XEBO.ai

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

How ZATCA Built a Centralized Voice of Customer Ecosystem with XEBO.ai

About

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

The Zakat, Tax and Customs Authority (ZATCA) is the official government body in Saudi Arabia responsible for collecting Zakat and overseeing taxation processes, including VAT implementation. Established in 1951 under the Ministry of Finance, ZATCA plays a critical role in managing financial compliance and public revenue collection across the Kingdom. With its headquarters in Riyadh and 19 regional branches, ZATCA serves both citizens and businesses through various in-person and digital channels, reinforcing transparency and efficiency in public services.

Challenges faced before XEBO.ai

Before XEBO.ai (formerly Survey2Connect), ZATCA faced key challenges:

- ⚠️ **Isolated Feedback:** Surveys ran separately across channels, limiting unified insights.

- ⚠️ **No Central Platform:** VoC efforts lacked integration due to cloud/SaaS restrictions.

- ⚠️ **Scattered Inputs:** Data from kiosks, IVR, websites, apps, and social media wasn't connected.

- ⚠️ **Complex Needs:** Required a multilingual, responsive, and user-friendly system with manual input support.

- ⚠️ **Analytics Gaps:** Needed real-time, predictive, and sentiment analysis to guide decisions.

Search for solution by ZATCA

ZATCA aimed to build a centralized VoC system that delivered actionable insights, met data residency rules, and enhanced both customer and employee experiences. To do this, they needed a partner who could:

- ✅ Host a fully on-premise system.

- ✅ Provide seamless multichannel feedback collection.

- ✅ Support customized survey logic, automation, and multilingual delivery.

- ✅ Offer enterprise-level analytics, including sentiment and text analysis.

- ✅ Enable closed-loop feedback and real-time performance monitoring.

Reasons to choose XEBO.ai

ZATCA chose XEBO.ai for its secure, user-friendly VoC platform that met strict government requirements. Key advantages included:

- ✅ **On-Premise Deployment:** Full compliance with internal hosting and scalability needs.

- ✅ **Omnichannel Feedback:** Integrated data from all touchpoints—web, email, IVR, SMS, social, kiosks, chat.

- ✅ **No-Code Surveys:** Easy, multilingual survey creation.

- ✅ **Automated, Personalized Distribution:** Trigger-based, language-tailored delivery.

- ✅ **Real-Time Dashboards:** Custom KPIs, access control, and automated reports.

- ✅ **Closed-Loop Feedback:** Instant ticketing for faster issue resolution.
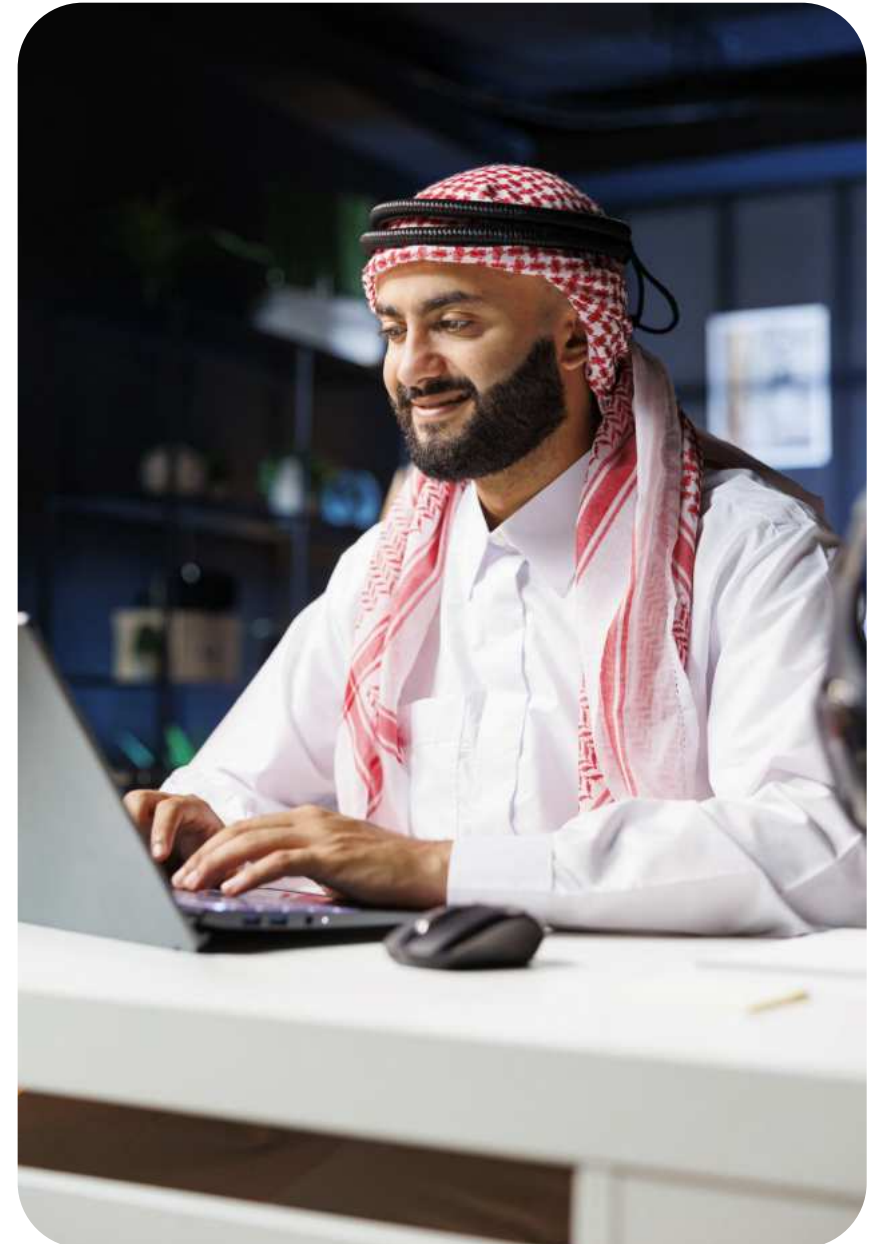
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Implementation and integration

XEBO.ai deployed an on-premise, fully localized solution for ZATCA with:

- ✅ **Integrated Channels:** Unified feedback from all touchpoints, including manual entries.

- ✅ **Automated Surveys:** Triggered via internal systems post-interaction.

- ✅ **Multilingual, Responsive Design:** Arabic-English support across all devices.

- ✅ **Live KPI Dashboards:** Real-time, department-level performance tracking.

- ✅ **Closed-Loop Ticketing:** Instant alerts on negative feedback for quick action.

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Impact of XEBO.ai

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Since adopting XEBO.ai, ZATCA has seen strong results:

Centralized Feedback: Unified platform for internal and external VoC

Omnichannel Reach: Feedback from all service and digital touchpoints

High Volume: 1.5–2 million surveys projected by end of 2020

Lower Costs: Reduced survey and analysis overhead

Scalable Capture: 100K+ responses via SMS/email (excluding other channels)

Employee Insights: Extended platform use for internal engagement and policy input

Faster Response: 25% reduction in handling dissatisfied customers