

Redefining Brand Perception and Customer Engagement with iSIP for a Global Solar Energy Leader

Client Profile

A global leader in energy management technology, delivering innovative solar energy, battery storage, and energy optimization solutions for residential and commercial customers worldwide.



ITHENA's iSIP solution unified customer intelligence, AI-powered sentiment analysis, and agentic recommendations into a single platform, **enabling faster issue resolution, improved customer engagement, enhanced product innovation, and stronger brand perception** across global energy markets



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CHALLENGES



The client struggled with:

- Limited visibility into customer sentiment across multiple social and digital channels
- Difficulty consolidating feedback related to solar installations, energy storage systems, product performance, and customer support into a unified intelligence platform
- Delayed identification of emerging product, service, and brand perception issues across global markets
- Limited competitive intelligence regarding customer perception of competing solar and energy storage providers
- Manual monitoring and analysis processes slowed decision-making and response times across marketing, customer success, and product teams

SOLUTIONS



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

1

Unified Social Listening

Centralized customer conversations, product reviews, installer feedback, and brand mentions from LinkedIn, Google, Facebook, industry forums, and other digital channels into a single real-time intelligence dashboard

2

AI-Powered Sentiment Analysis

Leveraged advanced NLP and AI to analyze customer sentiment, identify root causes of satisfaction and dissatisfaction, and track sentiment trends related to products, services, installations, and customer support

3

Product & Market Intelligence

Delivered insights into customer expectations, emerging energy trends, competitor perception, and product feedback to support innovation and strategic planning

4

Geographic & Audience Analytics

Enabled segmentation of customer conversations and sentiment by region, market, and audience type, helping teams optimize engagement and market strategies

5

Agentic AI Recommendations

Generated actionable recommendations for customer engagement, issue resolution, product improvements, marketing campaigns, and CRM integration to accelerate business outcomes

OPPORTUNITY FOR IMPACT



40%

Reduction in social listening and analysis efforts

35%

Faster identification & response to customer sentiment shifts

32%

Improvement in customer engagement across digital channels

28%

Increase in customer satisfaction & brand advocacy