

Our Success Stories

A showcase of how Milieu helps
brands turn consumer insights
into meaningful impact.

milieu



ABOUT MILIEU

Milieu is a decision intelligence company. We help brands and organisations understand their world faster by unifying data, research, and AI-native technology with expert consultancy. Our platform, Canvas, turns real-time consumer signals into decision-ready insights, combining live data collection, dynamic visualisation, and intelligent reporting into a single ecosystem that learns and scales.

With proprietary audience access across Asia and beyond, we give brands the intelligence to move first and move right. Whether tracking sentiment, testing ideas, or mapping emerging markets, Milieu delivers agile, actionable insight at the speed of modern business. Recognised as Campaign Asia Tech MVP and Market Research Agency of the Year (Gold), we are trusted by the world's most ambitious brands.



CAPTURING THE HEARTS AND MINDS OF GUESTS



Hospitality
Market Study : Single Market



How a hospitality client replaced its legacy satisfaction tool with a dynamic, scalable, always-on guest feedback system across all hotel chains.

The client realised their existing guest satisfaction survey solution couldn't keep pace with a growing hotel network. They needed a system that could scale across all chains, capture honest post-check-in feedback, and refresh automatically as new guests checked in.

Milieu introduced Canvas, our connected intelligence platform. The journey began with a small pilot, designed for scalability from day one. Feedback flowed continuously through an auto-refresh system, keeping Guest Satisfaction Score (GSAT) metrics live and actionable. Client teams could also easily launch self-serve event surveys at any time, capturing real-time feedback on activations and events.

The Impact:

Milieu didn't just replace the old solution — we delivered real-time, dashboarded insights that teams could act on immediately. By turning raw feedback into decision-ready insights, the client could track satisfaction and continuously enhance the guest experience across the entire resort network.

The Milieu Edge

- **Trending GSAT scores** revealed experiences tied to specific check-in periods, enabling targeted operational improvements rather than blanket changes.
- **Event-level feedback** provided previously unavailable insights on guest sentiment during activations, informing future event planning.
- **Always-on data** shifted the mindset from periodic reporting to continuous experience management across the resort network.

FROM RESEARCH TO A SIX-MARKET E-COMMERCE TRENDS REPORT



E-Commerce

Market Study: Regional – Southeast Asia



How a leading e-commerce group used a six-market study on logistics sentiment and service quality to build credibility, engage media, and position Milieu as a strategic partner.

The client wanted to understand shifting attitudes toward logistics — particularly rising shipping costs — from both shoppers and sellers across six Southeast Asian markets. The challenge was to deliver credible, multi-market insights quickly enough to support a public report launch.

Milieu combined multi-market research with dual-audience coverage, leveraging our Portraits panel community to capture local nuances across all six markets. Both shoppers and sellers were surveyed to provide a complete view of the logistics ecosystem. The research mapped varying sentiment across markets, highlighting opportunities and pain points unique to each region.

The Impact:

Milieu became more than a research partner. Through strategic collaboration, we helped the client present credible, data-backed insights, establishing thought leadership in regional e-commerce trends.

The Milieu Edge

- **Market-specific analysis** revealed that shipping cost sensitivity varied widely across Southeast Asia, challenging the assumption that a single regional policy would suffice.
- **Seller sentiment diverged from shopper sentiment** on service quality, uncovering a trust gap that the client could address through platform communications.
- **Data-backed PR positioning** gave the client a credible external voice on logistics, strengthening regional thought leadership.

FAST, SCALABLE INSIGHTS FOR EVERY BRAND TEAM



Beauty & Retail
Market Study: Single Market



How a global beauty brand made research accessible without the big-budget barrier.

The client needed a faster, more agile way to generate insights, to validate campaigns, reduce launch risk, and track performance in-market. However, research was often limited to larger brand teams with the budget for full-scale studies, leaving smaller units to make critical decisions without data.

Milieu introduced the Quick Study model, a purpose-built approach designed to deliver high-quality insights at speed and scale. Brand teams could draft their own questionnaires, which Milieu then refined and scripted to ensure methodological rigour without slowing down delivery. Within just two weeks, teams received end-to-end outputs, including data collection, analysis, and a fully interactive dashboard, enabling immediate action.

The Impact:

Research shifted from an occasional investment to an always-on capability. Teams across the organisation, regardless of size or budget, could now access fast and reliable insights, empowering more confident, data-driven decisions in real time.

