

Transforming Faculty Support and Lead Qualification for a Leading Digital Learning Platform Publisher



Background

A leading publisher in the education sector provides a comprehensive range of digital learning platforms, college textbooks, eBooks, and subscriptions to over 22,000 digital products. Catering to both Higher Education and K-12 curriculums, the client sought an effective partner to enhance faculty and learning consultant support, ensuring seamless access to their products and services while maximizing lead qualification efficiency. Straive was engaged to address these challenges with a tailored solution.

Challenges

The client faced several key challenges in optimizing faculty support and lead qualification:



Inefficient Communication Channels: Scattered and inconsistent communication methods resulted in delays and discrepancies in providing product-related information and support to faculty and learning consultants.



Manual Lead Qualification: The existing lead qualification process was manual, time-consuming, and labor-intensive, limiting scalability and operational efficiency.



Unstructured Marketing Outreach: The client's marketing outreach lacked coordination, leading to low lead generation and poor conversion rates, which impacted overall sales performance.



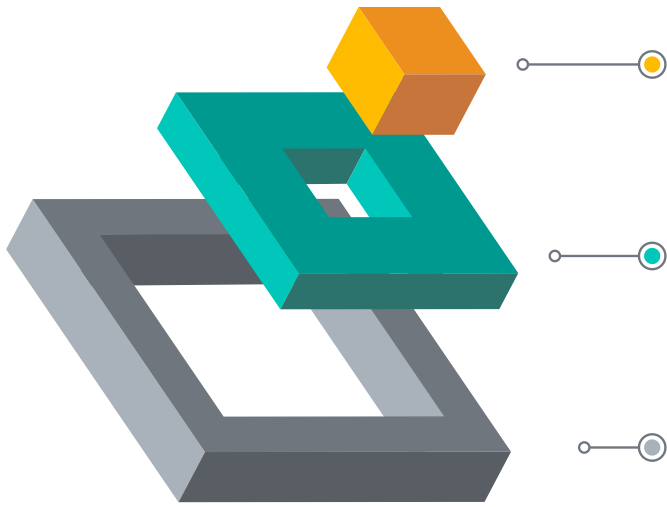
Complex Access Management: Managing access to digital platforms and addressing faculty queries took longer than industry standards, affecting customer satisfaction and response times.



High Operational Costs: Operational inefficiencies contributed to higher costs without a proportional improvement in service quality or outcomes.

The Straive Solution

Straive designed and implemented a comprehensive solution, leveraging technology and streamlined operations to address the client's specific needs.



Technology Integration: Deployed advanced tools to enhance data access, workflow integration, and communication, ensuring smooth operations across systems.

Operational Efficiency: A dedicated team was deployed to manage lead qualification and product support, proactively engaging with prospects and facilitating seamless handovers to the sales team.

End-to-End Support: Provided comprehensive assistance with digital platform access, product inquiries, and faculty queries, ensuring timely and accurate responses.

Impact Delivered

Straive designed and implemented a comprehensive solution, leveraging technology and streamlined operations to address the client's specific needs.

Improved Accuracy:

Achieved a 95% accuracy rate in lead qualification and data verification, significantly reducing errors and rework.

Enhanced Scalability:

Enabled the processing of 600+ qualified opportunities per month, aligning with the client's growth objectives.

Streamlined Access and Support:

Simplified access management and product-related support, improving faculty satisfaction and engagement.

Operational Efficiency:

The optimized processes reduced turnaround times and operational costs, providing sustainable value to the client.



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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