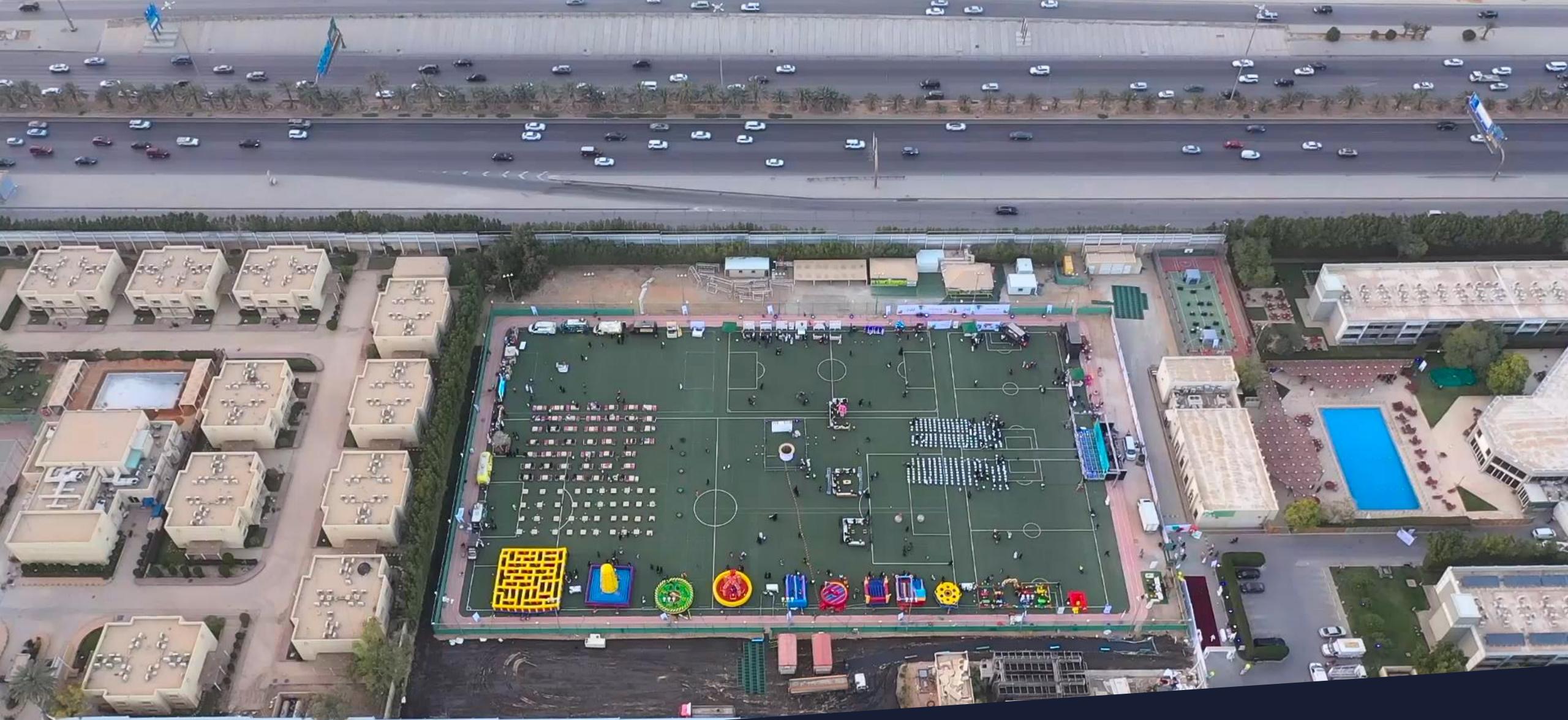
تواصل معنا

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Internal Communication Achievements



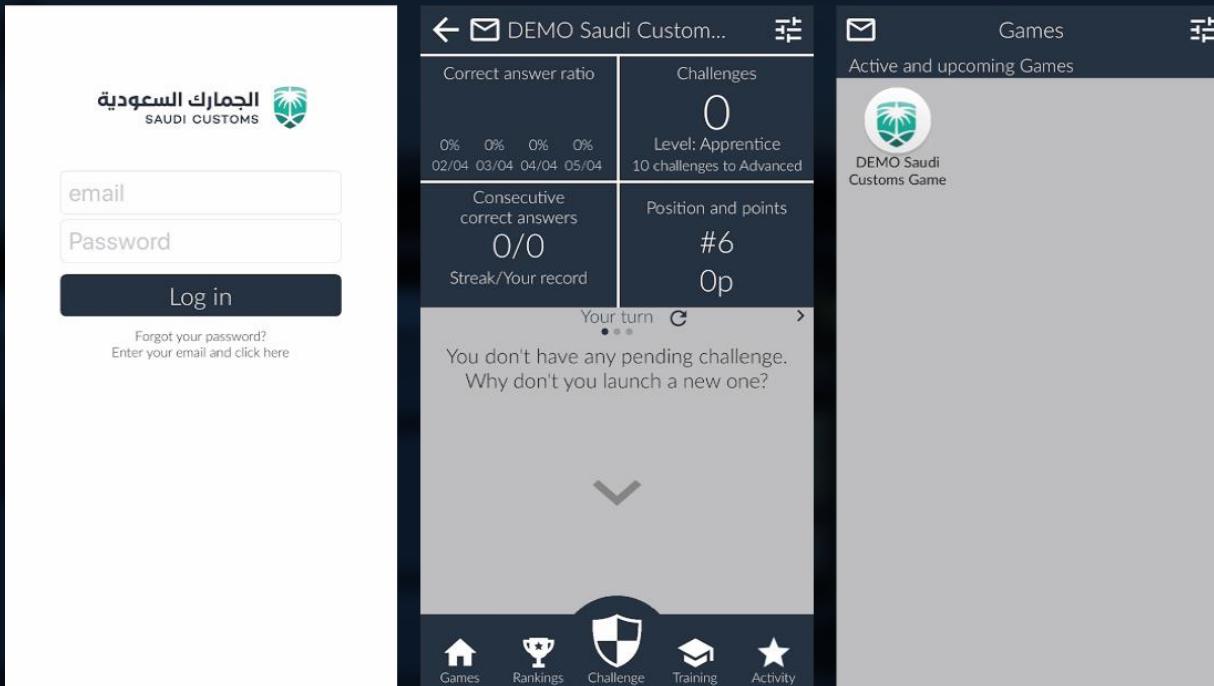


LAMMAH EVENT

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Gamification of Training



**تطبيق المنافسة والتحدي
لموظفي الجمارك**

الزملاء والزميلات منسوبو 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
محددة 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](#)

تنهي فترة التسجيل: 16 يونيو 2019 الموافق 13 شوال 1440هـ

مع تمنياتنا بالتوفيق للجميع
إدارة الاتصال المؤسسي والتسويق

Employee Call Center 4000 & Portal

3%



97%



INCOMING CALLS
21,720



CONCLUSION

ONE TEAM / ONE VOICE





THANK YOU

Marketing and Customer Service

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SAUDI CUSTOMS

