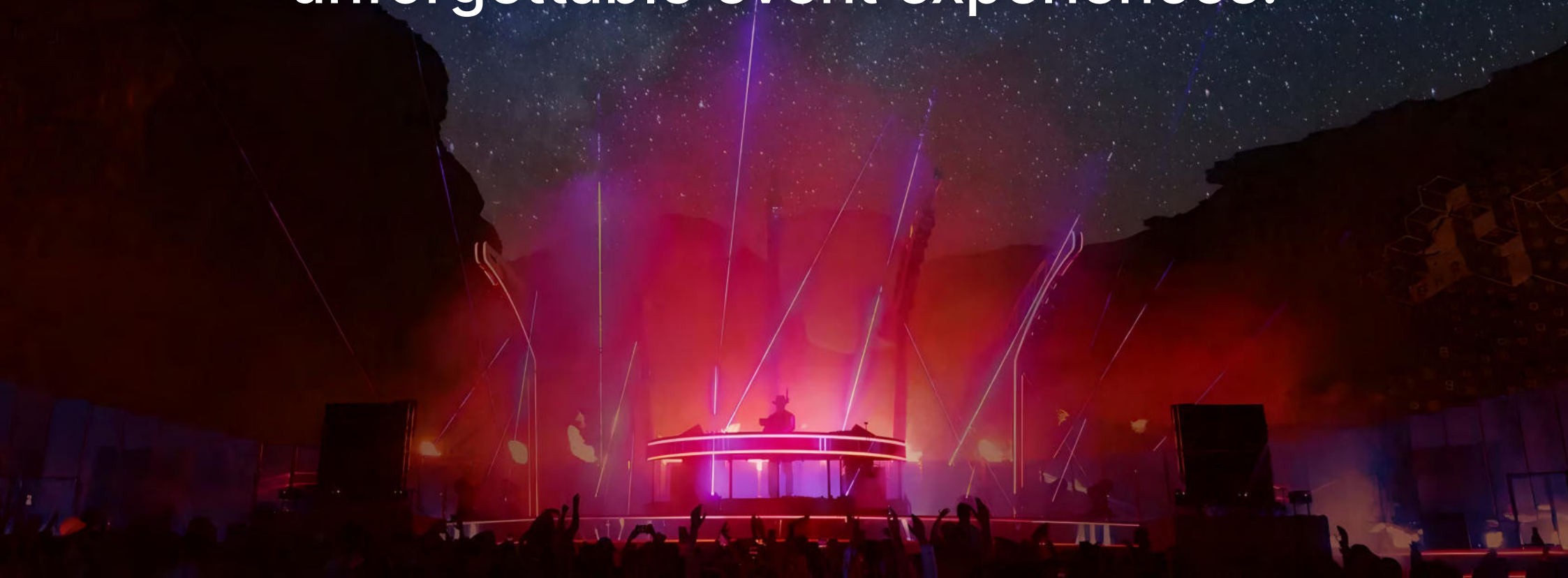


The Rhythm of Real-Time CX

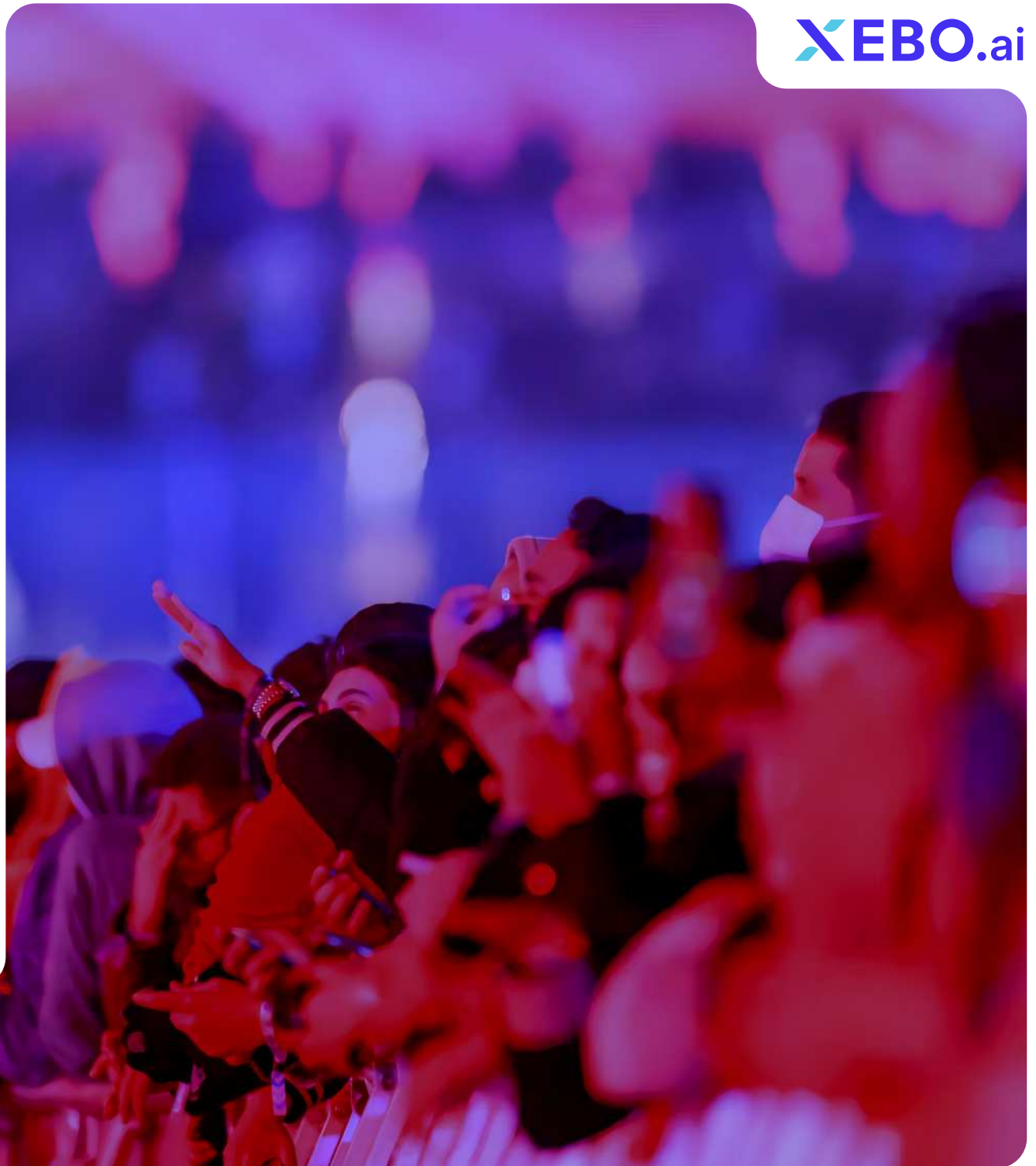
How real-time feedback and AI-driven insights helped MDLBEAST to create unforgettable event experiences.



About



MDLBEAST is a pioneering music entertainment company based in Saudi Arabia, known for transforming the regional cultural landscape through immersive experiences that blend music, arts, and innovation. The brand is most recognized for organizing large-scale events like Soundstorm, one of the world's biggest music festivals, and the XP Music Conference, a knowledge-sharing platform aimed at evolving the music scene in the Middle East. Their initiatives emphasize not only entertainment but also socio-cultural impact across the GCC, especially in KSA.



Challenges faced before XEBO.ai

Before partnering with XEBO.ai, MDLBEAST faced critical gaps in understanding its brand perception, customer satisfaction levels post-events, and optimal pricing strategies. Specifically:

- ❗ There was a need to track brand health across multiple countries including KSA, UAE, Bahrain, and Kuwait.
- ❗ The organization lacked a structured, data-driven way to measure both rational and emotional brand elements relative to competitors.
- ❗ Post-event insights were fragmented, making it difficult to act on customer experience data from events like Soundstorm and XP Music Conference.
- ❗ Pricing ticket bundles without validated consumer preference models risked revenue leakage or suboptimal customer satisfaction.

Search for solution by MDLBEAST

Recognizing the need for a robust customer insights and pricing analytics framework, MDLBEAST began exploring partners that could offer:

