Samsonite APAC personalizes customer journeys with EmotionsAI

Driven by a relentless commitment to quality and customer satisfaction, Samsonite continually evolves to meet the needs of today's travelers, ensuring every journey—whether shopping online or embarking on an adventure—is as seamless possible.

CHALLENGE

Buying luggage is not a frequent purchase; it's a thoughtful decision that requires trust and detailed consideration. Customers often spend significant time considering their options, seeking the perfect travel companion to fit their needs.

The challenge for the Samsonite APAC team was clear: connect shoppers with their ideal luggage solution in as few clicks as possible, streamlining the sales funnel from exploration to purchase. With customers spread across diverse regions, Samsonite recognized the importance of personalization to keep their brand top-of-mind throughout the decision-making process.

Leveraging data and technology became crucial to creating a digital experience that catered to the emotional needs of each customer, ensuring every click brought them closer to their perfect travel companion.

EXPERIMENTING WITH EMOTIONSAI

To tackle these challenges, Samsonite APAC integrated EmotionsAI into their digital strategy. This AI-powered solution provided deep insights into customer emotions, allowing Samsonite to segment audiences based on emotional needs such as 'Competition' and 'Safety'.

Samsonite focused their testing efforts on critical pages like the homepage, product detail pages and checkout because they knew these were key to the customer journey. By personalizing experiences on these pages, they enhanced engagement and boosted conversions across their brand platforms.

When crafting experiences at scale, it's crucial to consider what appeals to consumers as a whole, but remember that a one-size-fits-all approach rarely works. EmotionsAI reminds us that what excites one customer can completely turn off another.

By segmenting consumers into 10 distinct types, the team was able to hone in on what truly matters to their audience. Some consumers dive deep into research before making a purchase, while others are looking for quick solutions, like preparing for a vacation tomorrow.

"I was very much on board with EmotionsAI because it's helping us go towards where we want to be, to do better things for user experience, better things in conversion optimization and better customer relations."

Sze Keong Sim
Manager, Digital Analytics, Asia eCommerce - Samsonite

About Samsonite

In the travel industry, Samsonite stands at the forefront with its innovative designs and unmatched durability. With over a century of expertise, this powerhouse portfolio boasts renowned brands like TUMI, American Tourister and High Sierra. From ultra-lightweight suitcases to iconic hard-shell luggage, Samsonite offers everything a modern traveler needs.
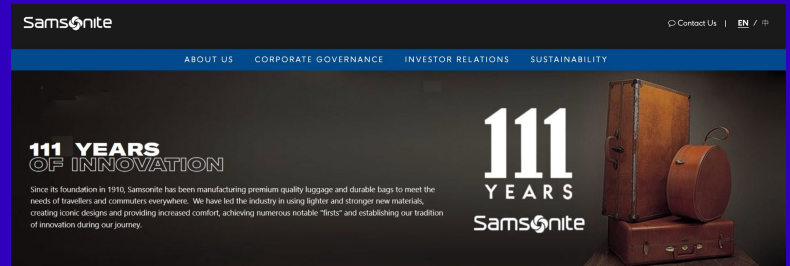
Samsonite APAC uncovered two key emotional drivers: 'Competition' and 'Safety'. The competitive drive aligns perfectly with their position as an industry leader, prompting them to enhance social proof with reviews and testimonials. For research-oriented shoppers, Samsonite recognized the need to clearly showcase product details and unique selling points. Viewing the customer journey from different perspectives allowed them to appreciate the diverse needs of their consumers and deliver a more personalized experience.

HYPOTHESIS

Competition-oriented visitors want to get the best products, so they are sensitive to reviews. By displaying the rating and number of reviews for the particular product, Samsonite can effectively direct these visitors to read the reviews and eventually make a purchase.

RESULTS & LEARNINGS

Competition-oriented visitors demonstrated the most engagement with a 108% increase in clicks on ratings. As most segments reacted positively to this new design, it was launched to all audiences as a personalization.

This strategy resulted in an overall transaction rate increase of 7.17%, showcasing the effectiveness of personalizing the customer journey based on emotional drivers and preferences.

"There is no one-size-fits-all. We need to constantly personalize, test and run the same test across different periods, brands and markets."

