Capturing Hajj Pilgrim Experience

leveraging XEBO.ai's CX suite to
improve the experience of Hajj pilgrims.

About

Adaa
The National Center for
Performance Measurement

The National Center for Performance Measurement (ADAA) operates under the direct supervision of the Prime Minister of Saudi Arabia. Its core mission is to implement standardized performance measurement frameworks across public sector institutions. By doing so, ADAA supports the Kingdom's Vision 2030 and enhances communication between government entities and their beneficiaries.

Through the adoption of unified models, tools, and KPIs, ADAA strives to ensure that public institutions operate efficiently and deliver exceptional services. The center also plays a critical role in identifying service gaps and offering guidance for improvements, thus contributing to a high-performing, accountable government.

About the Hajj Pilgrimage Experience

The annual Hajj pilgrimage is one of the largest religious gatherings in the world and holds profound significance for millions of Muslims. For the Saudi government, delivering a seamless, safe, and spiritually fulfilling pilgrimage experience is a top priority.

ADAA, in collaboration with the Ministry of Hajj, works tirelessly to ensure that every pilgrim, from the moment they book their flight to their return journey, is treated to a journey that is respectful, well-organized, and spiritually enriching. Achieving this requires real-time feedback to address concerns and improve touchpoints like travel, accommodation, rituals, and post-pilgrimage support.

Challenges faced before XEBO.ai

Before deploying an advanced feedback system, ADAA faced multiple challenges in its mission to elevate the Hajj experience:

!   **Lack of real-time insights from pilgrims.**

!   **Inability to capture multilingual feedback from a globally diverse audience.**

!   **Inefficient tools to measure and monitor satisfaction across different stages of the pilgrimage.**

!   **Limited ability to present feedback data quickly and comprehensively to stakeholders.**

To provide the optimal service pilgrims deserve, ADAA needed a reliable and responsive system to capture experience data at scale and analyze it meaningfully.

Search for solution by ADAA

Recognizing the need for an agile and multilingual solution that could handle large-scale feedback collection in real time, ADAA sought a technology partner capable of delivering results within tight deadlines.

The goal was to launch a platform that could:

✓   **Reach pilgrims from diverse linguistic backgrounds.**

✓   **Capture feedback across all journey touchpoints.**

✓   **Enable internal teams to access real-time reports and dashboards.**

✓   **Be fully operational within a short time frame, aligned with the Hajj season.**

Reasons to choose XEBO.ai

ADAA selected XEBO.ai for its robust, customizable, and user-friendly CX platform. Key differentiators included:

Real-time implementation of surveys.

Multilingual capability: Surveys in Arabic, English, and Urdu.

Brand-aligned interfaces: Surveys designed to reflect ADAA's visual identity.

White labeling: Surveys hosted under ADAA's domain.

Omnichannel reach: Integration with SMS gateways to maximize response rates.

The platform's agility and scalability made it the ideal choice for managing high-volume feedback within a limited deployment window.

Implementation and integration

XEBO.ai

XEBO.ai's platform was implemented with remarkable speed:

- Surveys and custom dashboards were deployed within 7 days, in time for the onset of Hajj.

- A flexible dashboard enabled real-time feedback viewing and simplified reporting for key decision makers.

- The survey solution was integrated with SMS and hosted in a multilingual format to cater to pilgrims from across the globe.

This end-to-end integration ensured a continuous loop of data collection and actionability.

Touchpoints included:

Booking (Flights, Road, and Train)

Hotel and Food

Ritual Pilgrimage Activities

Post-Travel Experience

Impact of XEBO.ai

The results were both measurable and transformative:

25% response rate—a benchmark for such a large-scale operation.

Real-time dashboards empowered ADAA's leadership to monitor satisfaction and respond swiftly.

Fast setup meant ADAA was Hajj-ready in just one week, ensuring no delay in capturing essential insights.

User experience improved across the board thanks to timely feedback and actionable insights.

XEBO.ai

Testimonial

"

XEBO.ai's CX tools are a complete package with the options of multiple dashboards, filters, calculations, and easy-to-make surveys. Adding to the package, the multilingual feature has helped our agencies increase our reach and connect with all our beneficiaries. But one thing that stood out for me was the 24/7 assistance provided by the teams at XEBO.ai, ensuring that our feedback collection process never stopped.

"

- Bandar
National Center For Performance Measurement, Saudi Arabia