



# Case Study

## AI-BASED SOCIAL MEDIA HUB



### ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

### CHALLENGE

Brands and agencies struggled with managing multiple platforms, manual posting, inconsistent content, scattered analytics, and slow response times. They needed an AI-powered solution to centralize and optimize social media operations.

### COST OF NOT CHANGING

Without implementing automation, the organization would continue facing:

- High operational costs due to manual content creation and posting
- Missed engagement opportunities from delayed responses to comments and messages
- Fragmented analytics leading to poor decision-making
- Inconsistent brand voice across platforms
- Reduced competitiveness as rivals adopt AI-driven strategies

### SOLUTIONS

We created an AI-powered Social Media Hub that automates platform-specific content creation, schedules and publishes across channels, and uses AI agents to handle comments and DMs in real time. It offers live analytics dashboards, repurposes content for different formats, learns your brand voice for consistency, and plans weekly or monthly content calendars intelligently.

### OUTCOME

The AI Social Media Hub delivered a fully automated, centralized solution for managing multiple platforms. Brands now enjoy consistent, high-quality content, faster audience engagement, and actionable insights through unified analytics. The system reduces operational overhead, improves brand presence, and scales effortlessly to meet growing demands.



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