

Scaling Excellence: How Straive Revolutionized Customer Support For an Education Publisher

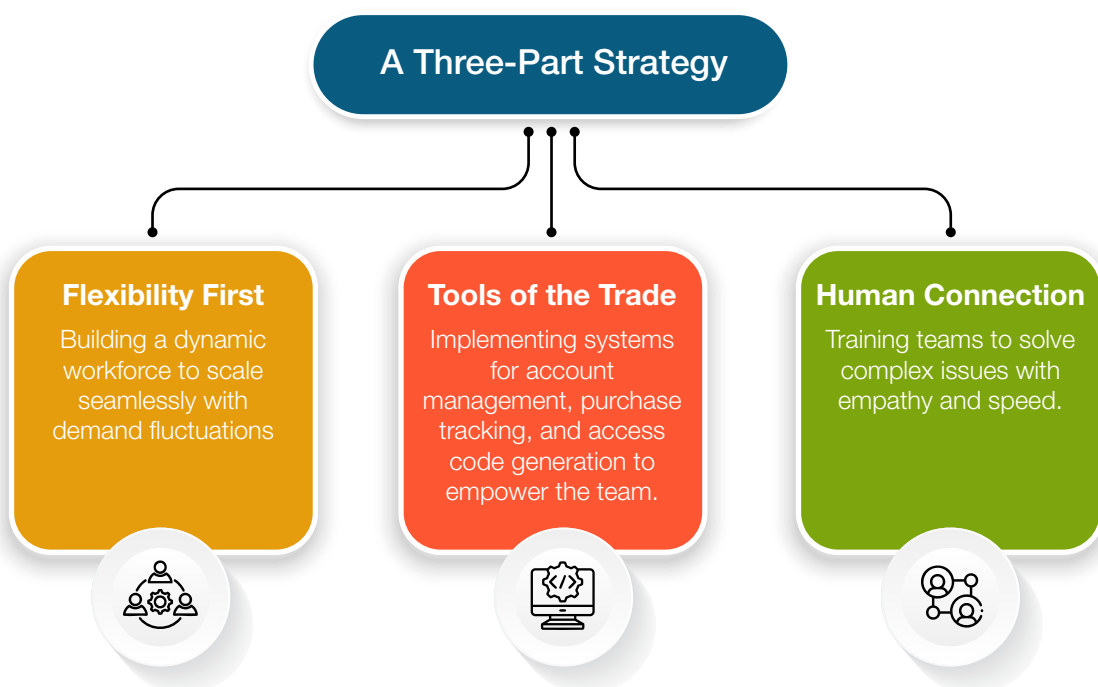
The Background: A Platform under Pressure

The academic calendar brings waves of activity. For a leading education publisher, this meant unpredictable peaks in customer support demand. Imagine a team expanding from 75 to over 200 within months—keeping operations smooth seemed nearly impossible.

Their platform, a hub connecting students to coursework, became a lifeline during peak times. But technical glitches, access issues, and single sign-on (SSO) errors were straining the system, and a transformation was urgently needed.

The Turning Point: Partnering for Change

Enter Straive. With experience in scaling operations and enhancing customer experiences, we embarked on a partnership to reimagine support for this platform.



The Outcome: A New Standard in Customer Support



55%

Net Promoter Score (NPS)

A testament to growing customer loyalty.



4.3/5

Customer Satisfaction Rating

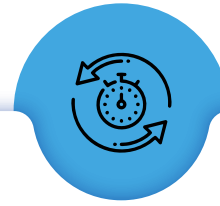
Demonstrating a leap in service quality.



85%

Service Level

Consistent and reliable performance during even the busiest times.



30

Second Average Speed of Answer (ASA)

Lightning-fast response times that delighted users.

What's Next?

This success story is more than metrics. It's about creating a scalable framework that not only addresses immediate challenges but also builds a future-ready support system. The education publisher now stands prepared for every peak season—ensuring every student stays connected to their learning journey.

Key Takeaway

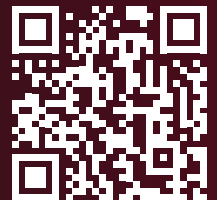
Sometimes, solving the toughest problems isn't about working harder—it's about working smarter. By combining strategic foresight, scalable systems, and customer-centric processes, Straive transformed the support experience for this client and set the stage for long-term success.


Contact us now to learn how Straive can redefine your customer support strategy

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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