

CASE OVERVIEW

How STATXO Turned Scattered Brand Chatter Into Executive-Ready Sentiment Intelligence

A leading global home appliances and electronics company needed one clear view of what customers, media, and competitors were saying about its brand. STATXO built an AI-powered sentiment intelligence engagement anchored by VisionXO, turning scattered online signals into one decision-ready view of brand health.

Industry: Home Appliances & Electronics

Sources: Social, News, Marketplaces, Forums, CRM

OBJECTIVE

Build one continuous view of brand perception, sentiment, and reputation risk across every online channel.

SCOPE

AI and NLP-powered sentiment analysis benchmarked against 10 competitor brands, delivered through VisionXO.

ENGAGEMENT SNAPSHOT



Marketing & Brand Leaders
Primary users

VisionXO
Core intelligence layer

 **10**
Competitor brands benchmarked continuously

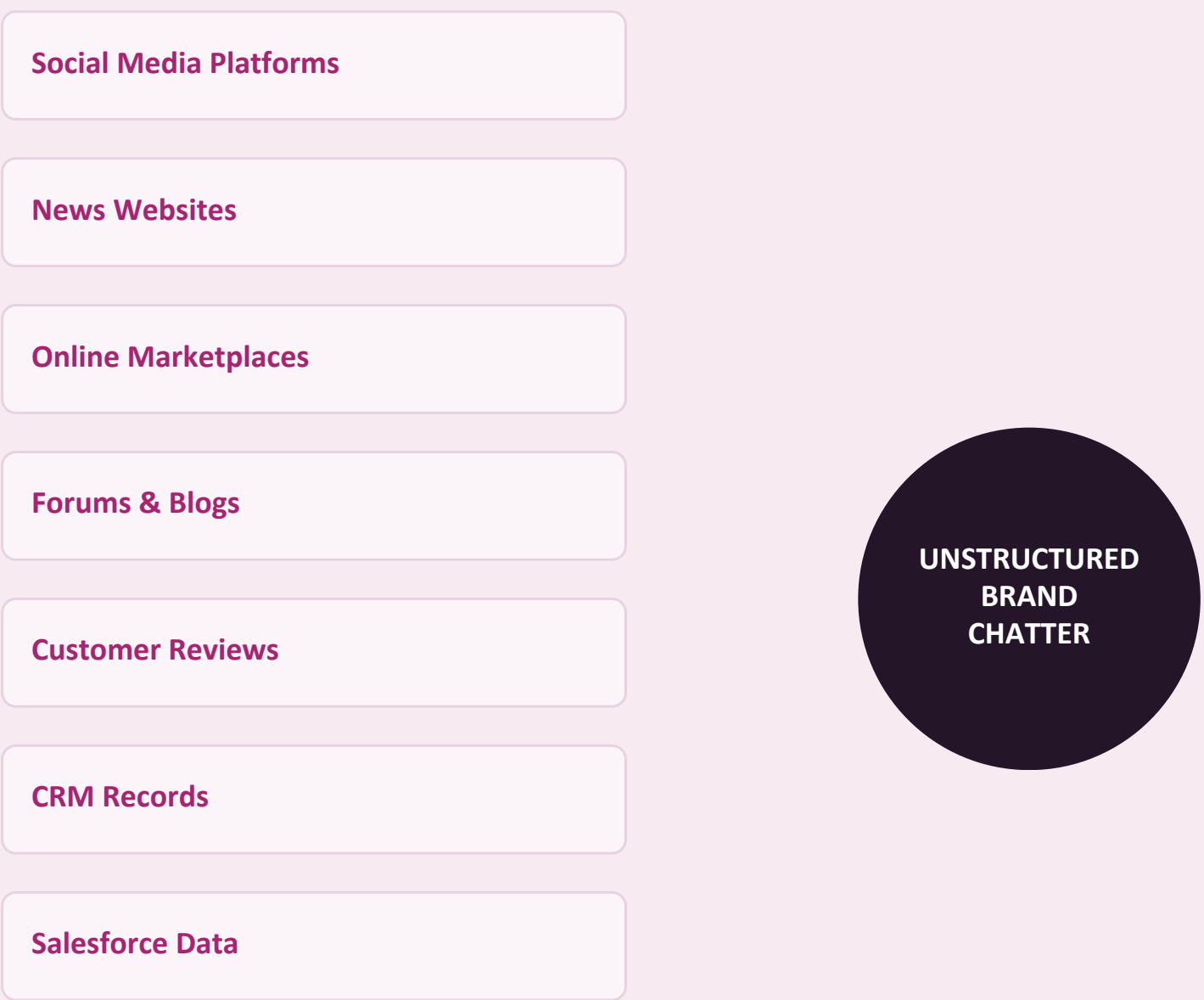
 **7**
Online and internal data sources unified

 **AI/ML-Powered**
Sentiment classification and risk detection

 **Real-Time**
Visibility into brand reputation risk

Brand Conversations Were Everywhere, but No One Was Listening in One Place

Customers, media, and competitors were talking about the brand across a dozen channels. Without a way to bring those conversations together, the earliest signs of reputation risk went unnoticed.



