



# AI-Driven Patient Experience: KKT MENA's Journey with XEBO.ai

Turning voice of patient into actionable  
insights for measurable impact.

# About

## KKT

SPINE CENTER  
علاج العمود الفقري

KKT MENA is a premier orthopedic spine center renowned for its non-surgical treatment of back, neck, and joint pain. Utilizing advanced ultrasound technology, the center offers innovative therapeutic solutions to improve patient outcomes. Their operations span both outpatient and inpatient departments, with a strong focus on delivering excellence in patient care.

XEBO.ai





## Challenges faced before XEBO.ai

Before partnering with XEBO.ai, KKT MENA faced difficulties in understanding patient sentiments across various touchpoints. The absence of a structured feedback mechanism hindered their ability to identify service gaps, streamline issue resolution, and implement meaningful improvements. As a result, patient experience and satisfaction metrics remained difficult to track and optimize.

## Search for solution by KKT MENA

Recognizing the need for a robust and scalable patient experience initiative, KKT MENA began searching for a solution that could:

- ✓ Collect consistent and reliable feedback from patients.
- ✓ Highlight strengths and uncover areas needing attention.
- ✓ Drive internal communication improvements and operational enhancements.

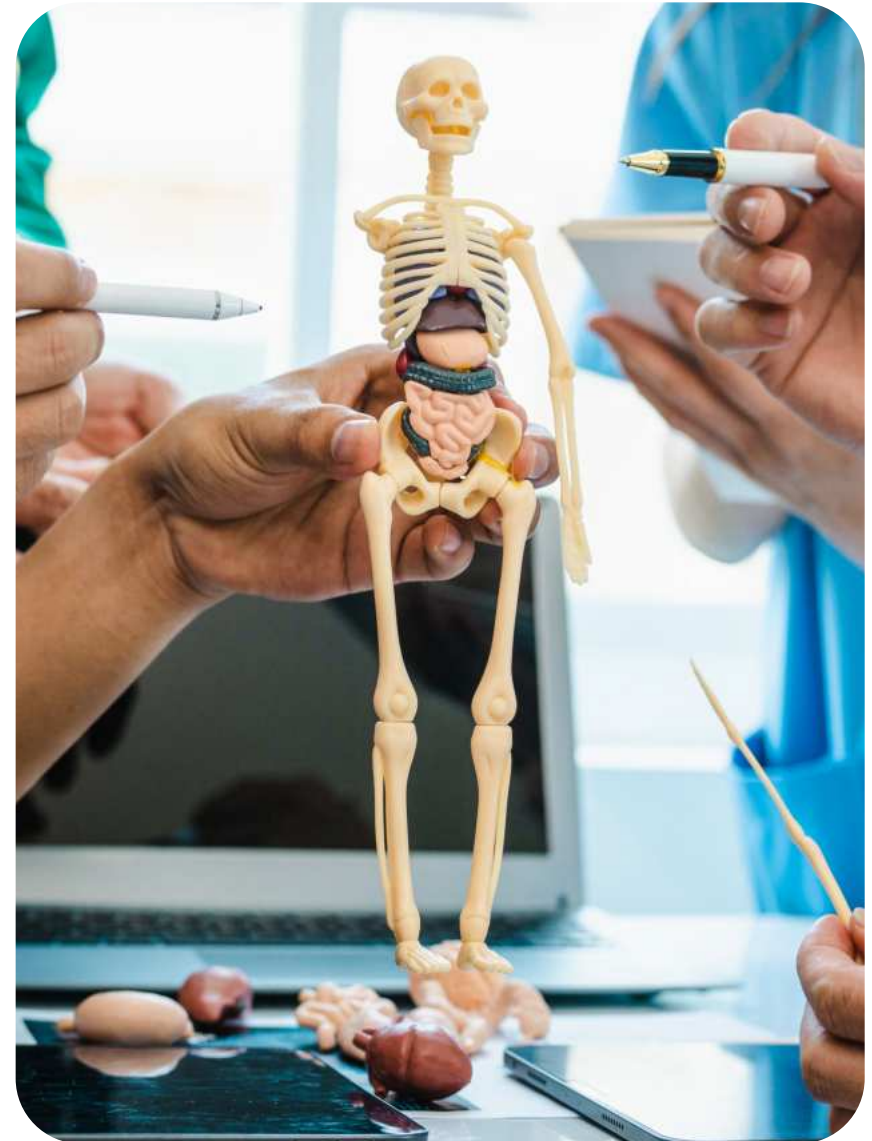
Their goal was to implement a platform capable of capturing actionable insights throughout the patient journey.

## Reasons to choose XEBO.ai






KKT MENA selected XEBO.ai for its comprehensive, omnichannel feedback platform designed specifically to enhance experience management. Key decision factors included:

- ✓ Ability to collect feedback through various channels including WhatsApp, SMS, and email.
- ✓ Seamless integration with existing systems.
- ✓ Real-time insights and reporting to guide strategic improvements.
- ✓ Conversational survey capabilities that increase response and engagement rates.

