

# Streamlining Order Fulfillment and Customer Support for a Leading Education Publisher

## Background

A leading education publisher, renowned for providing customized educational content, software, and services from pre-K to postgraduate levels, sought to optimize its order fulfillment and customer support operations. In addition to serving the education sector, the publisher also offers reference materials for the medical, business, and engineering professions.

The client required a scalable and efficient solution to handle seasonal workload fluctuations, complex order requirements, and international customer support, while ensuring high-quality service delivery and operational efficiency.

## Challenges

The client encountered several challenges that impacted operational efficiency and service delivery:



### Seasonal Demand Fluctuations:

High-demand academic cycles led to spikes in order volumes, causing delays and resource bottlenecks during peak periods.



### Complex Order Requirements:

Bulk orders from large institutions, such as school districts, required specialized handling for unique billing, shipping, and customization needs.



### International Order Management:

Orders from regions like EMEA, Latin America, the Caribbean, Australia, and Asia added complexity, requiring region-specific processing and compliance.



### Operational Bottlenecks:

Inefficiencies in handling order clarifications, review holds, and verification tasks resulted in delays and errors, affecting overall performance.



### Multi-Channel Support:

Ensuring consistent, high-quality customer service across voice and back-office channels for diverse regions posed additional challenges.

# The Straive Solution

Straive provided a tailored, technology-driven approach to address the client's challenges:



## Scalable Workforce:

Designed a flexible staffing model to accommodate seasonal fluctuations, ensuring seamless operations during peak and non-peak periods.



## Streamlined Order Management:

Standardized workflows to handle complex bulk orders and international transactions efficiently.



## Technology Integration:

Leveraged Salesforce and Oracle to automate processes, enhance tracking, and resolve issues proactively.



## Enhanced Operational Efficiency:

Implemented robust quality controls and automation to improve accuracy, reduce delays, and optimize resource allocation.

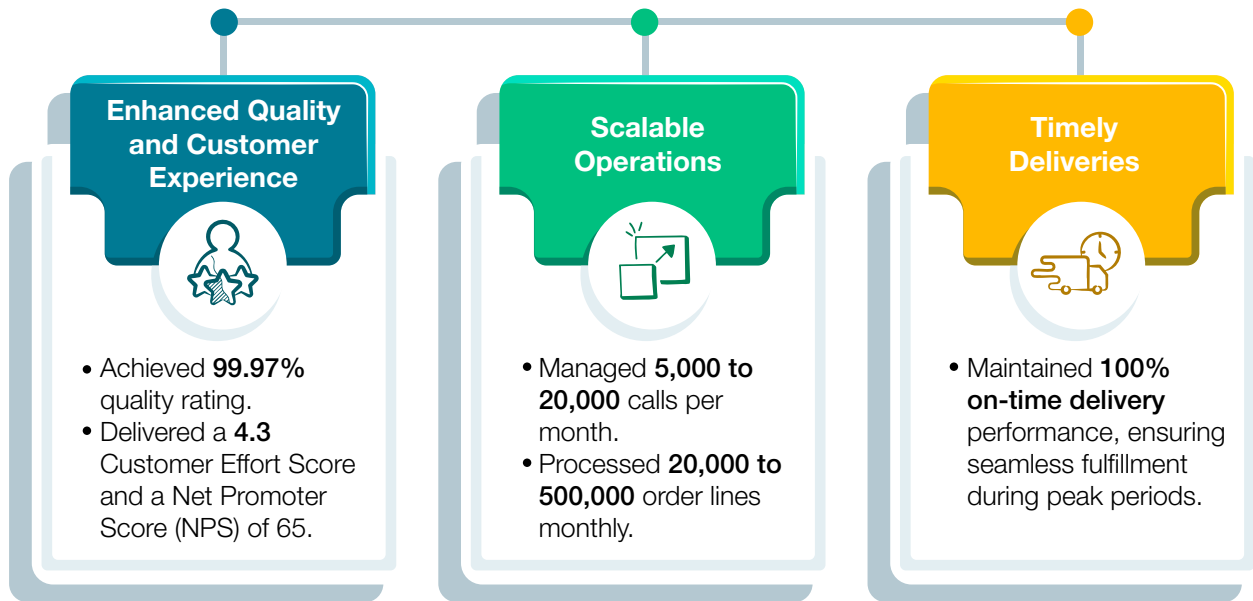


## Consistent Multi-Channel Support:

Delivered exceptional service quality across voice and back-office channels for diverse markets.



# Impact Delivered





By leveraging advanced technology and scalable operations, Straive provided the client with a robust order fulfillment and customer support solution. The approach not only addressed the challenges of seasonal demand and complex orders but also delivered exceptional service quality and operational efficiency. The solution empowered the client to streamline processes, scale effectively, and maintain high levels of customer satisfaction across diverse regions and markets.

## 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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 [www.straive.com](http://www.straive.com)  
 [straiveteam@straive.com](mailto:straiveteam@straive.com)