RC ROOT CAUSES

- Brand mentions lived across social platforms, marketplaces, forums, and internal CRM data, with no shared view.
- Sentiment was assessed manually and occasionally, not continuously enough to catch emerging risk.
- Competitor brand performance was never benchmarked against the client's own sentiment trends.

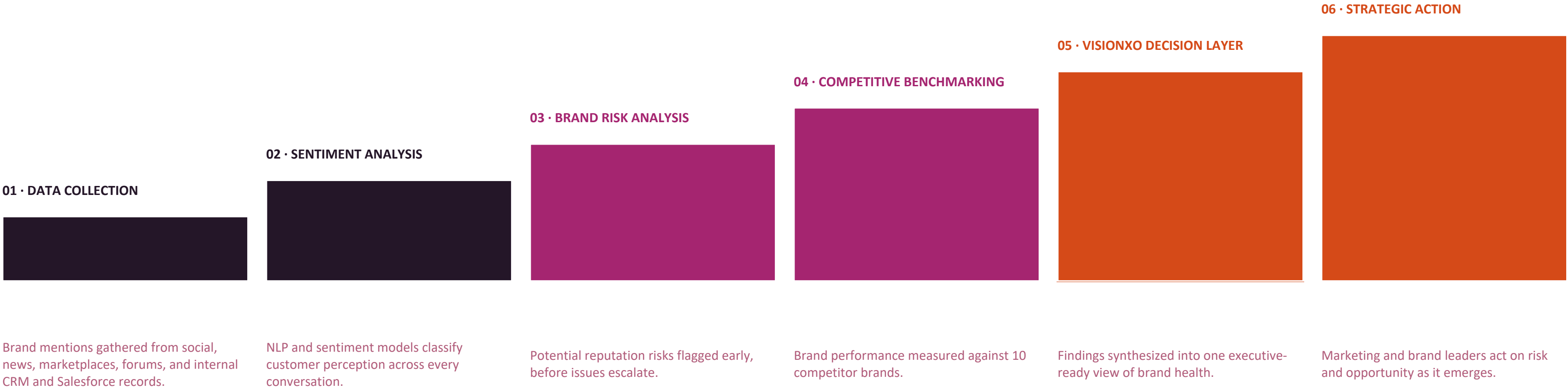
! BUSINESS RISK

Left unaddressed, reputation risk surfaced only after it had already shaped customer perception and competitor advantage, not before.

Seven channels, one blind spot. Every online conversation about the brand moved independently, with no single view connecting them.

How STATXO Built a Continuous Brand Intelligence Pipeline

VisionXO became the executive decision intelligence layer behind the engagement, turning AI-powered sentiment analysis into one continuous view of brand health.



WHY VISIONXO

Brand sentiment shifts by the hour, not the quarter. VisionXO was selected to keep synthesizing new signals continuously, so marketing and brand leaders always see the current picture of reputation and competitive standing.

From Sentiment Signal to Confident Brand Decision

Every sentiment shift, positive or negative, moves through the same response path, so marketing and brand teams always know what to do next.

SIGNAL Positive Sentiment Surge	STATXO RESPONSE Amplify through marketing intelligence and capture Voice of Customer themes for campaign use.	OUTCOME Faster capitalization on positive brand momentum
SIGNAL Neutral or Mixed Sentiment Drift	STATXO RESPONSE Monitor continuously and benchmark against competitor sentiment shifts.	OUTCOME Early visibility before drift becomes risk
SIGNAL Negative Sentiment Spike	STATXO RESPONSE Escalate to brand and marketing leadership with root cause context.	OUTCOME Proactive risk mitigation before reputation damage compounds

BUSINESS DECISIONS ENABLED BY STATXO

Which conversations pose a genuine reputation risk?

AI-powered sentiment and risk classification across every online channel

How does our brand sentiment compare to key competitors?

Continuous benchmarking against 10 competitor brands

Which themes are driving negative sentiment right now?