Michael Dewar
Head of eCommerce
Samsonite Australia & New Zealand

Original

Variation
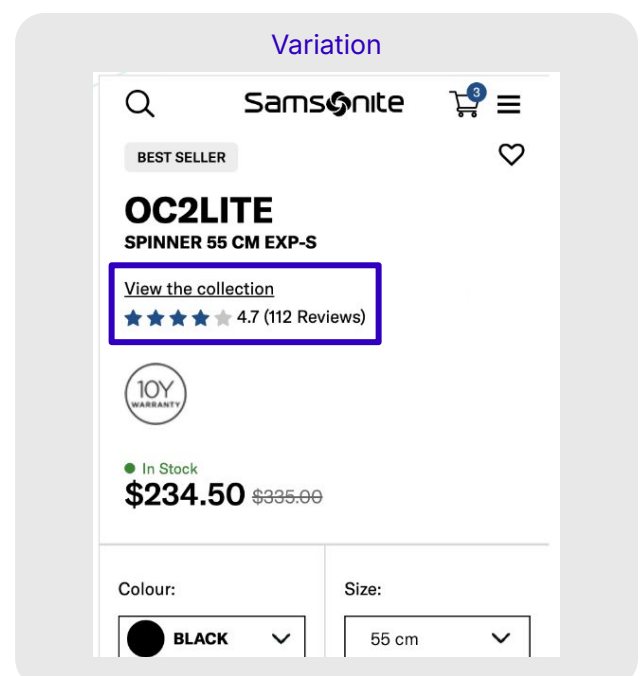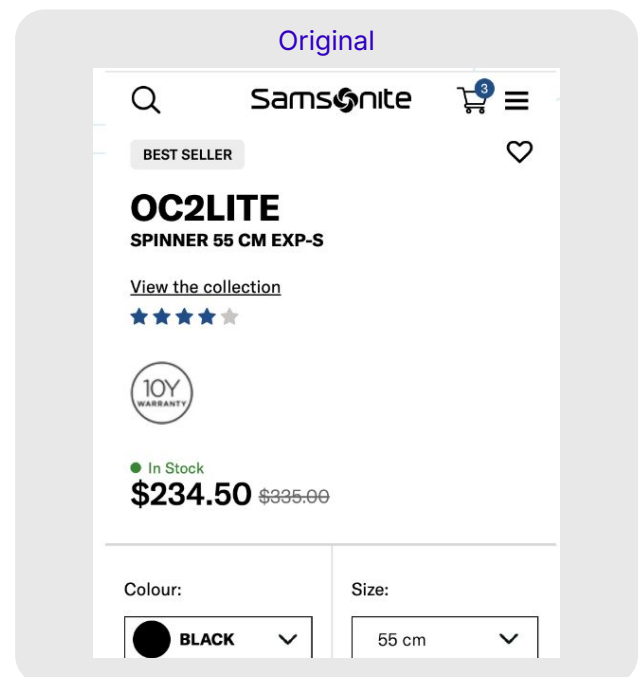
> "Working with AB Tasty has allowed us to leverage hypotheses not only from within their team but also from others they collaborate with, enabling us to fast-track our strategies. This has been far more effective than previous experiences where we were simply handed a platform and expected to figure it out on our own. I see AB Tasty as more of a partner who works with us as part of our team, rather than just a vendor."

Sze Keong Sim
Manager, Digital Analytics, Asia
eCommerce - Samsonite

KEY INITIATIVES

- **Personalization at scale:** Using EmotionsAI, Samsonite could test multiple variants simultaneously on different emotional segments, allowing them to see what worked best for each customer segment. This shift from gut feeling to data-driven decisions ensured that every interaction was tailored to meet individual customer needs, delivering a truly personalized experience.

- **Quick wins with A/B Testing:** Samsonite leveraged AB Tasty's platform to conduct rapid A/B tests, like implementing a countdown timer during sales, which led to impressive results. This agility enabled the marketing team to bypass traditional development cycles, swiftly responding to market demands and capturing growth opportunities.

- **Localized strategies:** Understanding that customer behavior varies across regions, Samsonite customized its approach for different markets. Emotional needs identified in Malaysia and Singapore differed from those in Australia, highlighting the importance of a localized strategy to address specific market needs and preferences.

Clicks on Ratings - Competition Segment

+108%

Overall Transaction Rate

+7.17%

Samsonite's research into customer personas, with EmotionsAI, revealed ten distinct behavior profiles, enabling them to test and design more personalized experiences that cater to individual preferences. Using AB Tasty's Visual Editor they then easily adapted product detail pages and other elements to align with the unique expectations of each persona.

For example, Samsonite APAC identified distinct emotional needs in markets like Malaysia and Singapore across two different brands. The two major emotional needs identified were no surprise to the teams but in fact validated an intuition they had and finally allowed them to action and target those important segments reinforcing the value of a tailored approach to customer experience.

INSIGHTS & ADAPTATIONS

Through their experimentation with EmotionsAI, Samsonite APAC discovered that user behavior varied significantly across regions and brands. What worked well in one market didn't necessarily apply to another. This realization emphasized the importance of constantly testing and personalizing features for each specific market, rather than attempting to apply a one-size-fits-all approach.

TAKEAWAYS

Integrating EmotionsAI has revolutionized Samsonite's digital optimization strategy. By focusing on emotional personalization, Samsonite APAC not only boosted conversion rates but also enhanced customer satisfaction, demonstrating the power of tailored experiences in driving business success.