Samsonite

Case Study

AnswerNet helped Samsonite cut service costs and expand into live chat while delivering consistent, high-quality support

Industry: Retail

Client: Samsonite is the leading luggage brand helping travelers' journey further, with ever lighter and stronger products



The Client

Samsonite is the worldwide leader in superior travel bags, luggage and accessories combining notable style with the latest design technology and the utmost attention to quality and durability. For more than 100 years, Samsonite has leveraged its rich design heritage to create unparalleled products that fulfill the on-the-go lifestyle needs of the business professional.

The Challenges

Samsonite sought a partner to handle day-to-day customer interactions. As our partnership grew, we managed the full range of support needs so their internal team could focus on higher-level operations.

Working with Samsonite for more than 30 years, AnswerNet's coverage included answering frequently asked questions, making referrals, taking orders for merchandise, suggesting up-sells, giving dealer locations and making consumer advocacy decisions based on the scenario and warranty and company guidelines, such as who will receive a refund, replacement or negotiate a resolution when these were not possible.

The Solution

AnswerNet supported Samsonite's ecommerce business by handling orders, order status and updates, product questions, returns and overall support across five major brands, servicing customers from online company websites, physical sites and eBay and Amazon storefronts.

We became their first live chat provider, helping shift from phone to more cost-effective digital channels. Our team issued return labels, acted as consumer advocates and delivered weekly reports. The result: improved planning, higher service levels and reduced customer service spend.

The Results

AnswerNet delivered measurable savings and performance gains for Samsonite. By consistently staying under projected monthly spend, we helped reduce customer service costs. Samsonite saw a 19% reduction compared to the same period the previous year. Our team provided steady coverage across multiple channels, while guiding a shift to a more efficient, chat-first model that eased the load on in-house teams.

19% reduction

In customer service spend compared to the prior year