NLP-based theme extraction from social, news, and forum data

Where is brand perception improving or declining fastest?

Trend tracking across owned, earned, and competitive channels

The Outcomes Marketing, Brand, and Leadership All Point To

10

Competitor brands benchmarked

7

Data sources unified into one view

AI/ML-Powered

Sentiment and risk classification

Real-Time

Reputation risk visibility

BEFORE VS. AFTER

Brand monitoring	Manual, occasional checks	→ Continuous, AI-powered tracking
Sentiment analysis	Anecdotal, team-dependent	→ NLP-based, consistent classification
Reputation risk	Identified after escalation	→ Flagged early, before impact
Competitive view	Not systematically tracked	→ Benchmarked against 10 competitors
Decision speed	Reactive, report-driven	→ Executive-ready, always current

Every insight above keeps compounding: VisionXO keeps listening across every channel long after the initial engagement closes.

Faster Brand Decisions

Reduced Reputation Risk

Stronger Competitive Position

The Team Closest to the Problem, on What Changed

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The analytics dashboard developed by STATXO has enhanced our ability to interpret data and make informed decisions. It's user-friendly and has proven invaluable in our strategic planning. Their expertise has been crucial in maintaining our brand's reputation.

— VP, Marketing

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ENGAGEMENT TYPE

Brand Sentiment Intelligence, powered by VisionXO

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FUNCTIONS INVOLVED

Marketing · Brand Management · Consumer Insights

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INDUSTRY CONTEXT

Home Appliances & Electronics, Global

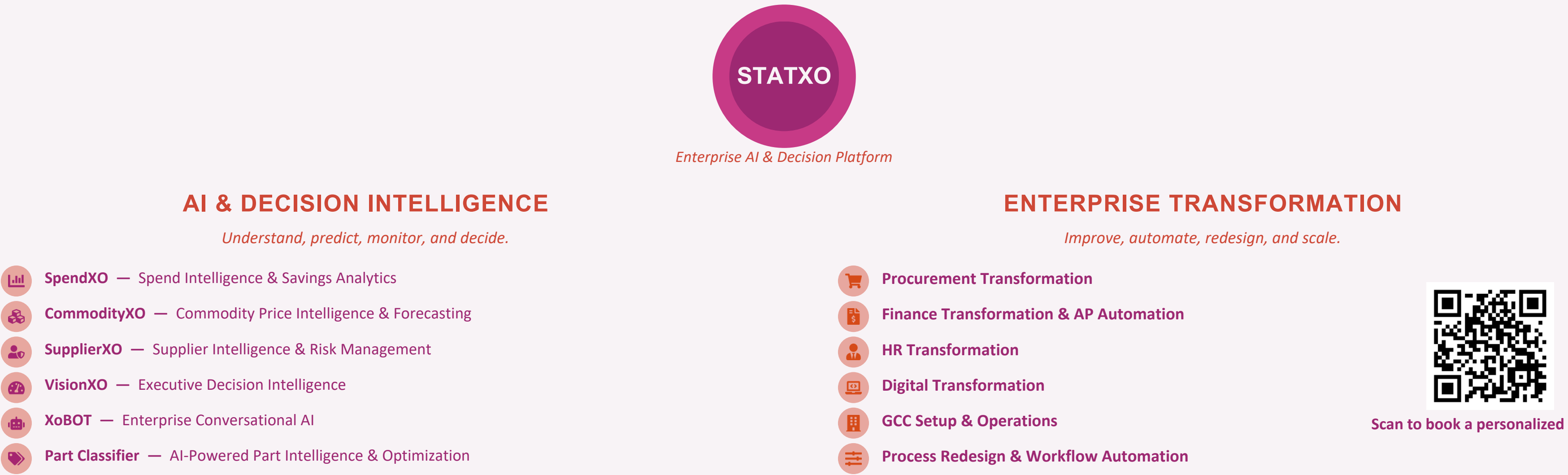


WHY IT SUCCEEDED

One continuous intelligence layer replaced manual, occasional brand checks, giving marketing and brand leaders a shared, current view of sentiment, risk, and competitive standing whenever a decision needed to be made.

Explore the Complete STATXO Intelligence Ecosystem

AI-powered products and enterprise transformation solutions designed to help organizations understand, predict, optimize, and transform business decisions at scale.



Ready to Solve Your Next Business Challenge?

Explore the complete STATXO ecosystem to discover how our AI-powered products and transformation services help enterprises make faster decisions, optimize operations, and deliver measurable business outcomes.

Explore Products

Explore Solutions

Book a Demo