# Changi Airport Singapore

AN UNMETRIC CLIENT SUCCESS STORY

**unmetric**

**CHANGI**
airport singapore

Singapore Changi Airport is an award-winning airport, consistently recognized internationally as the best airport in the world. Changi is one of the largest transportation hubs in Southeast Asia and has become a popular travel attraction in its own right, offering an array of entertainment, shopping, and dining. Learn how Unmetric works as an integral part of Changi's social media and overall efforts to engage with travelers worldwide.

## The Unmetric Advantage

Changi started using Unmetric in 2014 based on how easy it was to use the platform to analyze the data. Unmetric enables Changi to easily pull insights from otherwise overwhelming amounts of social data and quickly understand which of their content is performing well. Today, Changi uses Unmetric to benchmark their social engagement and customer service, as well as find content from other brands that may resonate with their audience.

## The Result

" *As one of the most popular airports in the world, we have a compelling story to share with every traveler about how they can make the most of their experience at Changi. Unmetric enables us to understand the kind of content best suited to tell this story, and our ongoing efforts have people not even traveling to Singapore engaging with us!*

**Changi Airport's Social Media Team**

Singapore Changi Airport continues to command the highest number of Facebook fans and Instagram followers compared to all other airports globally. Tools like Unmetric enable them stay competitive with their marketing efforts, which is a key aspect of their popularity and worldwide reputation.

## Simple and Effective Analytics

Changi uses Unmetric to simplify the process of analyzing an overwhelming amount of social data from multiple networks, especially with its strongest fan base such as Facebook and Instagram.
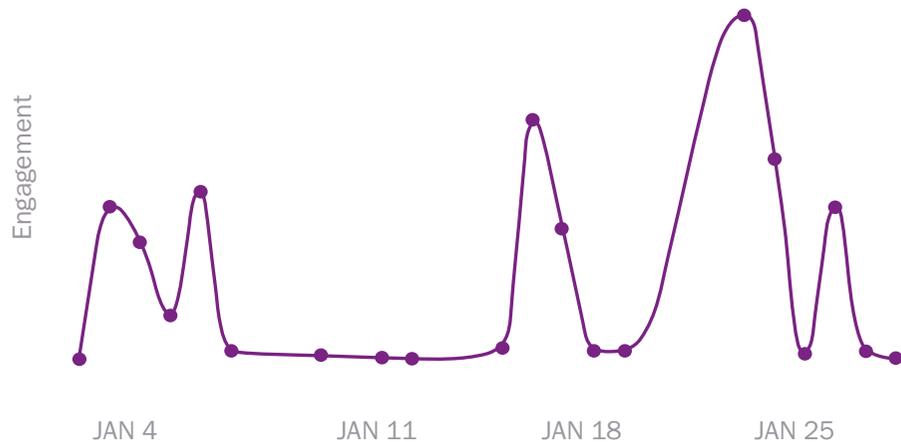
## Internal and External Benchmarking

