



Samsonite

Case Study

**How Samsonite maintains their  
commitment to customers in a digital age**



## SUMMARY

Known for over 100 years of uncompromising quality, Samsonite is a global icon in luggage design. The company seeks to fit the fierce lifestyle demands of business professionals, placing an emphasis on durability and customer satisfaction.

Samsonite's commitment to its customers was put to the test on its US eCommerce store. Customers had difficulty determining the true size and shape of products through images alone. This uncertainty resulted in fewer conversions, more customer service calls, and even a higher rate of product returns. Customers were unsure of which pieces of luggage were permissible for carry-on as each airline's policy differs. In order to solve this problem, Samsonite's VP of eCommerce, Jay Nigrelli, turned to Tangiblee.

**3x**

Revenue Per Visitor

**2.2x**

More likely to convert after using Tangiblee

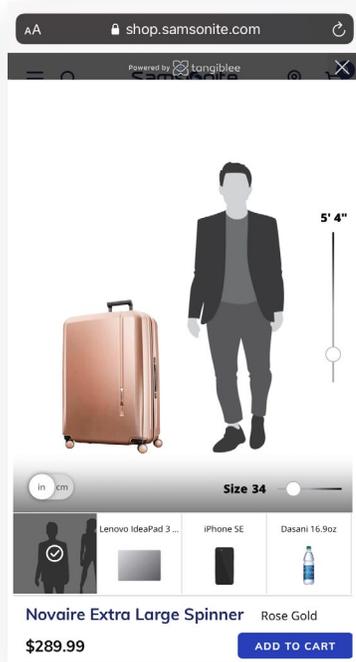
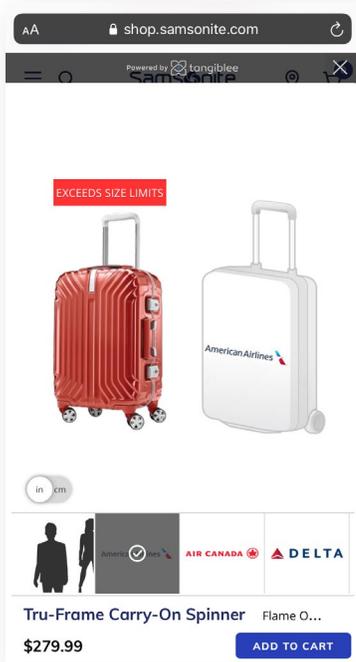
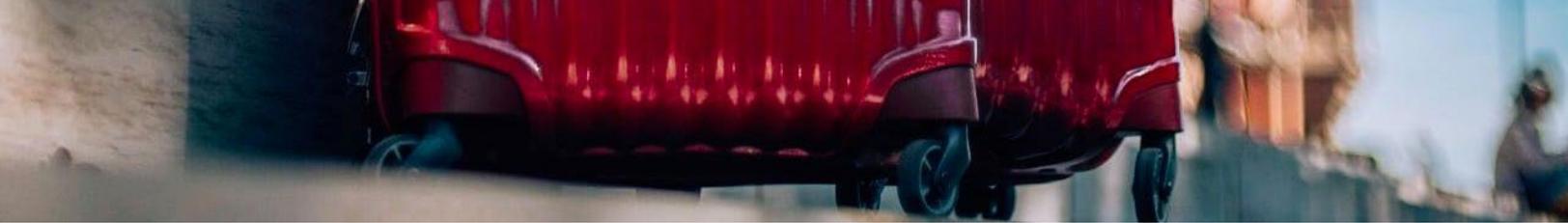
**"We needed to address this growing customer concern surrounding airline carry-on restrictions. A week after our first discussion, Tangiblee had a scalable solution ready to implement. "**

**JAY NIGRELLI**  
VP of eCOMMERCE

## ENTER TANGIBLEE

As a SaaS service for online retailers, Tangiblee is familiar with complex product-to-customer related problems. As such, the team quickly created a customized feature specific for Samsonite & Samsonite's customers that could be implemented across all of the relevant SKUs on their website.





**“Tangiblee understood the problem and created a customized feature that specifically addressed our customers’ concerns and needs”**

The Airline Carry-on Comparison Feature that Tangiblee created for Samsonite allows customers to quickly & easily compare a piece of luggage against a list of carry-on policies for domestic & international airline carriers and verify if that piece of luggage would fit given the selected airline’s carry-on restrictions. In addition, customers can compare luggage to a human-scale model that could be adjusted in height & body size to verify just how tall or large a piece of luggage might be in real life.

This airline feature - in addition to the other interactive, comparative features of Tangiblee’s service - directly addressed Samsonite’s customer concerns regarding carry-on policies which, in doing so, directly impacted Samsonite’s key conversion metrics.

When asked about what he most appreciates in the partnership, Nigrelli stressed the importance of Tangiblee’s low-friction, seamless integration. “There was little to no work required on our end. Tangiblee quickly handled nearly everything and, even better, any changes to our website or products are automatically updated as the technology adapts with our product catalog and site...”