



**XEBO.ai**



**الأول  
SAB**

# How SAB Transformed Customer Experience Across Branches with XEBO.ai

# About



The Saudi Awwal Bank (SAB) stands as one of the Kingdom of Saudi Arabia's premier financial institutions. Renowned for its pivotal role in supporting national economic growth and social development, SAB is recognized as a leader in corporate and institutional banking. In addition to its strong international banking capabilities, SAB 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, SAB 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

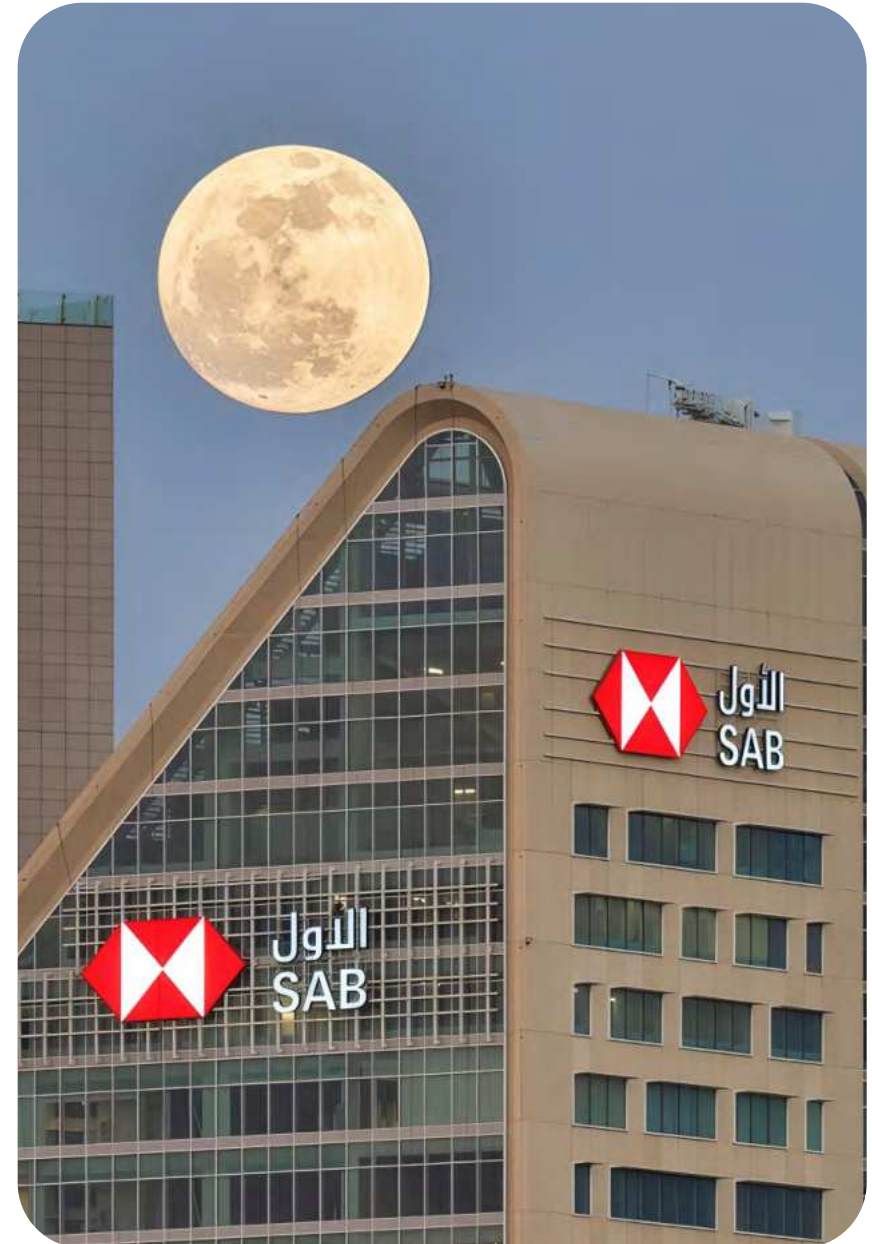
## Search for solution by SAB

To enhance service quality and customer focus, SAB 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

SAB selected XEBO.ai due to several compelling advantages:

- ✓ Automate the full feedback loop, from surveys to ticketing
- ✓ Integrate seamlessly with SAB'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 SAB'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 SAB:



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