

iSi Group reimaged their internal communications with Isetta, AI Avatar

Corporate newsletter

AI Avatars

Key results



6 countries covered: pilot rollout across Austria, Germany, Hungary, Mexico, China, and Thailand



72% employees satisfied or very satisfied with receiving company news via AI avatars



Content production time dropped **from a few days to a couple of hours**

"We wanted one newsletter that worked for every employee, no matter where they are. Pitch Avatar made that possible with Isetta."



Andriy Pogorelyy

Global Head of IT / VP

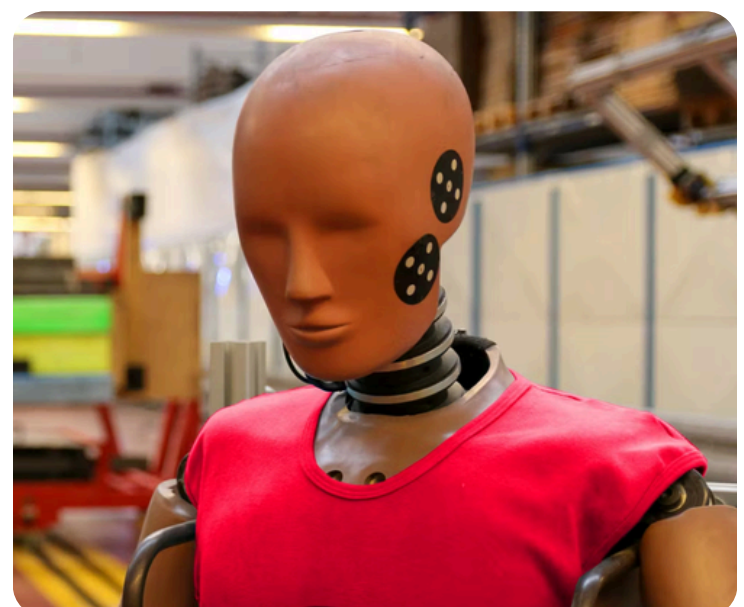
About

iSi Group is a global manufacturer of pressurized gas cylinders, headquartered in Vienna, Austria. The company sells products to over 90 countries across four divisions: Automotive, Components, Culinary, and Wearables. Beyond Austria, iSi Group also operates across Mexico, Hungary, USA, Germany, China, and Thailand.

Challenge

At the beginning of 2025, iSi Group's leadership decided it was time to bring AI into their internal business processes. Two areas stood out as priorities: employee training and internal communications.

The core problem was a familiar one for global companies. Producing content in English worked well as a language of international communication,



but it meant a large part of employees were receiving company news in a language that wasn't their own.

Constantly localizing newsletters, training materials, and company updates into six languages was expensive, slow, and hard to scale. Employees in Thailand and China, for example, often received company news in a language they struggled to follow.

