

# **How OneAssist Improved Customer Feedback Effectiveness with 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.





**XEBO.ai**








## 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.

## 🔍 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

**2x**

increase in  
overall response rates

**22%**

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

**10+ %**

Engagement replacing  
previous single-digit  
results