

Schneider Electric – Case Study

How Schneider Electric Boosted Brand Loyalty by 30% Through Emotional Storytelling

Achieving Higher Engagement and Customer Loyalty Through a Balanced Marketing Approach

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Overview

Schneider Electric, a global leader in energy management and automation, sought to enhance its brand image and customer engagement. With a presence in over 100 countries, Schneider aims to empower people and organizations to make the most of their energy and resources, bridging progress and sustainability for all.

Challenges

Schneider Electric faced several marketing challenges:

- Differentiating itself in a competitive energy management market
- Communicating complex technological solutions in an accessible way
- Connecting emotionally with both B2B and B2C customers

- Demonstrating tangible social impact of their solutions

Solution

Schneider Electric implemented a multifaceted marketing strategy that leveraged emotional storytelling, particularly focusing on their microgrid solutions in remote locations:

1. Compelling Narratives:

- Created a series of mini-documentaries showcasing how microgrids transformed remote communities
- Highlighted personal stories of individuals whose lives were improved by access to reliable energy

2. Multichannel Approach:

- Utilized social media, website, and industry events to share these stories
- Developed an interactive online platform where users could explore the impact of microgrids globally

3. Employee Involvement:

- Encouraged employees to share their experiences working on microgrid projects
- Created a "Schneider Electric Heroes" program to recognize employees making a difference

4. Partnership Storytelling:

- Collaborated with NGOs and local governments to tell joint success stories
- Showcased how Schneider's solutions aligned with UN Sustainable Development Goals

Results and Impact

The emotional engagement strategy led to significant improvements:

- 30% increase in brand loyalty among existing customers
- 25% boost in engagement rates across social media platforms
- 20% increase in inbound leads for microgrid solutions
- 15% improvement in employee satisfaction and retention rates

A Schneider Electric customer might say: "Seeing the real-world impact of Schneider's solutions on communities that previously had no reliable power source was truly inspiring. It made me proud to be associated with a company that's making such a tangible difference."

Lessons Learned and Future Outlook

Key insights from this approach include:

- The power of authentic storytelling in creating emotional connections with customers

- The importance of aligning corporate capabilities with social impact
- The value of employee involvement in brand storytelling

Moving forward, Schneider Electric plans to expand this storytelling approach to other product lines and continue to showcase their commitment to sustainability and community development.

Bridge the Gap Between Data and Emotion

Siemens' success proves that technical excellence alone isn't enough—true engagement happens when logic meets emotion. Is your brand striking the right balance?

Let's craft a strategy that speaks to both the mind and the heart. **Contact us today** to learn how Emotiva can help you build deeper connections, strengthen brand loyalty, and drive measurable results.