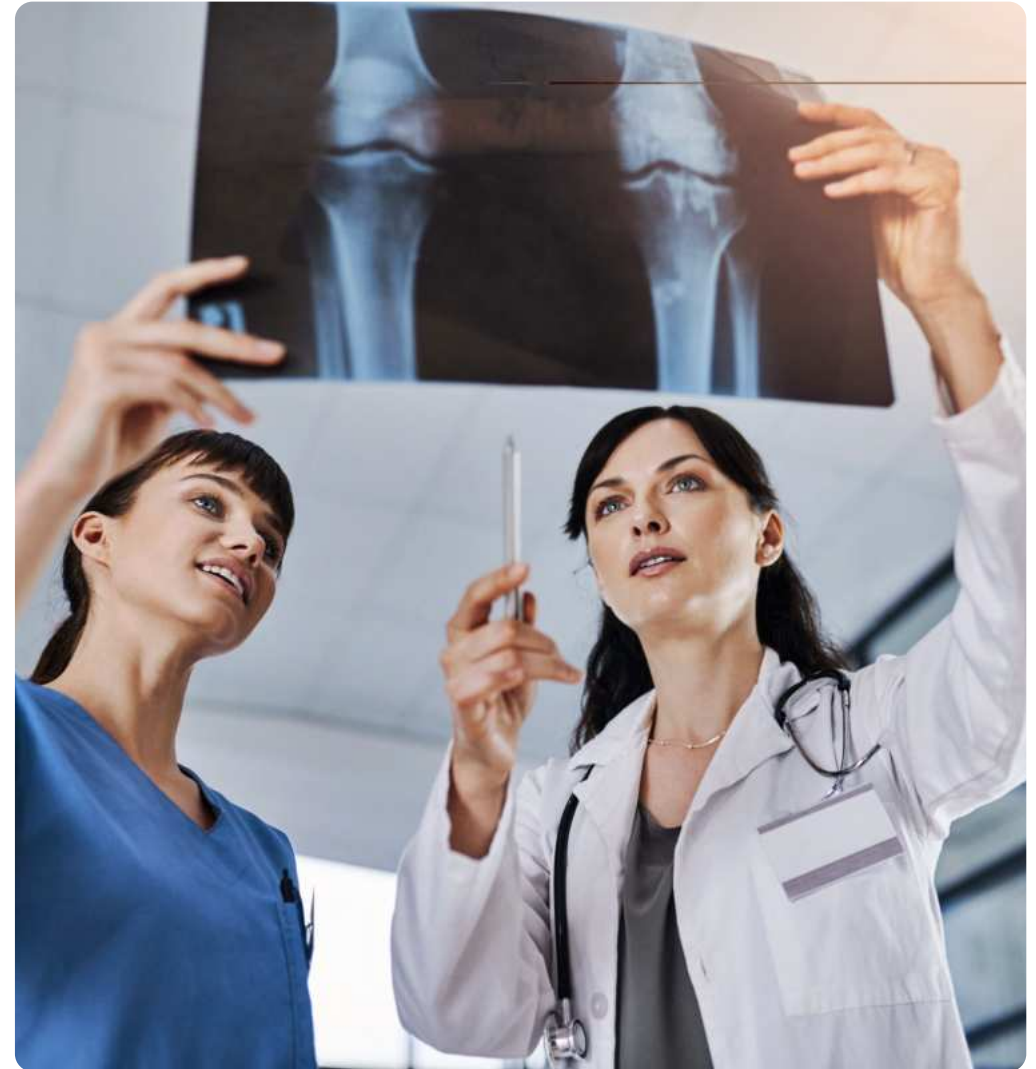


## Implementation and integration

XEBO.ai implemented a multi-channel feedback system tailored to KKT MENA's operational workflow. This included:

-  Setting up WhatsApp-based conversational surveys to capture immediate and contextual patient feedback.
-  Deploying email and SMS surveys to widen outreach across patient demographics.
-  Unifying all feedback into a centralized dashboard for analysis, issue tracking, and response prioritization.

This rapid deployment allowed KKT MENA to begin collecting quality feedback within a short time frame, without disruption to ongoing care processes.



## Impact of XEBO.ai

The implementation of XEBO.ai delivered measurable and impactful results within the first year:

**50%**

month-on-month increase in response rates over the first six months, indicating strong patient engagement.

**20%**

rise in patient loyalty, showcasing improvements in trust and satisfaction.

**32%**

increase in overall patient satisfaction, a clear indicator of improved service delivery and communication effectiveness.

These outcomes validated the effectiveness of XEBO.ai's solution in driving patient-centered transformation

