

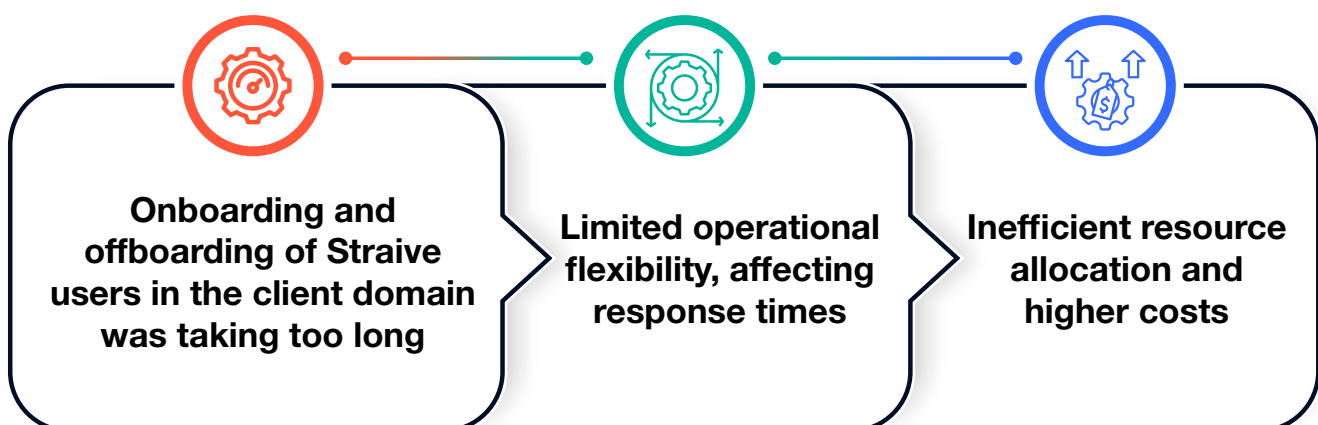
Scaling Customer Support with Technology-Driven Operations for a Leading Scientific Publisher

Overview

A leading scientific publisher relied on Straive for production support but faced inefficiencies in its customer service operations. With siloed regional teams, inconsistent processes, and limited flexibility, the publisher struggled to provide a seamless experience to its customers.

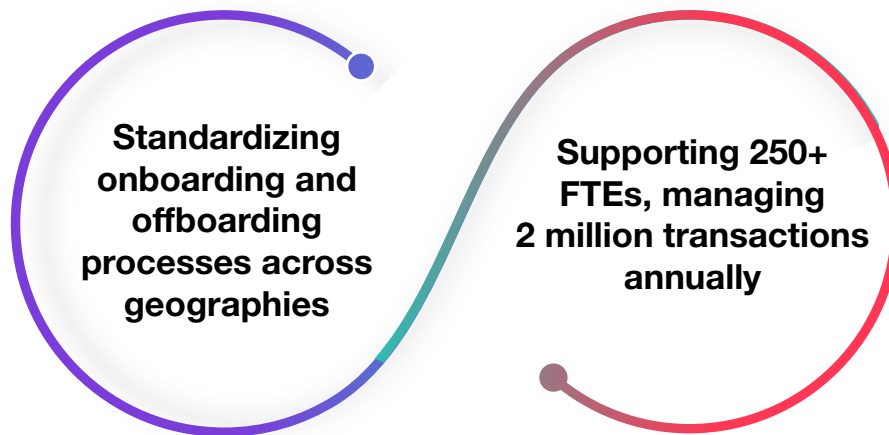
Straive implemented a scalable, technology-driven customer support solution, centralizing operations and optimizing workflows to enhance service quality. By leveraging standardized processes, automation, and a dedicated support hub, we enabled faster response times, improved operational efficiency, and significant cost savings.

The Challenge: Operational Inefficiencies



The Solution: A Centralized Approach for Seamless Support

Straive established a centralized customer service center in the Philippines, transforming the client's fragmented system into a streamlined, end-to-end support model. Our strategy included:



Technology-Enabled Operations: Smarter, Faster, More Efficient

Straive's scalable, technology-backed approach ensured seamless support through:

01

Helpdesk Support

- Providing password resets and account unlock assistance.
- Providing step-by-step guidance for solving problems

02

Documentation and Knowledge Base

- Providing access to self-help resources, FAQs, and knowledge base articles.
- Assisting users in locating relevant information to solve their issue.

03

Network Connectivity

- Helping users connect to VPNs (Virtual Private Networks) and other remote access tools

04

Email Support

- Assisting with email account setup and configuration
- Troubleshooting common email problems like sending and receiving issues

05

Basic Security Assistance

- Educating users about basic security practices, like password hygiene
- Assisting with access to security tools and applications

06

Remote Assistance via collaboration tools

- Providing step-by-step guidance for solving problems

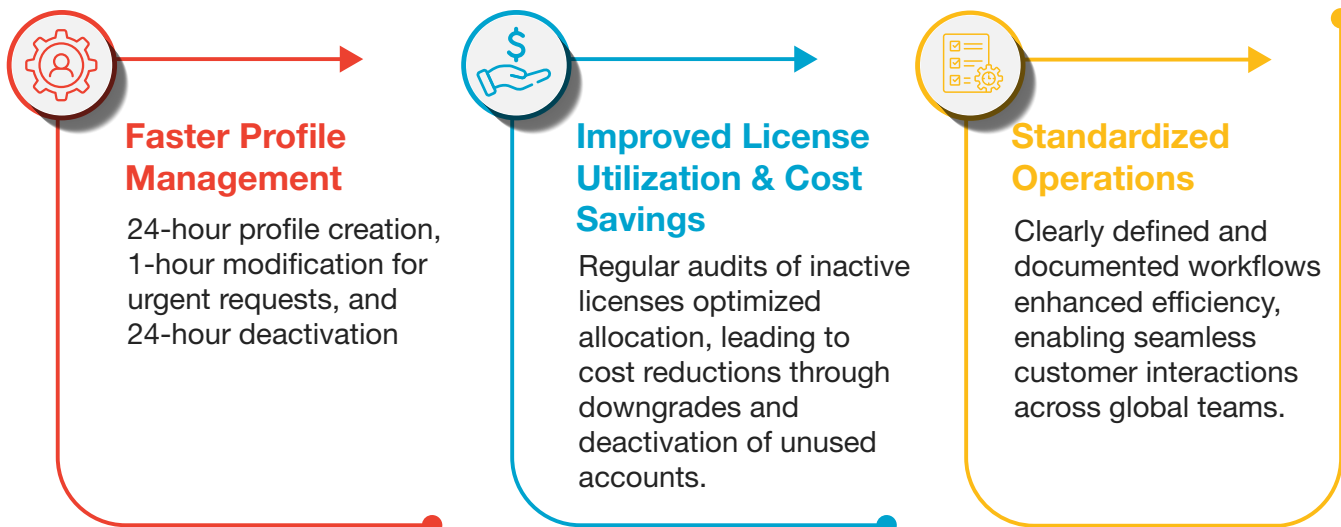
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Account Management:

- Assisting users with account creation, access, and basic permission issues

Impact: Increased Efficiency, Cost Savings, and Standardized Workflows

Straive's scalable, technology-backed approach ensured seamless support through:



Partner with Straive for a Future-Ready Customer Support Model

Is your organization facing challenges in streamlining customer support? Straive's scalable, technology-driven solutions can help optimize operations, enhance efficiency, and deliver superior customer experiences.



Let's connect and transform your customer support strategy today!

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, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media— we have 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.

 www.straive.com

 contact@straive.com

