

# Samsonite: Leveraging Social Media Listening to Drive Service and Product Improvement in APAC and the Middle East



**Social media listening has given us invaluable real-time insights about our customers offering greater immediacy and depth than traditional methods such as surveys. The traditional way is a very proactive way of understanding insights whereas what we're trying to do is to complement that through a very passive way—what people are already saying—and trying to find insights from there.**

Assistant Director of APAC Digital Marketing, Samsonite APAC & Middle East

## About Samsonite

Samsonite is a global leader in travel luggage and accessories, renowned for its durable, innovative products and strong brand presence worldwide. In Singapore, where it has operated for over 25 years, Samsonite serves as a regional hub for brand development and sourcing, with multiple retail and airport locations offering a full range of products and aftersales support. The brand also emphasizes customer experience and sustainability, aligning local initiatives with its global “Responsible Journey” strategy.



## Objectives

Samsonite's regional digital marketing and customer experience teams needed to maximize their customer engagement potential across 13 APAC and Middle East markets. The team required a comprehensive monitoring and analysis system capable of processing 50,000+ monthly mentions and delivering actionable intelligence to stakeholders at every level – from customer service teams needing immediate complaint alerts to executives planning quarterly product development.

### The team actively addressed various aspects of customer experience and brand reputation:

- Real-time complaint management - 24-hour responses with fully validated alerts.
- Trend analysis - Detecting patterns to guide product and service improvements.
- Multi-market intelligence - Consistent insights respecting local cultures and platforms.
- Feedback transformation - Turning social mentions into actionable business intelligence.

### In order to excel in these areas, the team focused on three key objectives:

- Filtering signal from noise - Processing 50,000+ monthly mentions to deliver only actionable, validated feedback.
- Immediate response capability - Providing prioritized complaint alerts within 24 hours to prevent escalation.
- Driving business transformation - Using authentic customer insights to guide product, policy, and service improvements.



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## Challenge: Transforming Volume Into Intelligence Across 13 Diverse Markets

Samsonite Group operates across 13 diverse APAC and Middle East markets, managing the Samsonite and American Tourister brands. The regional team faced a strategic priority: transforming approximately 50,000 monthly social media mentions and customer feedback into actionable insights that could drive real business improvement.

The challenge extended beyond volume. Most mentions consisted of promotional content rather than actionable customer feedback. Additionally, market diversity meant navigating multiple languages, cultural contexts, and platform ecosystems – including China's restricted digital environment.

### The challenges were clear:

**1/ Signal vs. noise:** Most mentions were promotional, not actionable for business decisions.

**2/ Multi-market complexity:** Managing languages, cultures, and platforms across 13 markets, including China's restricted ecosystem.

**3/ Speed of response:** Delivering 100% cleaned daily alerts to keep local teams updated on all cases.

**4/ Turning feedback into action:** Responding to concerns, spotting trends, and using insights to improve products and services.

# Solution: The Hybrid Intelligence Engine: How Onclusive Transformed Social Volume Into Strategic Action

Success came from three elements: AI combined with human analysts validating alerts daily for actionable feedback; stakeholder-aligned reporting from daily alerts to quarterly insights; and regional customization ensuring consistent localized monitoring, with China supported by local partnerships.

## The 3-Pillar Framework:

### Pillar 1:

Technology + Human Analysis - AI platforms combined with analysts who understand regional dialects, cultural context, and platform-specific norms including China's Xiaohongshu, WeChat, and Douyin. Manual validation each morning removes inaccuracies, duplicates, and irrelevant entries before email alerts are sent.

### Pillar 2:

Stakeholder-Aligned Reporting - Intelligence tiered by decision-making needs: Daily alerts for customer service teams enabling immediate response; Weekly summaries for regional leadership tracking patterns; Monthly reports for marketing and product teams analyzing trends; Quarterly reviews for executive leadership informing strategic planning.

