

## Enhance Customer Experience With Data-Driven Insights

At Straive, we understand the intricate challenges faced by publishers in managing customer support queries efficiently. From manuscript submission to final copy receipt, every step demands meticulous attention. Yet, challenges like Turnaround Time (TAT) and resource allocation often lead to bottlenecks and decreased customer satisfaction.



### Managing a Diverse Range of Queries



Classify queries effectively to suggest reductions in resolution time



Optimize query handling process for seamless operations and improved customer satisfaction

### Harnessing the Power of Data: Analytics as a Catalyst for Transformation

Research suggests that ~50% of customer queries can be avoided through better experience and self service channels. We employ a comprehensive approach to address your customer support needs:

#### Data Collection

Collect system data for comprehensive query pattern analysis

#### Continuous Improvement

Cultivate continuous improvement by actively monitoring and adapting strategies



#### Analytics

Advanced analytics offer actionable insights from deep data analysis

#### Insightful Reporting

Insights shared via an interactive dashboard for informed decision-making

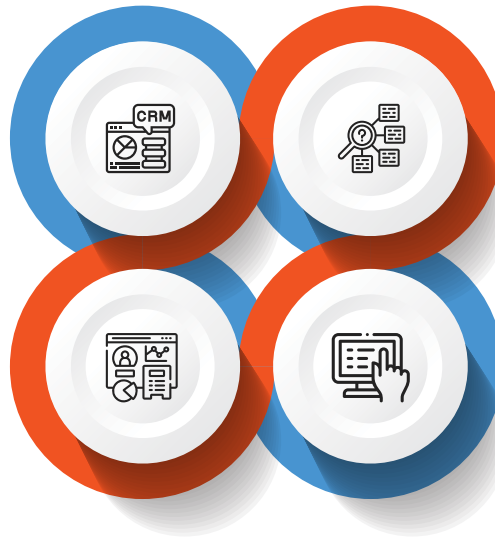
## Driving Excellence through Proactive Measures and Strategic Insights

### Analytics Model:

Using 6-12 months of CRM data, our model uncovers hidden insights

### Interactive Dashboard:

Real-time metrics on our dashboard aid performance tracking and improvement



### Query Classification:

Categorizing queries enables targeted interventions and efficient resource use

### Support Optimization:

Enabling self-service models for query reduction

## Why Straive?



**Expertise:** Our seasoned team and industry experts offer unparalleled knowledge.



**Client-Centric Approach:** Tailoring solutions to meet partners' unique needs is our focus.



**Innovation:** Committed to innovation, we explore new technologies for tangible results.



**Proven Track Record:** Trusted by leading publishers worldwide, we boast a proven record of success.

Unlock the potential of your customer support operations with Straive. Experience efficiency, excellence, and empowerment like never before.

Let's embark on this transformative journey together.

## About Straive

Straive helps clients operationalize the data → insights → knowledge → AI value chain. Straive's clients extend across industries that include Financial Services, Insurance, Pharmaceuticals & Life Sciences, Scientific Research, Information Providers, EdTech, and Logistics. Straive has a global presence across the United States, Canada, UK & Europe, Singapore, South Africa, India, Philippines, Nicaragua, and Vietnam.



[www.straive.com](http://www.straive.com)



[straiveteam@straive.com](mailto:straiveteam@straive.com)

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