Bupa Arabia Elevates Customer Experience with XEBO.ai

How one of the largest insurers in Saudi Arabia leveraged real-time feedback to elevate Customer Satisfaction and Operational Agility

About

Bupa Arabia is the largest health insurance provider in Saudi Arabia, serving diverse customer segments including Corporates, SMEs, Travel, and Families. The company has built a reputation for consistent growth over the past decade—achieving profitability year over year. Even during challenging periods, such as in 2018, Bupa Arabia reported over SAR 500 million in profits, reflecting strong financial resilience and operational excellence.

Challenges faced before XEBO.ai

Despite its robust performance, Bupa Arabia faced critical challenges in understanding and acting on customer experiences. Key issues included:

- **(!)** A need to identify customer delight and pain points swiftly across multiple interaction touchpoints.

- **(!)** Difficulty in tracking experiences at third-party partner locations such as hospitals (inpatient and outpatient services) and agent networks.

- **(!)** Delayed redressal timelines for dissatisfied customers, which limited the ability to close the feedback loop effectively.

- **(!)** Reliance on outdated feedback collection methods like phone calls and pen-and-paper surveys, which hindered real-time insights.

Search for solution by Bupa Arabia

Recognizing the strategic importance of Customer Experience (CX), Bupa Arabia initiated a search for a modern, scalable feedback management system. The goal was to:

- ✅ Digitize and automate the customer feedback process.

- ✅ Enhance responsiveness to negative feedback.

- ✅ Enable seamless feedback capture across all stages of the customer journey.

- ✅ Empower internal teams with actionable data and analytics.

Reasons to choose XEBO.ai

Bupa Arabia selected XEBO.ai based on its robust capabilities in Enterprise Feedback Management (EFM) and closed-loop customer experience systems. XEBO.ai stood out due to:

✅ Its ability to automate personalized feedback requests within 24 hours of customer interaction.

✅ Advanced tools for real-time CX analytics across various channels.

✅ A proven KPI-driven model for tracking, monitoring, and improving feedback engagement.

✅ Integrated alerting and response workflows to act on customer dissatisfaction within 48 hours.

Implementation and integration

The deployment of XEBO.ai marked a transformative shift in how Bupa Arabia captured and responded to customer feedback:

- ✅ Traditional feedback channels were replaced with an intelligent, digital EFM platform.

- ✅ Automated surveys were triggered promptly post-interaction, customized for each customer journey touchpoint.

- ✅ A closed-loop feedback process was established, enabling CX teams to follow up with dissatisfied customers within 48 hours.

- ✅ KPIs were integrated into operational dashboards to monitor response timelines and improve accountability.
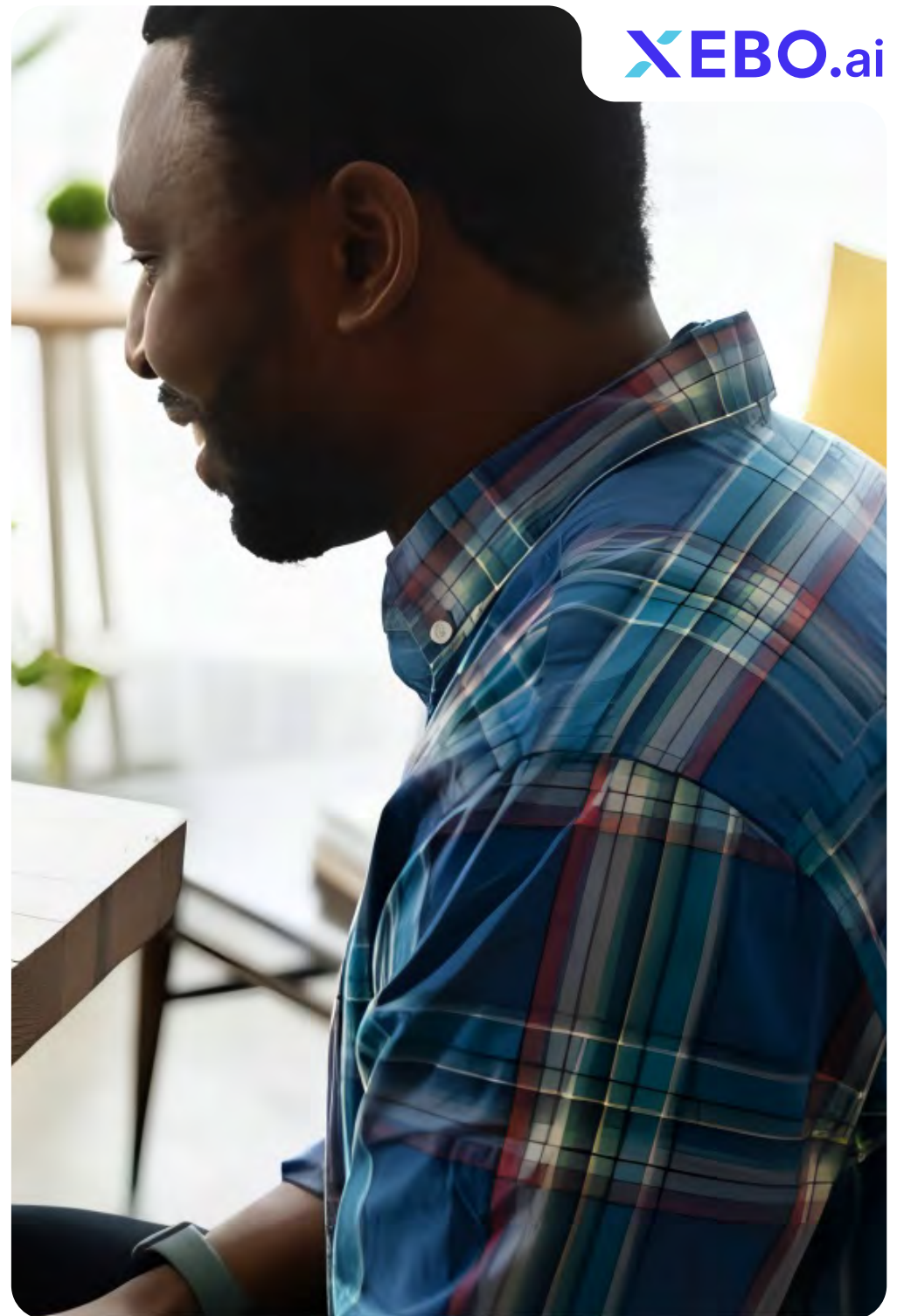
Impact of XEBO.ai

XEBO.ai

The collaboration with XEBO.ai delivered measurable and strategic outcomes:

Real-time feedback tracking enabled daily intervention for dissatisfied customers.

Operational insights derived from open-ended comments helped shape internal processes and policy improvements.

Over **1 million customers** were reached in 2019, generating more than 250,000 survey responses.

A significant **18% increase in Net Promoter Score (NPS)** was recorded between 2017 and 2019.

Customer outreach for payment reminders and feedback surveys improved by **20%**, enhancing retention and loyalty.