



DUBAI
ASSET MANAGEMENT



XEBO.ai



Case Study - Dubai Asset Management

XEBO.ai VoC platform for Dubai Asset Management

A growing name in the industry, Dubai Asset Management was looking for ways to measure the customer experience of the clients they have been serving. Lack of comprehensive insights and data about their current CX meant that DAM had no way to assess if their customers were happy with the services or not.



Dubai Asset Management wanted to find ways to efficiently measure the experience of the customers. With their previous strategy, DAM had no way to access and assess the current customer experience.



In the absence of this data, they were having trouble gauging what worked and what did not with regards to their customer experience.



Lack of real-time data hampered their plans to act instantaneously to situations and remedy them. The lack of insights and data hampered their plan to grow at a sustainable pace.



Solution by XEBO.ai

DAM **tracked the situation in real-time and automated a survey trigger**, every time a customer transaction was completed. Using XEBO.ai CX tools, **DAM integrated their CRM into XEBO.ai's platform**, which enabled an **instant feedback system**.

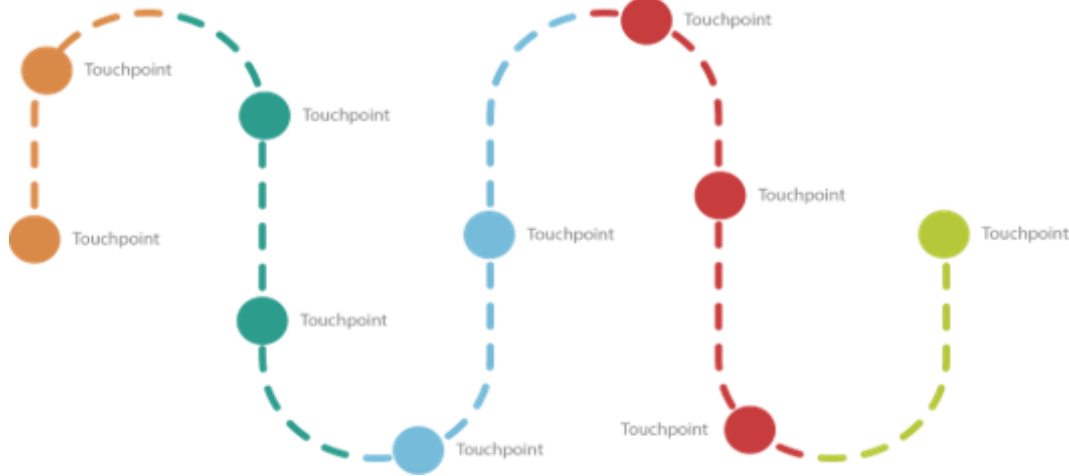
They enabled **multi-channel surveys** using Emails, SMS. This allowed them to collect feedback from their customers' preferred channel of communication.

They also used XEBO.ai's ticketing system which enabled '**close the loop feedback**'.

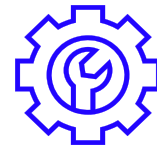
Close the loop feedback system allows you to **automatically generate a ticket** every time a respondent gives you a negative feedback. This helped DAM in taking **immediate corrective measures** based on poor ratings by the customer.

Development

DAM, who are into leasing and maintaining residential and commercial properties wanted to send out automated surveys to their customers at various touchpoints in the journey. The deployment process required them to map the customer journey and identify the various touchpoints.



After successfully mapping the customer journey, DAM created automated surveys for various touchpoints in the journey, including enquiry, tenants moving in, regular maintenance, moving out and many others.



The automated process ensured that every time a touchpoint is triggered, an automated survey would be sent to the tenants, depending on where they are in the journey.



The automation process took few weeks and their automated feedback collection system was set in place.

The Result

With the help of CX tools offered by XEBO.ai, Dubai Asset Management managed to make drastic improvements to their customer experience program including a better customer satisfaction index and an improved customer duration cycle.

7500

Total number of surveys filled in 2019

Dubai Asset Management leverages the CX tools to collect 7500 survey responses in 2019

28%

Increase in Employee Engagement

Using XEBO.ai tools to engage their employee, DAM witnessed their employee satisfaction increased by 28%

21%

Increased in customer satisfaction index

They were able to track and analyze CX from various channels and reaching out to dissatisfied customers on daily basis. This allowed them to improve their customer satisfaction index by 21%

**4.5
Years**

Customer stay duration

Dubai Asset Management through their improved customer experience, increased Customer stay duration from 3.5 years to 4.5 years

1300

Closed loop tickets addressed in 2019

Using the Closed Loop ticket system that triggered automatically based on feedback, Dubai Asset Management addressed 1300 closed loop tickets in 2019