



How a leading telecom provider reduced churn and prioritized CX investments with Predictive Analysis and Key Driver Modeling

About

The Company 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, the company 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, company faced several limitations in how it captured and acted on customer feedback. The existing processes were siloed, manual, and lacked immediacy.

Key challenges included:

- ❗ **Limited foresight:** NPS and CSAT scores showed performance trends but could not predict churn risk or emerging dissatisfaction.
- ❗ **Unclear priorities:** With dozens of touchpoints, leaders struggled to identify which factors had the strongest influence on loyalty and retention.
- ❗ **Manual text analysis:** Open-ended feedback was reviewed in silos, making it difficult to connect sentiment to metric fluctuations.
- ❗ **Slow action cycles:** Insights came too late to intervene before at-risk customers disengaged or left.

Search for solution by the company

The Company set out to move beyond statics Surveys and fragmented insights by building a predictive Voice of Customer engine — designed to forecast churn, identify loyalty drivers, and enable faster, data-driven decisions to improve customer satisfaction and retention.

To achieve this, the platform had to:

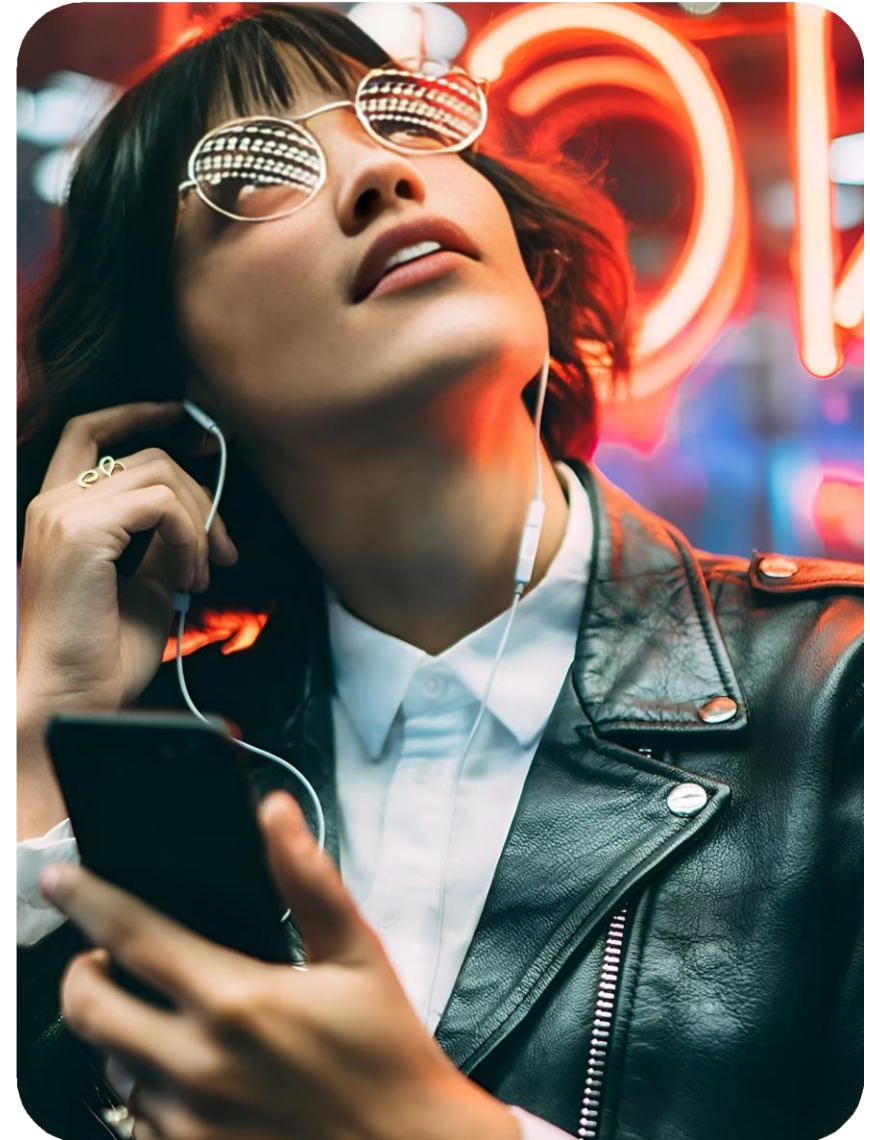
- ✅ Forecast churn and loyalty shifts using predictive modeling.
- ✅ Quantify which drivers had the most impact on NPS, CSAT, and retention.
- ✅ Automate feedback analysis to support predictive models with sentiment and theme-level insights.
- ✅ Deliver clear dashboards for executives to act quickly on risks and opportunities.

Q Reasons to choose XEBO.ai



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

- ✓ **Predict churn and retention:** Regression-based predictive models analyzed multiple variables to identify early warning signs of dissatisfaction and potential customer loss.
- ✓ **Highlight key drivers of loyalty:** Key Driver Analysis used importance vs. performance scatterplots and regression modeling to reveal which 3–4 factors most influenced NPS, CSAT, and churn.
- ✓ **Leverage customer feedback at scale:** Automated text and sentiment analysis enriched predictive models with real customer voice, making churn risk assessments more accurate.
- ✓ **Enable faster decisions:** Executive dashboards and weekly reports simplified complex modeling outputs into actionable priorities.



