

Enhancing Real-Time Brand Intelligence and Customer Engagement for a Leading Global Consumer Electronics Brand

Client Profile

A global leader and rapidly growing multinational consumer electronics and smart device brand with a strong presence in the United States.



ITHENA's iSIP solution unified social intelligence, NLP-driven sentiment analysis, and agentic AI actions into a single platform, enabling faster engagement, smarter campaigns, and stronger brand visibility.

CHALLENGES



The client struggled with:

- Limited visibility into real-time customer sentiment across multiple social platforms
- Inability to consolidate social interactions, mentions, and feedback into a unified intelligence platform
- Delayed response to negative customer sentiment and reputation risks
- Lack of actionable insights to optimize campaigns and improve engagement
- Difficulty benchmarking brand performance against competitors
- Manual analysis processes slowed marketing responsiveness and decision-making

SOLUTIONS



ITHENA's Social Intelligence Platform (iSIP) solution empowered the client with:

1

Unified Social Listening:

Centralized customer interactions, brand mentions, and feedback from LinkedIn, Google, Facebook, etc. into a real-time dashboard for full brand visibility

2

NLP-Driven Sentiment Analysis:

Used NLP and AI to analyze sentiment, uncover root causes of engagement trends, and track positive, negative, and neutral conversations in real time

3

Competitive & Market Intelligence:

Delivered competitor benchmarking, positioning insights, and AI-generated SWOT analysis for faster, data-driven decisions

4

Geographic & Demographic Analytics:

Provided audience segmentation by location, age group, and sentiment to improve targeting and engagement strategies

5

Agentic AI Recommendations:

Enabled real-time action with AI-driven recommendations for campaign optimization, influencer engagement, responses, and CRM workflows

OPPORTUNITY FOR IMPACT



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35%

Reduction in
manual social
analysis efforts

38%

Faster response to
customer
sentiment trends

31%

Improvement in
campaign
engagement rates

29%

Increase in
customer
satisfaction scores