

Empowering a Leading American Memorabilia Manufacturer with Analytics-Driven BI and Engagement

Client Profile

A leading American memorabilia manufacturer specializing in yearbooks, class rings, and graduation keepsakes for schools and educational institutions across the United States.



ITHENA's iSIP solution unified customer intelligence, sentiment analysis, and agentic AI-driven recommendations into a single analytics-driven business intelligence platform, **enabling faster decision-making, improved customer experience, and more effective school engagement** across the U.S. education memorabilia market.



marketing@ithena.ai



www.ithena.ai



4470 Cox Rd, #275
Glen Allen, VA 23060, USA

CHALLENGES



The client struggled with:

- Limited visibility into real-time customer sentiment across students, parents, and school stakeholders
- Inability to consolidate feedback from social platforms, reviews, and school-level interactions into a unified intelligence system
- Delayed identification of issues related to yearbook creation tools, class ring customization, and order fulfillment
- Heavy reliance on manual reporting processes that slowed decision-making and reduced operational efficiency
- Limited ability to benchmark performance against competitors in the educational memorabilia market

SOLUTIONS



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

Unified Customer & Market Intelligence

1

Centralized student, parent, and school-related feedback, along with social mentions, reviews, and digital interactions into a real-time BI dashboard for complete visibility across all customer touchpoints

2

NLP-Driven Sentiment & Experience Analysis

Applied AI and NLP to analyze sentiment across yearbook and class ring experiences, identifying key drivers of satisfaction and dissatisfaction such as customization experience, delivery timelines, and product quality

3

Demand & Seasonal Intelligence

Delivered seasonal engagement insights around graduation cycles, allowing for regional and school-level demand forecasting for yearbooks and class rings

4

Competitive & Market Intelligence:

Provided benchmarking against competitors in the memorabilia and school services space, along with AI-generated insights on positioning, pricing perception, and customer preference trends.

5

Agentic AI Recommendations

Enabled real-time, actionable CRM and BI-integrated recommendations for marketing, outreach, support, and operations

OPPORTUNITY FOR IMPACT



37%

Reduction in manual reporting and analysis efforts

34%

Faster identification of customer sentiment and operational issues

32%

Improvement in campaign and school engagement

45%

Boost in seasonal campaign conversions for target accounts