



XEBO.ai



How MODON Transformed Its Customer Experience with XEBO.ai

A success story of operationalizing multi-journey feedback, integrating enterprise systems, and scaling VoC with dedicated support and brand consistency.

About



The Saudi Authority for Industrial Cities and Technology Zones (MODON) oversees the development and regulation of industrial cities in Saudi Arabia. With a mission to enhance the Kingdom's industrial competitiveness, MODON continually strives to optimize experiences for its stakeholders—including investors, manufacturers, and partners—by leveraging digital innovation and customer feedback.

XEBO.ai



Challenges faced before XEBO.ai

Before partnering with XEBO.ai, Modon faced several hurdles in executing an effective Voice of Customer (VoC) program:

- ! **Lack of Collaborative Support:** Modon needed a partner that could provide dedicated, ongoing support and work closely with their internal team to manage and optimize feedback operations.
- ! **Brand Inconsistency:** Their previous tools lacked white-labeling capabilities, making it difficult to deliver a branded, unified experience to their customers.
- ! **Fragmented Feedback Management:** The organization struggled to capture, manage, and act on customer feedback across multiple journey touchpoints in a cohesive manner.

Search for solution by Modon

As part of its digital transformation efforts, Modon initiated a search for a comprehensive VoC platform that would:

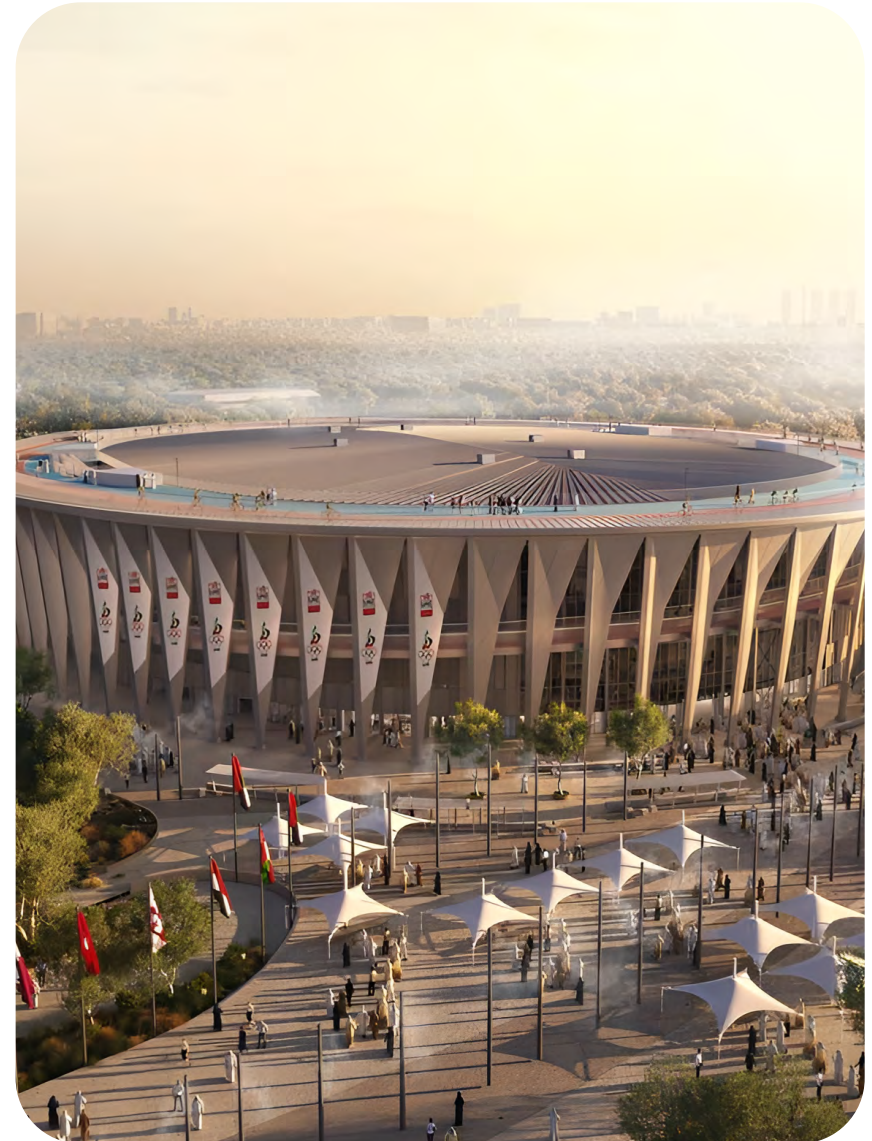
- ✓ **Align with its brand identity and user experience standards**
- ✓ **Streamline feedback collection across customer journeys**
- ✓ **Offer hands-on, expert support to drive value from insights**
- ✓ **Integrate seamlessly with its existing communication and CRM infrastructure**

🔍 Reasons to choose XEBO.ai



XEBO.ai emerged as the ideal solution for Modon due to its:

- ✓ **Full White-Labeling Capabilities:** The platform was fully customizable, enabling Modon to offer a consistent, on-brand experience across all customer touchpoints.
- ✓ **Dedicated Customer Success Team:** XEBO.ai provided a committed support team to assist with daily operations, survey launches, and performance optimizations.
- ✓ **Multi-Journey Support:** The platform supported a wide range of experience flows—from purchase journeys to call center interactions—allowing Modon to map and improve the full customer lifecycle.
- ✓ **Flexibility for Ad-Hoc Studies:** In addition to structured journeys, Modon could also deploy on-demand research initiatives for deeper insights.



Implementation and integration

XEBO.ai's implementation was smooth and efficiently tailored to Modon's ecosystem:



SMS Gateway Integration: Enabled timely and automated survey distribution via text messages.



Email Gateway Activation: Supported broad email survey campaigns with customizable templates.



Salesforce Integration: Automated trigger-based feedback collection and centralized data management within Modon's CRM.



Genesys Integration: Captured real-time feedback from post-call center interactions, closing the loop on service quality monitoring.



Impact of XEBO.ai

Since deploying XEBO.ai, Modon has successfully operationalized its Voice of Customer initiatives:



Active Surveys: Over 5 ongoing feedback campaigns targeting different experience stages



Customer Journeys Tracked: 4+ journey types mapped and monitored



Live Dashboards: 3+ real-time dashboards providing actionable insights



Platform Experience: A completely white-labeled and branded VoC solution tailored to Modon's needs