Changi's social team places a high value on reach and engagement vs. vanity metrics such as fans and followers. Unmetric allows them to truly understand how their content fares in terms of engagement and identify trends over time both internally and against other airports.
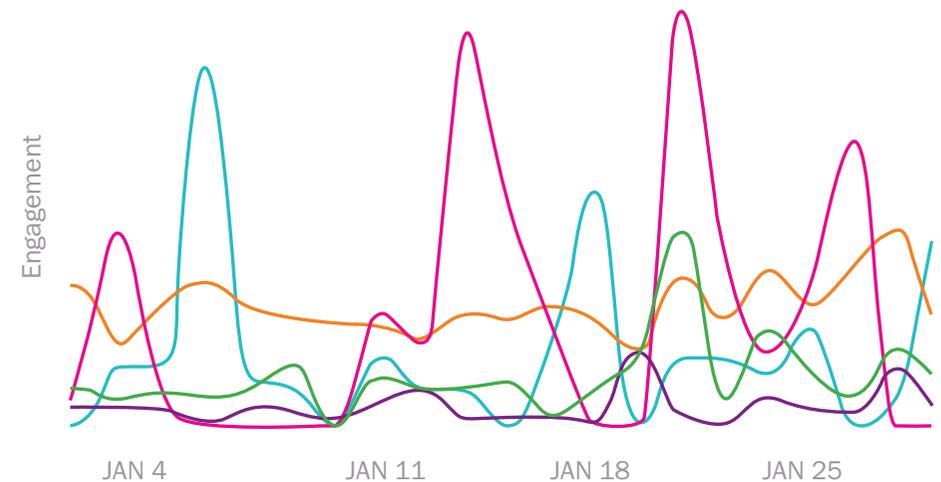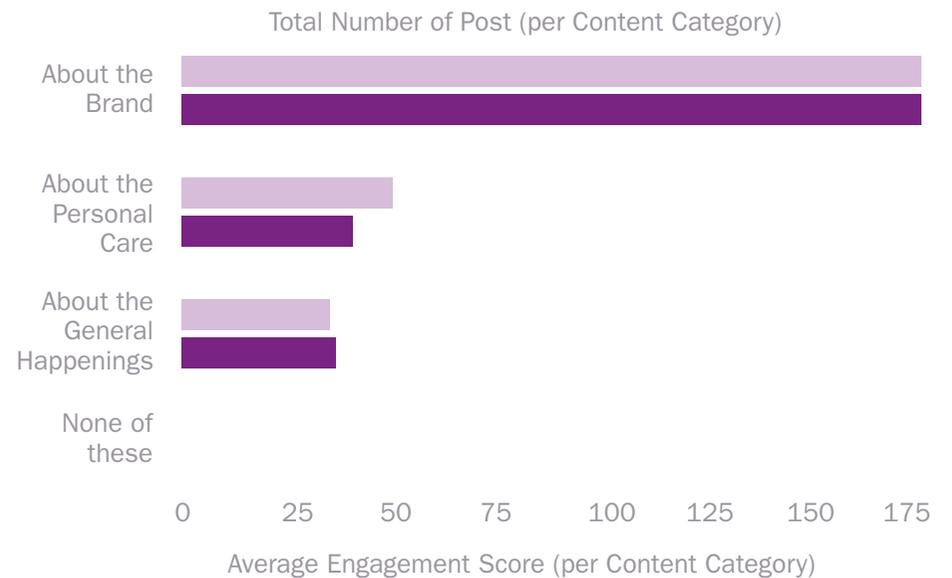
## Social Customer Service

Unmetric empowers Changi to stay on top of their customer service, specifically for Twitter where they can benchmark and keep track of their Average Reply Time (ART) and gauge how well they use Twitter to help travelers who are tweeting questions or concerns.
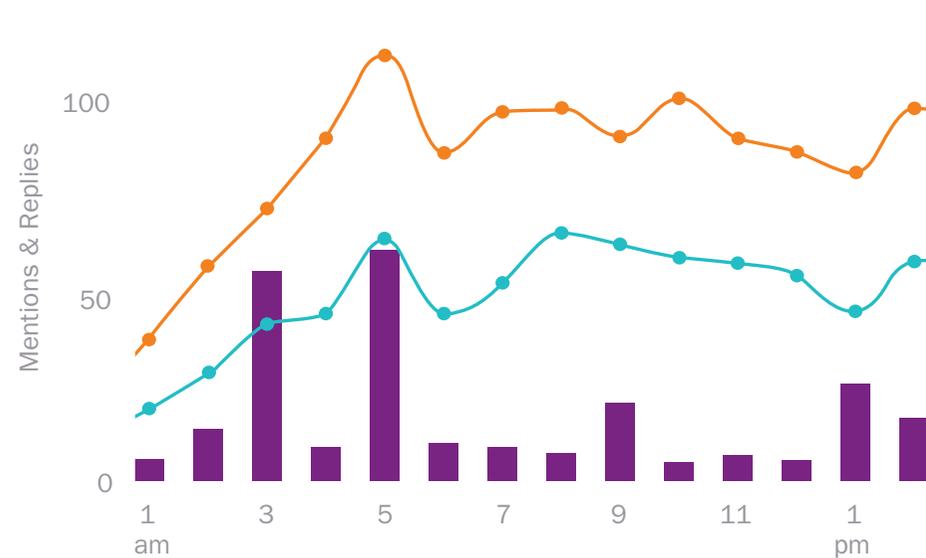
## Content Inspiration

With Unmetric, Changi easily monitors not only other airports, but also airlines and local Singapore brands to get inspiration and exposure to a variety of content that helps them push creative boundaries when coming up with compelling content.



Total Number of Post (per Content Category)

Average Engagement Score (per Content Category)