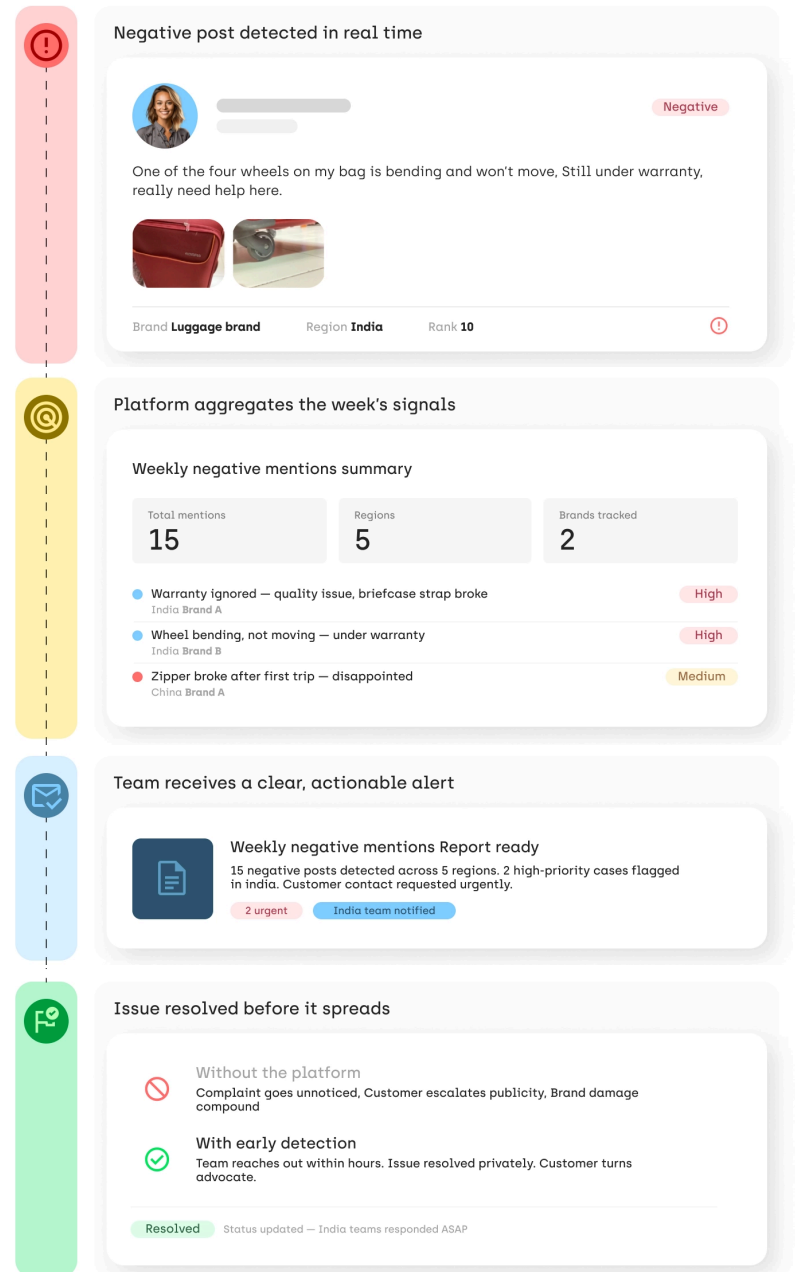
### Pillar 3:

Regional Customization - Each of 13 markets monitored through localized social listening while maintaining quality consistency. China coverage includes specialized local partnerships for restricted platform access, ensuring comprehensive regional intelligence.

This hybrid intelligence model didn't just capture mentions – it transformed passive social conversation into active business intelligence. The framework enabled Samsonite to shift from reactive issue response to proactive pattern recognition, identifying problems before they scaled and informing policy improvements based on authentic customer voice. The architecture proved both locally responsive and strategically scalable across diverse markets.

Let our expert show you how to transform media data into actionable strategic intelligence. Schedule a customized consultation to see how our analysts deliver reputation analysis, stakeholder intelligence, and competitive insights for your communications objectives.

## From signal to resolution Before it escalates



Book Demo

## Results: From Feedback Overload to Actionable Business Intelligence

Samsonite transformed 50,000+ monthly mentions into intelligence that reformed policies, optimized products, and restructured customer care operations.

### Operational Excellence

- 50,000+ monthly mentions filtered, with 2 daily alerts enabling 24-hour response.
- 7-day monitoring across 13 APAC and Middle East markets, including China-specific platforms.
- Over 60 reports delivered annually.

### Strategic Insights

- Market-specific preferences guided product development.
- Pain points addressed through policy reform and unmet needs informed innovation.
- Cultural considerations supported regional customization.

### Business Transformation

- Policies reformed, product costs optimized, warranty coverage expanded.
- Premium retail experiences enhanced and customer care restructured based on social insights.

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## About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.