The Milieu Edge

- A shift in **decision-making culture**: frequent, accessible studies moved teams from instinct-led decisions to consistent, data-backed validation at every level.
- **Scalable access to insights**: by reallocating budgets, teams could run multiple targeted studies instead of relying on occasional large-scale research, proving that insight generation can scale with evolving business needs.
- **A closed feedback loop**: post-launch validation enabled teams to continuously measure performance and refine campaigns, improving responsiveness and overall marketing agility.

TURNING STAKEHOLDER INSIGHT INTO MEASURABLE IMPACT



Energy
Market Study: Multi-Market



How an energy client transformed fragmented stakeholder feedback into a clear, prioritised sustainability roadmap.

The client had ambitious sustainability and impact goals but lacked a consolidated view of stakeholder perceptions across six markets and multiple functions. Without a unified perspective, decisions risked being guided by assumptions rather than evidence, making it difficult to identify gaps, prioritise initiatives, and track progress consistently.

Milieu provided an end-to-end engagement solution designed for speed, scale, and consistency. We conducted a structured stakeholder study across six markets, surveying 500 stakeholders in 13 languages. Using a unified, mobile- and desktop-friendly platform, surveys were distributed via email, unique links, and paper-based responses — ensuring consistent, comparable data across regions.

Stakeholders highlighted strong engagement channels, professional relationships, and transparent communication as key strengths. Confidence scores revealed gaps in areas such as climate action and human rights, where expectations exceeded perceived performance.

These insights shifted the conversation from broad ambition to targeted, evidence-based priorities.

The Impact:

Milieu transformed fragmented feedback into a cohesive, measurable performance framework. Leadership could now define a focused improvement roadmap and track progress consistently across the Group.

The Milieu Edge

- **Clear prioritisation of impact areas:** climate action and human rights emerged as key gaps, guiding investment where it matters most.
- **Strengths identified and reinforced:** engagement and transparent communication provided a strong foundation to build on.
- **Consistent, comparable intelligence:** cross-market data replaced fragmented assumptions, enabling aligned KPIs and year-on-year tracking.

FROM CHALLENGER TO CONTENDER: CONNECTING BRAND AMBITION TO CUSTOMER EXPERIENCE



Fuel Retail

Market Study: Single Market



How a national gas station brand turned brand and station-level insights into actionable improvements across its entire network.

The client had set an ambition to become one of the top brands in consumers' minds. As a challenger, leadership needed clarity on two key questions: how strong is the brand today compared to competitors, and how does the brand experience shape customer preference and loyalty?

Milieu proposed a connected research ecosystem that addressed these objectives end-to-end. We conducted a nationwide Brand Health Study to benchmark awareness, consideration, and competitive positioning. To understand customer experience in detail, we ran a CSAT survey and competitive satisfaction benchmarking, complemented by touchpoint evaluations using unique QR codes at every station — covering fuel pumps, toilets, coffee shops, and minimarts. All results were delivered via an interactive, real-time dashboard, enabling continuous monitoring and improvement.

The Impact:

Milieu transformed fragmented brand and satisfaction data into a continuous, connected decision framework. Leadership could now align strategic brand ambitions with real-time operational execution. Teams were empowered to track station-level performance, identify underperforming touchpoints, and make data-driven improvements that directly enhanced customer experience.

The Milieu Edge

- **Evidence-based brand investment:** leadership could prioritise initiatives with the greatest impact on consumer perception and loyalty.
- **Customer experience visibility:** station satisfaction scores moved from anecdotal feedback to benchmarked reality, providing clarity relative to competitors.
- **Actionable operational insights:** touchpoint-level monitoring enabled teams to pinpoint and improve underperforming areas — from fuel pumps to minimarts — across the network.



Our Edge is Dynamic Intelligence

Turn data into faster,
better decisions with Milieu.

- 10+ years of building scalable research and audience ecosystems
- A unified approach combining data, research, and AI-native technology
- Seamless end-to-end delivery, from insight generation to activation
- Global reach across 150+ countries and markets
- Trusted by 300+ leading brands, backed by award-winning innovation

Whether you're tracking consumer sentiment, testing new ideas, or mapping emerging markets, Milieu gives you the intelligence to move first and move right.

Let's Connect
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OUR EDGE IS
DYNAMIC INTELLIGENCE

