Straive

Customer Experience For Publishing

Every query deserves the right response.



Authors, editors, and institutions need timely answers, but publishing queries vary widely. A routine status question should be resolved quickly. A sensitive editorial or institutional case needs specialist judgment.



Routine Queries → **Resolved quickly** (Status updates, general info)

Sensitive Cases → **Requires specialist judgment** (Ethical, institutional)

Straive brings both into one connected CX model.



AI handles suitable requests, agents verify responses where needed, and experts focus on complex cases. The model supports author services, payments, licensing, and editorial workflows within publishers' existing systems.

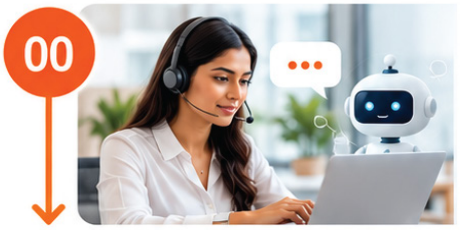
Faster answers. Better use of expertise. Clearer oversight.

45%	~92%	30-40%
query deflection	first-contact resolution	lower cost per query

See what the right resolution model could look like for your publishing operations.

One operating model. Four levels of resolution.

Each query moves to the level of automation or expertise it needs, with a clear path to a human.



Self-Service

Resolve routine questions

Cortexa AI, chat and voice bots, and IM Chat Assist respond without agent involvement.

45-55% query deflection

<90s resolution

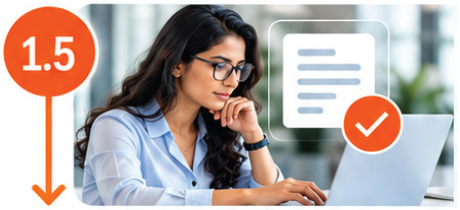


Autonomous

Complete eligible requests

Smart Triage routes the query. Digital Workers resolve suitable cases end to end.

18–25% autonomous volume



Supervised

Draft with human verification

The same Digital Worker drafts the answer. An agent checks it before it reaches the

100% audit coverage



Expert Assist

Support specialist decisions

An AI knowledge copilot helps experts handle complex editorial and institutional

20–25% lower handle time

Built for publishing workflows

Connected

Works within systems such as Freshdesk, Salesforce, and SAP.

Governed

Grounds answers in publisher policies and records escalations.

Flexible

Directs routine volume away from specialists while keeping them

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, Manufacturing & Supply Chain, Science & Research, EdTech, Banking & Financial services, Retail & CPG, GCCs, and Media & Entertainment—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across nine countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, and Canada.

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