

Optimizing Customer Support Operations for a Global Provider of Professional Solutions



Background

The client, a leading global provider of information, software solutions, and services catering to professionals in health, tax, and accounting, sought to enhance its operational efficiency and customer support experience. Managing an extensive portfolio with over 30,000 orders annually and a total invoiced amount nearing \$400 million, the client faced growing challenges in maintaining service quality, accuracy, and responsiveness. Straive, with its expertise in customer support operations, was engaged to streamline processes, ensure accuracy, and provide scalable solutions for their diverse operational needs.

Challenges

01

Scalability issues due to increasing order volumes.

02

The need for 100% accuracy in account services and order management.

03

Integration of multiple technology platforms to ensure smooth operations and data security.

04

Managing diverse operations spanning customer service, order management, and voice/back-office support.

05

Maintaining high customer satisfaction and compliance with tight turnaround times.

The Straive Solution

Straive developed and implemented a customized, multi-faceted approach to address the client's challenges:

- 1

▶ Scalable Workforce Deployment: Ensuring workforce flexibility to manage peak and non-peak periods.
- 2

▶ Technology Optimization: Seamlessly integrating key platforms for efficient operations.
- 3

▶ Process Enhancements: Streamlining workflows to ensure accuracy and improve customer satisfaction metrics.
- 4

▶ Delivery Excellence: Centralized operations in the Philippines, leveraging local expertise for cost-efficiency and quality.

Impact Delivered

The partnership with Straive resulted in significant operational and business outcomes:

- 01

Exponential Growth: Achieved a 500% increase in order processing operations since the engagement began in 2018.
- 02

Operational Excellence: Achieved 100% accuracy during critical month-end processing and improved customer satisfaction and loyalty metrics (CSAT and NPS) through enhanced service quality.
- 03

Enhanced Scalability: Successfully handled over 30,000 orders annually with efficient workforce management during peak and non-peak periods
- 04

Seamless Technology Integration: Optimized the use of technology platforms, ensuring compliance and operational efficiency.

Straive's strategic approach and commitment to delivering excellence transformed the client's operations, enabling them to scale efficiently, enhance customer satisfaction, and maintain high-quality standards across all service areas.

About Straive

Straive helps operationalize the data → insights → knowledge → AI journey with its deep domain expertise, process knowledge, and tech and analytics capabilities. Serving a diverse range of industries—including science and research publishing, information services, EdTech, life sciences, and banking and financial services—Straive boasts 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.



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