

The HSBC logo, consisting of the letters "HSBC" in a white serif font and a red hexagon with a white saltire, is displayed on the glass facade of a modern building at dusk. The building's interior lights are visible through the windows, and the sky is a deep blue.

HSBC

The XEBO.ai logo, featuring a stylized blue 'X' followed by the text "EBO.ai" in blue, is positioned on the left side of a white rounded rectangular button.

XEBO.ai



How HSBC Transformed Customer Experience Across Branches with XEBO.ai

About



The Hongkong and Shanghai Banking Corporation (HSBC) stands as one of the premier financial institutions. Renowned for its pivotal role in supporting national economic growth and social development, HSBC is recognized as a leader in corporate and institutional banking. In addition to its strong international banking capabilities, HSBC offers a comprehensive suite of services, including Wealth & Personal Banking, corporate and investment banking, private banking, treasury, trade finance, foreign exchange, and digital innovation in banking services.

XEBO.ai



Challenges faced before XEBO.ai

Before XEBO.ai, HSBC faced key CX and operational challenges:

- ❗ No structured program to monitor satisfaction across branches.
- ❗ Delayed response to negative feedback
- ❗ Fragmented comments across channels, lacking centralized view
- ❗ No real-time insights for branch or staff performance improvement
- ❗ No link between feedback and employee performance
- ❗ Unable to correlate KPIs with transactional feedback or service variance
- ❗ Needed a platform to measure both customer and employee experience

Search for solution by HSBC

To enhance service quality and customer focus, HSBC sought a smart feedback solution to:

- ✅ Enable real-time dashboards for proactive management
- ✅ Reach customers on the same day as their transaction
- ✅ Link sentiment with branch, staff, and product performance
- ✅ Centralize feedback from all customer touchpoints
- ✅ Capture both customer and employee experience for holistic insight

HSBC selected XEBO.ai due to several compelling advantages:

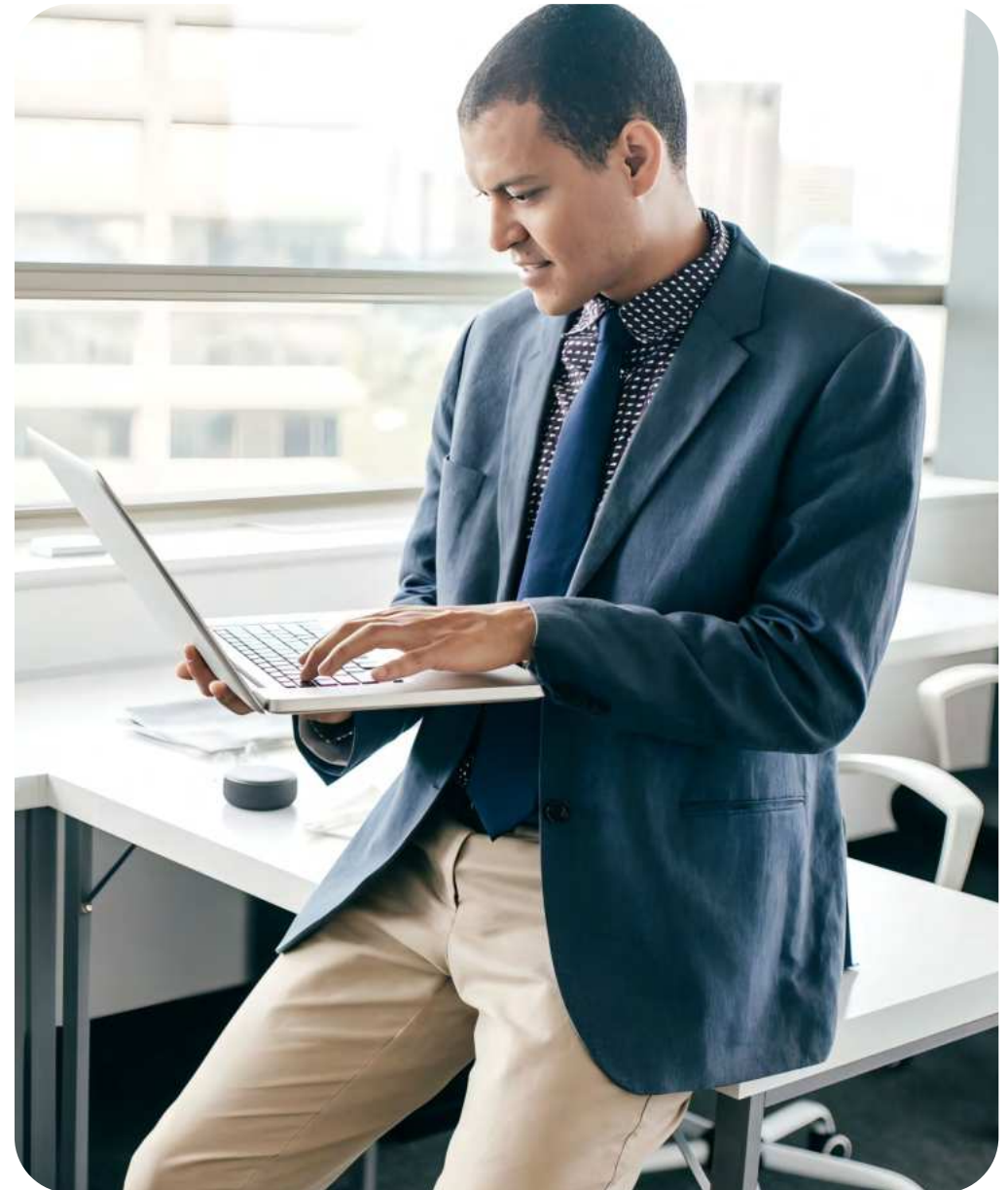
- ✓ Automate the full feedback loop, from surveys to ticketing
- ✓ Integrate seamlessly with HSBC's CRM for instant post-transaction surveys
- ✓ Flag negative feedback and detect trends in real time
- ✓ Offer customizable dashboards for staff performance and sentiment insights
- ✓ Provide globally proven NPS-led feedback programs
- ✓ Link agent-level performance tickets directly to customer input



Implementation and integration

XEBO.ai was fully integrated into HSBC's engagement ecosystem, enabling:

- ✓ Auto-triggered surveys post-transaction via CRM
- ✓ Real-time alerts for negative feedback sent to agents
- ✓ KPIs for frontline staff tied to customer scores
- ✓ Incentives and appraisals linked to live dashboards
- ✓ Active monitoring of social media feedback
- ✓ Centralized feedback across all channels to inform internal policies and improvements



Impact of XEBO.ai

The deployment of XEBO.ai led to transformative results for HSBC:



70% SLA reduction
via automated
survey-to-ticket
workflows



Notable NPS
improvement,
reflecting higher
customer satisfaction



Targeted service gap
resolution through
KPI-based staff
insights



Faster service, better
quality, and stronger
customer loyalty



More
customer-centric
banking through
insights-driven
changes



Real-time dashboards
that empowered
data-led decisions

