XEBO.ai | *Virgin*

Virgin Mobile's Customer Experience Transformation Powered by XEBO.ai

About

Virgin

Virgin Mobile is a trailblazer in digital telecommunications, known for putting customer experience at the centre of everything it does. To maintain its edge in a fast-evolving market, Virgin sought to build a more connected and real-time understanding of its customers across all digital and support channels.

Challenges faced before XEBO.ai

Before implementing XEBO.ai, Virgin faced several limitations in how it captured and acted on customer feedback. The existing processes were siloed, manual, and lacked immediacy.

Key challenges included:

! **Disjointed Feedback Channels:** Surveys were deployed inconsistently, leading to fragmented insights.

! **Limited Reach:** Customer voices from emerging channels like WhatsApp and in-app chat were going unheard.

! **No Real-Time Alerts:** Support teams lacked visibility into dissatisfied customers at the moment it mattered.

! **Manual Ticketing & Delays:** Issue tracking was inconsistent and reactive.

! **Language Barriers:** A diverse customer base demanded a multilingual experience.

Search for solution by Virgin Mobile

To elevate its CX program, Virgin Mobile aimed to move from fragmented feedback to a real-time, integrated system. The focus was on building a centralized voice of customer engine that could power faster decisions, proactive support, and improved customer satisfaction.

To achieve this, the platform had to:

✓ **Capture feedback across all digital and traditional touchpoints**

✓ **Offer real-time alerts and team notifications**

✓ **Integrate seamlessly with CRM and support systems**

✓ **Enable closed-loop resolution tracking**

✓ **Be fully multilingual and localized for different user groups**

✓ **Support data visualization and sentiment analysis**

Reasons to choose XEBO.ai

Virgin Mobile selected XEBO.ai for its flexibility, speed of deployment, and ability to unify feedback across digital and offline touchpoints.

- ✅ Deployed surveys across 44+ channels including app, SMS, WhatsApp, IVR, email, and social media.

- ✅ Delivered intelligent, branded surveys using custom templates and smart logic for personalized experiences.

- ✅ Enabled real-time dashboards and sentiment analysis to instantly uncover trends and customer pain points.

- ✅ Activated closed-loop ticketing by auto-routing low-CSAT feedback to the right support teams.

- ✅ Seamlessly integrated with Virgin's CRM and support platforms for automated triggers and follow-ups.
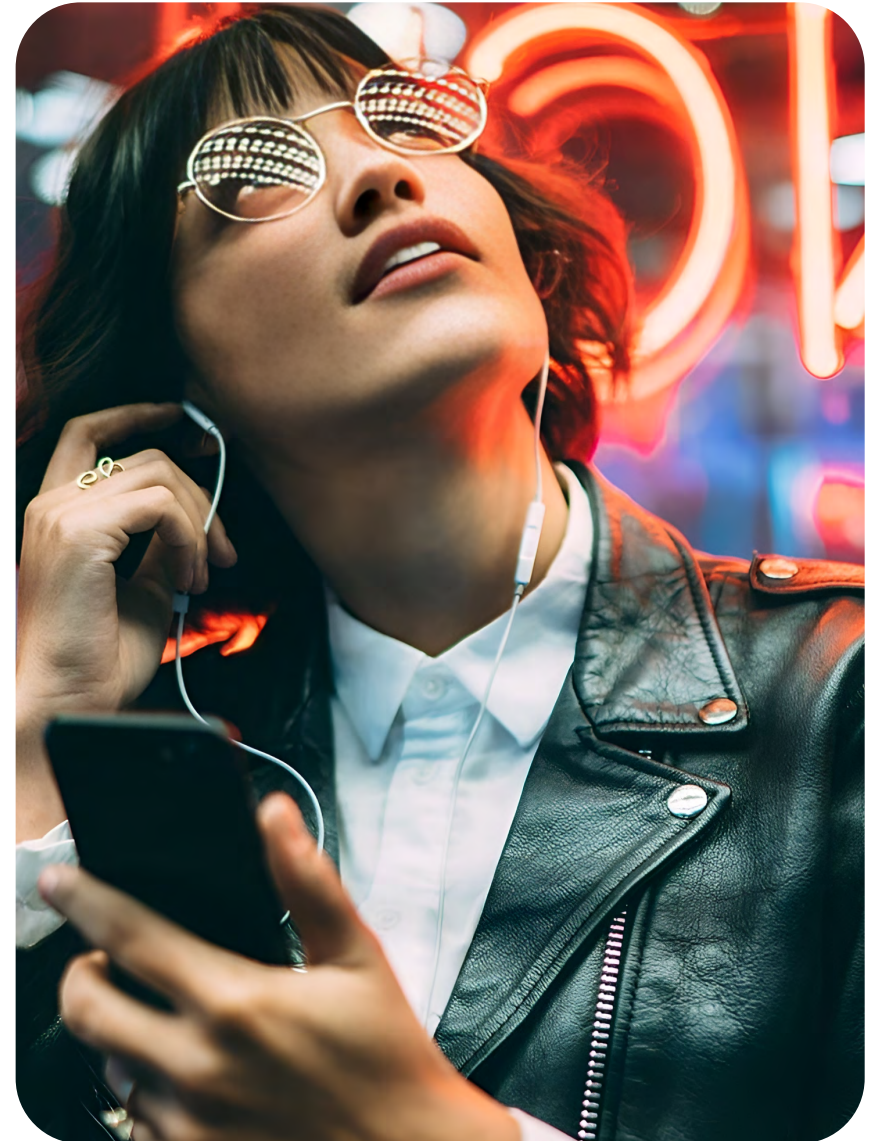
Implementation and integration

The rollout was fast and seamless, minimizing disruption. Virgin's internal systems—including CRM, app, and messaging gateways—were connected to XEBO.ai within weeks.

As a result:

⚙️ Automated triggers were set for post-purchase, complaint closure, and app usage events

🔗 Feedback loops were established for support, marketing, and CX teams

🖥️ All issue categories were tracked through real-time dashboards

Impact of XEBO.ai

Virgin Mobile saw rapid improvements within months of implementation:

35%
boost in response rates with multi-channel survey distribution.

7%
increase in CSAT through timely, personalized feedback loops.

40%
faster issue resolution enabled by real-time ticketing.

15%
rise in customer retention from proactive engagement.

50%
higher survey completion via mobile-friendly designs.

By partnering with XEBO.ai, Virgin Mobile successfully transformed its customer experience strategy—from reactive to real-time, from fragmented to unified. The platform empowered Virgin to listen at scale, act instantly, and continuously improve based on data-driven insights. Today, Virgin delivers faster support, higher satisfaction, and stronger loyalty—setting a new standard for CX in the telecom industry.

XEBO.ai

Testimonial

"

XEBO.ai helped us build a real-time feedback engine. We no longer wait days to know what customers feel—we act in the moment. It's changed how our teams work and how our customers feel.

"

- CX Manager, Virgin Mobile