



**XEBO.ai**



# How MODON Transformed Its Customer Experience with XEBO.ai

A success story of operationalizing multi-journey feedback, integrating enterprise systems, and scaling VoC with dedicated support and brand consistency.



# About



The Saudi Authority for Industrial Cities and Technology Zones (MODON) oversees the development and regulation of industrial cities in Saudi Arabia. With a mission to enhance the Kingdom's industrial competitiveness, MODON continually strives to optimize experiences for its stakeholders—including investors, manufacturers, and partners—by leveraging digital innovation and customer feedback.

XEBO.ai



## Challenges faced before XEBO.ai

Before partnering with XEBO.ai, Modon faced several hurdles in executing an effective Voice of Customer (VoC) program:

- ! **Lack of Collaborative Support:** Modon needed a partner that could provide dedicated, ongoing support and work closely with their internal team to manage and optimize feedback operations.
- ! **Brand Inconsistency:** Their previous tools lacked white-labeling capabilities, making it difficult to deliver a branded, unified experience to their customers.
- ! **Fragmented Feedback Management:** The organization struggled to capture, manage, and act on customer feedback across multiple journey touchpoints in a cohesive manner.

## Search for solution by Modon

As part of its digital transformation efforts, Modon initiated a search for a comprehensive VoC platform that would:

- ✓ **Align with its brand identity and user experience standards**
- ✓ **Streamline feedback collection across customer journeys**
- ✓ **Offer hands-on, expert support to drive value from insights**
- ✓ **Integrate seamlessly with its existing communication and CRM infrastructure**

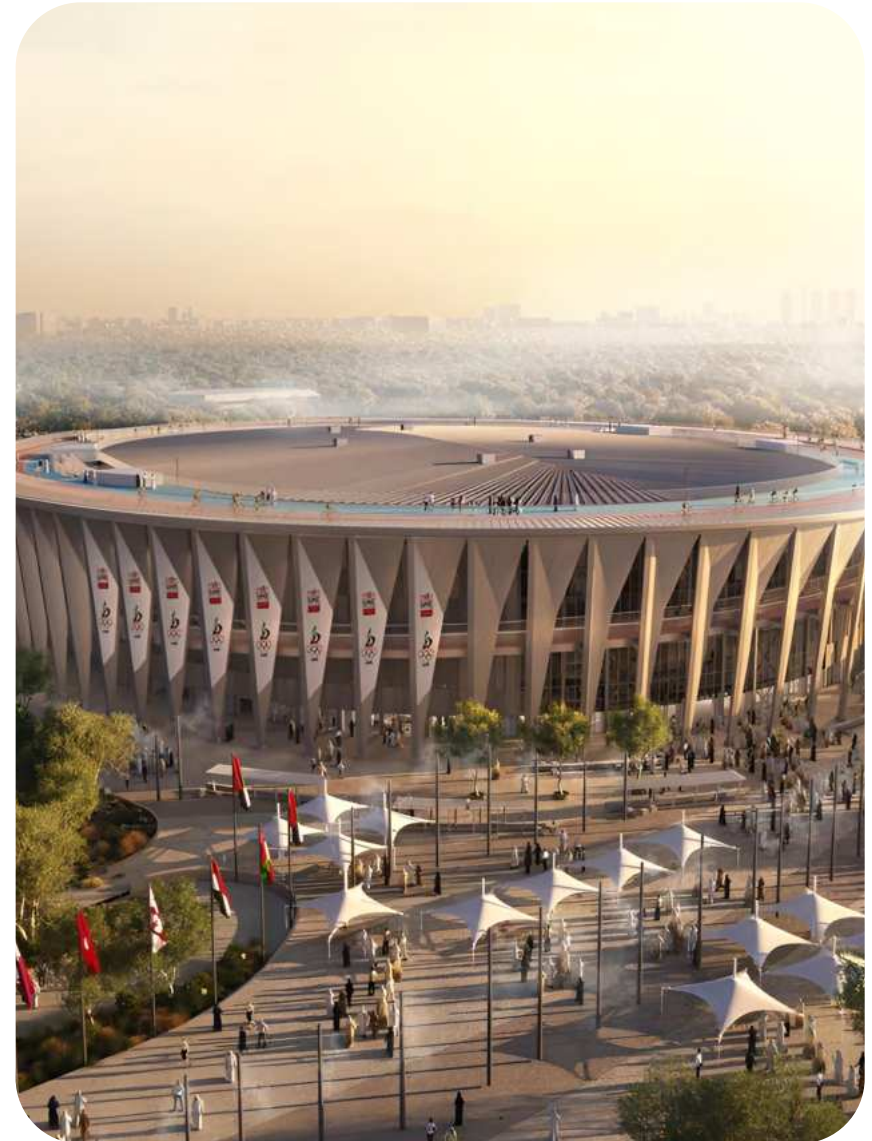


## 🔍 Reasons to choose XEBO.ai



XEBO.ai emerged as the ideal solution for Modon due to its:

- ✓ **Full White-Labeling Capabilities:** The platform was fully customizable, enabling Modon to offer a consistent, on-brand experience across all customer touchpoints.
- ✓ **Dedicated Customer Success Team:** XEBO.ai provided a committed support team to assist with daily operations, survey launches, and performance optimizations.
- ✓ **Multi-Journey Support:** The platform supported a wide range of experience flows—from purchase journeys to call center interactions—allowing Modon to map and improve the full customer lifecycle.
- ✓ **Flexibility for Ad-Hoc Studies:** In addition to structured journeys, Modon could also deploy on-demand research initiatives for deeper insights.



XEBO.ai's implementation was smooth and efficiently tailored to Modon's ecosystem:



**SMS Gateway Integration:** Enabled timely and automated survey distribution via text messages.



**Email Gateway Activation:** Supported broad email survey campaigns with customizable templates.



**Salesforce Integration:** Automated trigger-based feedback collection and centralized data management within Modon's CRM.



**Genesys Integration:** Captured real-time feedback from post-call center interactions, closing the loop on service quality monitoring.



## Impact of XEBO.ai

Since deploying XEBO.ai, Modon has successfully operationalized its Voice of Customer initiatives:



**Active Surveys:** Over 5 ongoing feedback campaigns targeting different experience stages



**Customer Journeys Tracked:** 4+ journey types mapped and monitored



**Live Dashboards:** 3+ real-time dashboards providing actionable insights



**Platform Experience:** A completely white-labeled and branded VoC solution tailored to Modon's needs