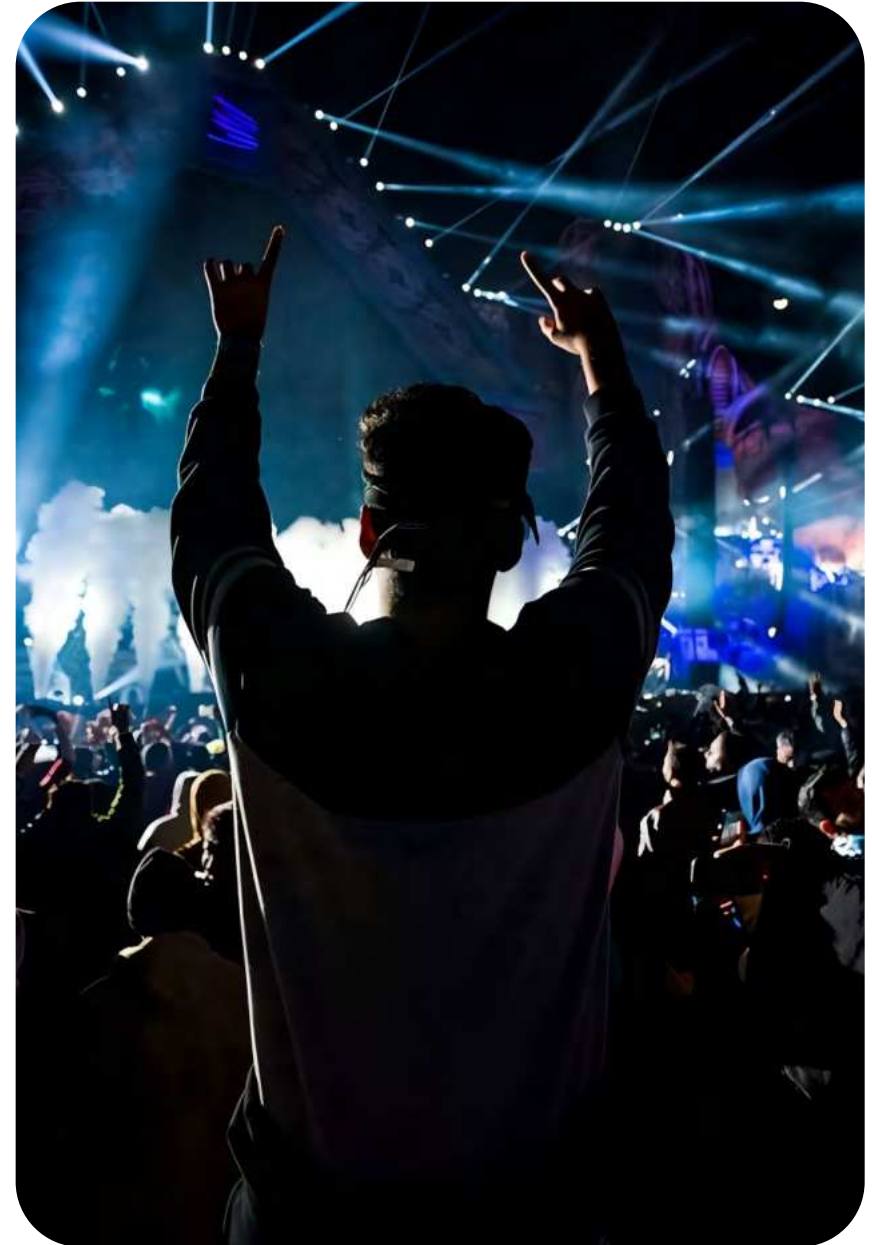
- ✅ Continuous and regional brand health tracking.
- ✅ Smart, transactional customer satisfaction (CSAT) measurements post-events.
- ✅ A sophisticated, customer-centric pricing study to determine optimal ticket configurations.

The objective was to move from intuition-driven decision-making to an evidence-based strategy that placed the voice of the customer at the core.

MDLBEAST selected XEBO.ai for its holistic and scalable insights platform that combined advanced analytics with practical application. The following key capabilities stood out:

- ✓ Brand Health Tracker: Monthly data collection across GCC countries to evaluate both emotional and rational brand attributes, alongside advertising diagnostics.
- ✓ Post-Event CX Surveys: Real-time, event-specific transactional CSAT tools tailored for large-scale music events.
- ✓ Event Pricing via Conjoint Analysis: A comprehensive conjoint-based pricing model designed to identify the best-performing ticket bundles for General Admission and VIP categories.

XEBO.ai's ability to merge survey intelligence with advanced analytics directly supported MDLBEAST's evolving business and audience expectations.

