



# Operational Efficiency **Through** **AI in CX**

How Straive redefines scale, speed, and savings through contextual AI



Straive combines domain expertise with advanced AI to deliver measurable operational efficiency in CX. By reducing costs, accelerating service, and integrating human+AI collaboration, Straive helps organizations achieve scale and precision—especially in research-driven environments like EdTech and academic publishing.



## AI-Powered Sales Enablement and Cost Reduction



Straive's AI-driven solutions streamline customer support and query resolution, enabling high-volume engagement with fewer resources. For example, a leading EdTech company handled over 360,000 customer interactions across multiple channels while improving resolution time by 35% and maintaining CSAT above 90%.

Our CX automation systems help reduce person-hour dependency by up to 23–25% through the deployment of sentiment-aware chatbots, process orchestration, and AI-powered resolution assistants.

## Speed and Real-Time Service Optimization



Straive enables faster service by integrating NLP, voice AI, and conversational analytics to optimize response workflows. In one publishing client engagement, our virtual agents supported 24x7 Tier-1 interactions, resolving over 60% of queries without human intervention while reducing average handling time by 28%.

Real-time monitoring and automated escalation frameworks ensure that high-complexity queries are routed effectively, minimizing delays and enhancing customer experience.

## Human+AI Synergy for Strategic Uplift



Straive's approach integrates human expertise with AI systems to create a blended support model. Supervisory dashboards allow human agents to intervene during emotionally sensitive conversations, preserving customer trust while maintaining service consistency.

Our AI-assisted knowledge retrieval tools support agents in real time, boosting their productivity by up to 20% in live support environments.

## Outcomes for the Science & Research Segment



Straive applies its domain specialization to offer CX transformation specifically tailored for the Science & Research ecosystem. For a global academic publishing client, Straive enabled intelligent support across 35+ journals, automating Tier-1 workflows and reducing manual intervention by 40%.

In a major collections project for a European research publisher, Straive supported well over €300 million in total collections with an AI-enhanced contact strategy—raising recovery rates while reducing cost-to-collect.

### About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

