



XEBO.ai Beiersdorf

**Empowering Beiersdorf with
real-time consumer insights
using XEBO.ai**

About

Beiersdorf

Beiersdorf is a globally recognized skincare company known for its trusted brands such as NIVEA, Eucerin, and La Prairie. With a presence in over 160 countries, Beiersdorf combines innovation with consumer-centric approaches to create top-tier skincare solutions. As part of its digital transformation, the company continues to prioritize consumer feedback to ensure meaningful engagement and product evolution.

XEBO.ai





Challenges faced before XEBO.ai

Prior to adopting XEBO.ai, Beiersdorf struggled with manual and fragmented survey processes across multiple countries. Each local team often relied on different tools and methods, leading to inconsistencies in feedback collection, delayed insights, and duplicated efforts. This disjointed approach made it difficult to scale feedback mechanisms and derive holistic insights across regions.

Search for solution by Beiersdorf

To address these inefficiencies, Beiersdorf initiated a search for a centralized, intelligent platform that could unify survey deployment, automate feedback analysis, and offer real-time insights at both global and local levels. The goal was to increase responsiveness, reduce manual workloads, and promote best-practice sharing across markets.

🔍 Reasons to choose XEBO.ai



Beiersdorf selected XEBO.ai due to its:

- ✓ AI-powered analytics engine capable of understanding open-text feedback across languages.
- ✓ Scalable architecture that accommodated both local market needs and global reporting.
- ✓ Smart dashboards that enabled real-time visualization of insights.
- ✓ Intuitive user interface that empowered non-technical users to create and launch surveys effortlessly.

XEBO.ai's ability to standardize processes while offering localized flexibility was a key differentiator.



Implementation and integration

The implementation process was swift and efficient. Within a few weeks, Beiersdorf's regional teams were onboarded and trained. XEBO.ai integrated seamlessly with Beiersdorf's internal systems, ensuring smooth data flow and secure management of customer feedback. A structured rollout allowed for pilot testing in selected markets before full-scale adoption across various regions.

XEBO.ai



Impact of XEBO.ai

The introduction of XEBO.ai transformed Beiersdorf's approach to consumer insights:



Reduced survey
turnaround time by

70%



Enabled real-time
feedback analysis in
multiple languages.



Unified feedback
across markets,
allowing for
comparative analysis
and global
benchmarks.



Enhanced
decision-making
through smart
dashboards and
automated reporting.

As a result, Beiersdorf achieved greater agility in responding to customer needs and elevating their brand experience.