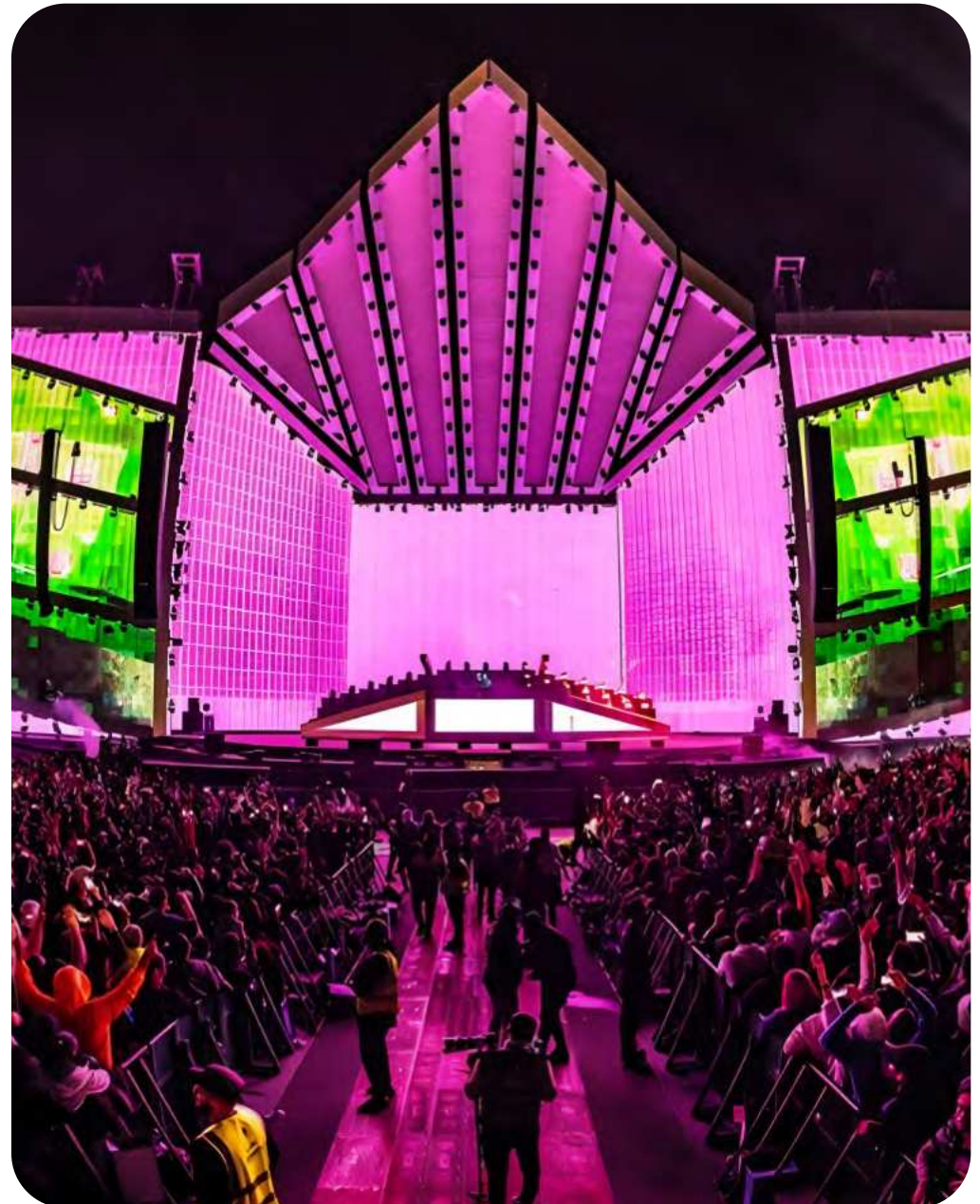


Implementation and integration

The deployment involved three parallel workstreams:

- 1 Monthly Brand Health Tracker: Rolled out across four countries, collecting consistent insights about brand perception, competitor benchmarks, and ad effectiveness.
- 2 Post-Event CX Surveys: Deployed immediately after flagship events such as Soundstorm and XP Music Conference to capture fresh customer feedback.
- 3 Event Pricing Study (Conjoint Analysis): Delivered targeted insights on ticket preferences, enabling scenario modeling for various price and feature combinations.

The integration process was seamless, with a focus on dashboard accessibility, rapid data interpretation, and actionability.



Impact of XEBO.ai

MDLBEAST experienced significant business and strategic benefits post-implementation:



Enhanced Brand Understanding:
Monthly insights helped the brand fine-tune its market messaging and measure emotional resonance across demographics.



Event Optimization:
Real-time CSAT data improved operational planning and customer experience for future events.



Data-Driven Pricing:
The conjoint analysis allowed MDLBEAST to confidently launch ticket bundles that aligned with customer willingness-to-pay, driving both uptake and satisfaction.

In essence, XEBO.ai enabled MDLBEAST to translate customer data into impactful decisions across branding, pricing, and experience, empowering them to scale their cultural influence with precision.