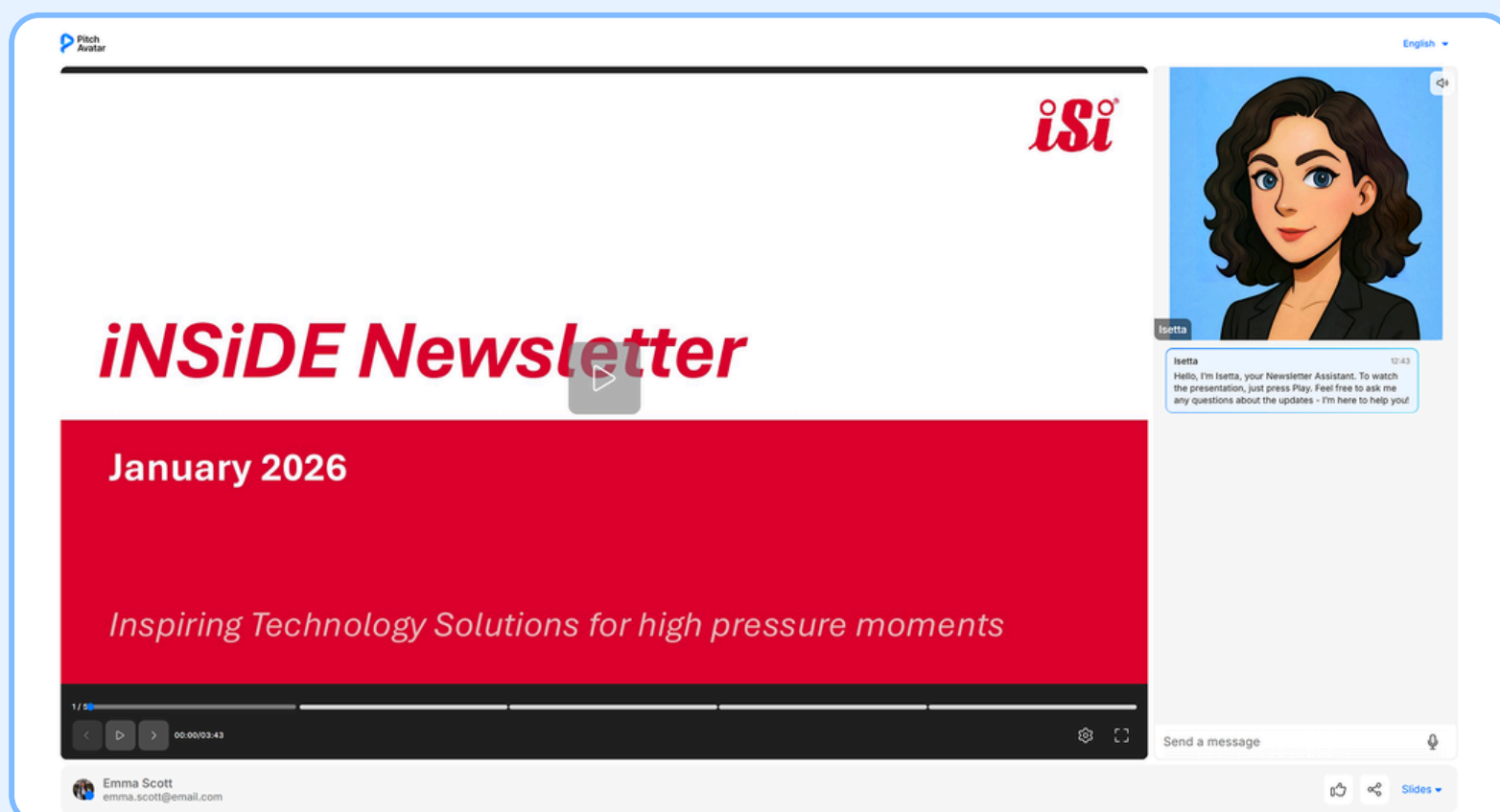
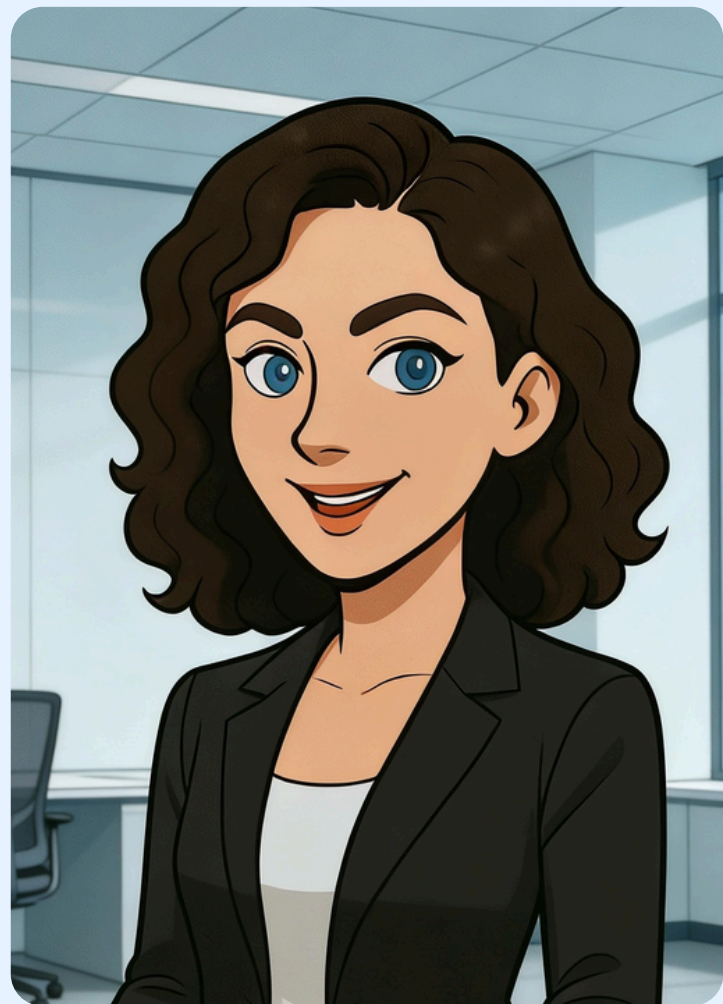
The goal was to reach every employee in their own language using AI, without heavy ongoing costs of content localization.

Solution

Pitch Avatar stepped in to solve exactly that. In September 2025, the team launched a pilot newsletter covering company news and highlights from August delivered by cartoon **AI Avatar Isetta**.

Together, the teams agreed on Isetta's look and voice, designing her as a friendly cartoonish character that felt native to the brand.

For the first time, employees could choose their preferred language and learn monthly updates delivered by Isetta. They could also interact with her directly, asking questions about the company and its history.



Results



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Before making the final decision on the Pitch Avatar integration into internal processes, after the pilot, iSi Group surveyed employees on the experience and got positive feedback. That was the final trigger to move on.

Following the successful pilot, iSi Group employees were trained to use the platform independently. Today, the team creates and publishes both training courses and monthly newsletters on their own. Content that used to require external localization is now produced in multiple languages, and in a format employees find truly engaging.

iSi Group is now building out a larger library of training content and exploring additional use cases, including **AI-powered HR assistant** that can answer employee questions about leave balances, vacation requests, and HR policies.

**Want to make your company newsletter
something every employee looks forward to?**

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