Implementation and integration

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

As a result:



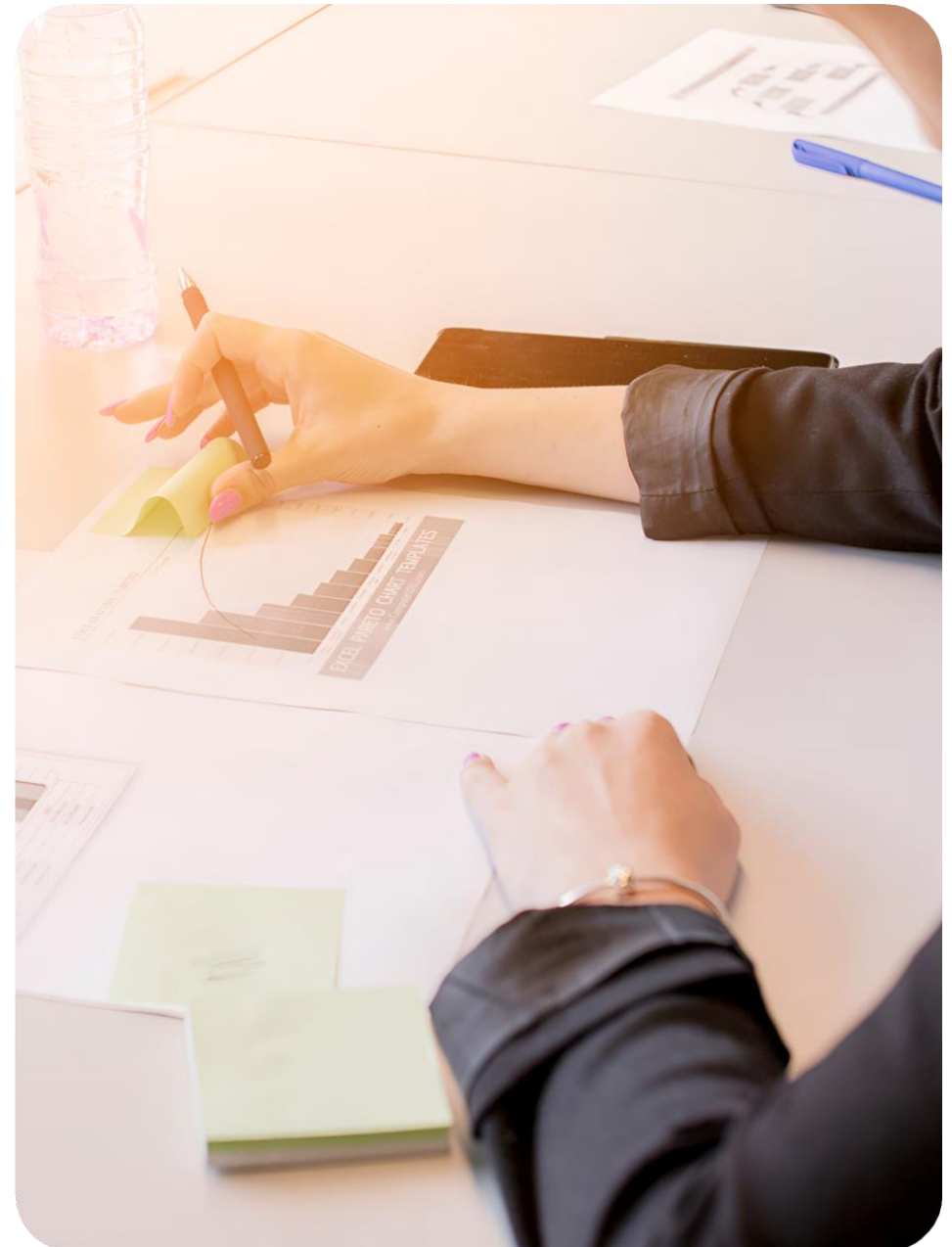
Predictive churn modeling: AI analyzed survey data, operational metrics, sentiment trends to calculate churn risk scores



Key driver dashboards: Regression-driven KDA visualizations highlighted where targeted improvements would have the greatest impact.



Automated reporting: Weekly and monthly updates connected customer metrics with drivers of risk and satisfaction, reducing manual analysis cycles.



Impact of XEBO.ai

The Company saw rapid improvements within months of implementation:

32%

Reduction in churn risk through early detection of detractor segments..

3X

Faster root cause identification, connecting NPS/CSAT drops to specific service or operational drivers.

Clear prioritization of top loyalty drivers, enabling leadership to focus investments on the 3–4 areas with the highest impact.

20%

Faster executive decision-making, supported by predictive dashboards and automated driver analysis.

By partnering with XEBO.ai, the company transformed its customer experience strategy—moving from reactive tracking to predictive intelligence. The platform enabled the company to forecast churn, identify key drivers of loyalty, and act faster with data-driven insights. Today, it delivers quicker resolutions, higher satisfaction, and stronger retention—setting a new benchmark for CX in the telecom industry.