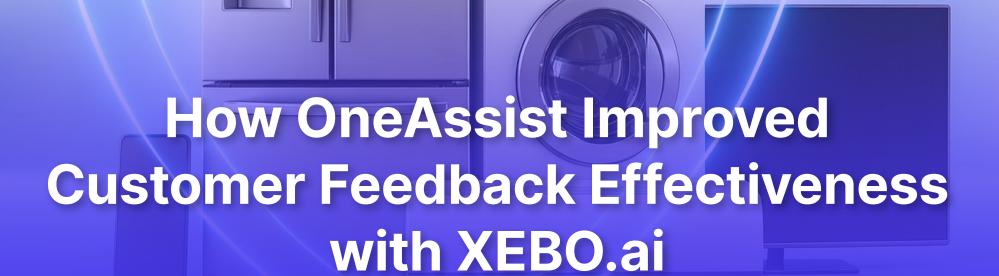
XEBO.ai





About

OneAssist Consumer Solutions is a leading Indian company offering digital protection plans across mobile, electronics, appliances, and wallets. Focused on customer-centricity, OneAssist partnered with XEBO.ai to enhance survey engagement and gain deeper customer insights.





Challenges faced before XEBO.ai

Before partnering with XEBO.ai, OneAssist faced several challenges in customer feedback management:

- Reactive & siloed systems: Feedback collection relied on WebEngage, which lacked integration and proactivity.
- Limited scope: No dedicated tools for Employee Experience or Digital Research, preventing a holistic view.
- Unappealing design: Survey design lacked visual appeal and contextual relevance.
- Low participation: Response rates remained stuck in single digits.

Search for Solution by OneAssist

To address these gaps, OneAssist sought a platform that could:

- Elevate survey design and interactivity Move beyond traditional surveys with more engaging formats to capture customer attention effectively.
- Drive higher participation and engagement –
 Encourage customers to share feedback
 more willingly through simplified,
 user-friendly experiences.
- Deliver deeper and more actionable insights Generate insights that not only reflect customer sentiment but also guide tangible service improvements.

Q Reasons to choose XEBO.ai



The team evaluated other survey platforms including Survey Monkey. However, XEBO.ai stood out for its intuitive interface, powerful dashboards, and multichannel feedback triggers.

- Better interface and visual presentation A modern, intuitive platform that makes survey management and analysis simple, engaging, and easy to navigate.
- Feasibility of dashboard insights Powerful dashboards offering real-time, actionable insights to support quicker and more informed decisions.
- Multichannel trigger support Ability to reach customers across multiple channels, ensuring timely feedback collection and higher response rates.



Implementation and integration

XEBO.ai's implementation was tailored to OneAssist's needs with a focus on improving design, reach, and insights:



Redesigned surveys with modern, visually engaging templates



Multichannel distribution ensuring broader reach and participation

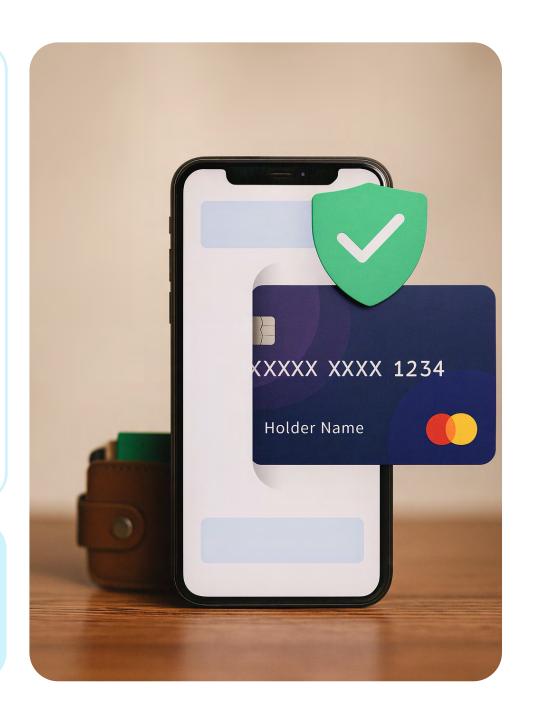


Personalization at scale to make surveys contextually relevant



Interactive dashboards for real-time, actionable insights

XEBO.ai quickly transformed OneAssist's feedback process into a more engaging, insightful, and customer-centric system.



Impact of XEBO.ai

Since deploying XEBO.ai, OneAssist has achieved measurable improvements in survey engagement and feedback effectiveness:

Quote from Client

At OneAssist, we are committed to enhancing our customer experience, and Xebo.ai has been a valuable partner. Their platform makes it easy to manage users, trigger surveys across touchpoints, and maintain a consistent feedback loop.

The support from the Xebo team has been excellent — responsive, knowledgeable, and always willing to go the extra mile. We especially value the intuitive dashboards, sentiment analysis, and word cloud breakdowns that turn feedback into clear, actionable insights.

Satyaprakash Gupta CX Design Lead, OneAssist **2**x

increase in overall response rates

22%

NPS response rate in one category (vs. 8–10% earlier)

10+ %

Engagement replacing previous single-digit results

