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CASE STUDY

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# Transforming customer engagement at AKI Group

with e& enterprise and Infobip's  
omnichannel solutions

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## Al Khayyat Investment Group (AKI)

**Al Khayyat Investment Group (AKI), a leading player in the UAE's retail and healthcare sectors, continues to place strong emphasis on delivering high-quality customer experiences across its pharmacy and healthcare brands. As digital engagement norms shifted and customers began expecting faster, more personalised communication, AKI identified an opportunity to evolve its approach, particularly in how it handled marketing outreach and support channels.**

In collaboration with engageX by e& enterprise, AKI deployed an omnichannel customer-engagement solution powered by Infobip, bringing multiple digital channels together under one roof. This enabled broader reach, greater operational efficiency and a more responsive experience for its customers.



Before adopting engageX and Infobip's solution, AKI was already using a range of communication tools and service providers to manage its customer engagement efforts. However, as the business grew and customer expectations shifted, certain challenges began to surface:



### Visibility and coordination

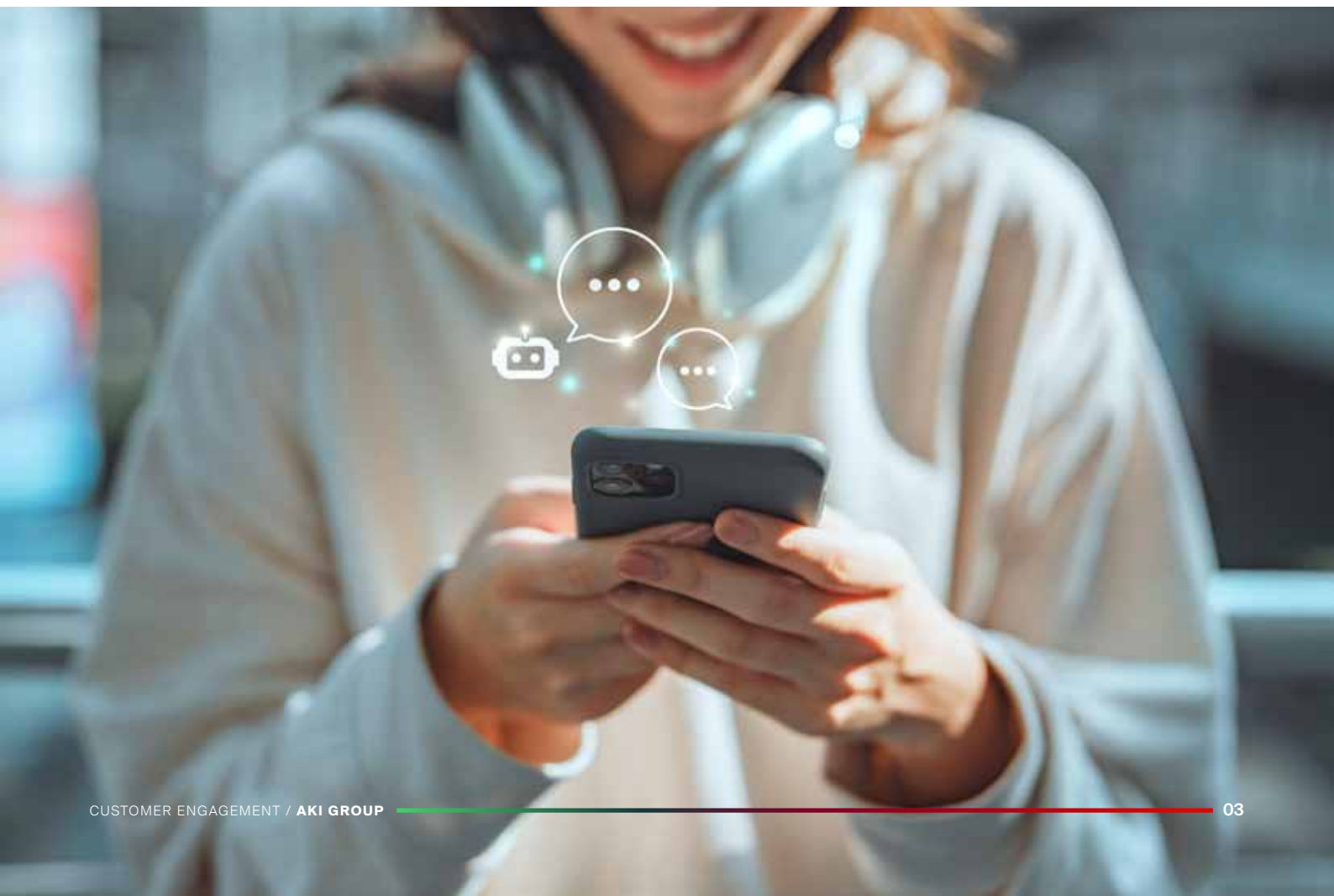
With support interactions spread across different systems, it became increasingly difficult to gain a unified view of conversations, identify trends or optimise service delivery



### Campaign agility

Campaigns were run through external platforms, limiting flexibility and real-time control. Meanwhile, popular digital channels used by AKI's customer base had not yet been fully integrated as proactive engagement touchpoints.

These growing complexities highlighted the need for a more unified and responsive communication approach that could scale with the business.





To support AKI's evolving communication goals, engageX deployed an omnichannel customer-engagement solution powered by Infobip, designed to streamline and enhance existing workflows.



#### Omnichannel campaign management

Unified multiple digital channels, including messaging apps, mobile notifications and other direct engagement tools, into a single platform for more efficient scheduling, refined targeting, and easy content management handled in-house.



#### Interactive customer engagement

Enabled two-way conversations across the channels AKI's customers already use, with performance tracking and conversational analytics built in.

By bringing these capabilities together under a centralised platform, AKI was able to simplify campaign management, improve responsiveness and deliver more relevant interactions, while maintaining full alignment between marketing and customer support teams.



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## Impact and results

### Deployment process

Since deploying the solution, AKI has reported measurable gains across several key performance areas:

#### Broader reach

Leveraging an integrated omnichannel platform provided AKI with more direct access to its customer base, supporting wider marketing coverage and more timely interactions.

#### Improved customer experience

Enhanced responsiveness and consistency across channels contributed to stronger customer sentiment at key moments.

#### Positive business impact

Promotions and targeted campaigns on widely used digital channels achieved increased visibility, driving higher product inquiries and more in-store visits.

#### Operational efficiency

By consolidating systems and reducing reliance on external vendors, AKI streamlined campaign execution and optimised associated costs.

The AKI team rated the engageX solution a full 5 out of 5, highlighting its ease of use and campaign flexibility as standout benefits.





**engageX combines intuitive design, advanced functionality and local expertise, offering scalable CPaaS and omnichannel tools that meet both immediate and future business needs.**

For AKI, the impact was clear early on—improved outreach, greater control over campaigns and the flexibility to expand communication strategies across the organisation.

With engageX, AKI has built a scalable omnichannel framework powered by Infobip, driving ongoing innovation in customer engagement and paving the way for future enhancements such as integrated contact centres or full multichannel orchestration as business needs evolve.





**Following the successful rollout, AKI and engageX are exploring opportunities to expand the partnership.**

With other business units showing interest in strengthening their communication strategies, there is potential for broader adoption of the platform across the group.

engageX remains committed to supporting AKI's evolving needs, leveraging Infobip's advanced CPaaS and omnichannel capabilities while providing deeper integration, expanded channel options and additional engagement features, ensuring the foundation is in place for continued growth and innovation in customer communication.

