



Case Study ■ Retained Teams

Enhancing Customer Support With Global Resources

Challenge



HighWire Press is a leading provider of ePublishing platforms and services, disseminating over 1,800 high impact journals, books, and other scholarly materials each year. With record-breaking growth in publisher engagement, HighWire identified the need to strengthen its customer support to accommodate new business. Delivering an outstanding customer experience is integral to HighWire's mission.

“Partnership with Apex was a key aspect of our customer service transformation. Apex brings real value and has demonstrated great performance.”

– **HighWire Director**, Content Services

Solution

After a rigorous selection process, HighWire engaged Apex Content and Media Solutions to enhance its customer support operations.

The experience and professionalism of Apex's global resource team were key criteria in the selection process. It was essential for Apex analysts to fully integrate with HighWire's support operations to increase capacity and scale *without* compromising the quality of support customers expect from HighWire. Together, HighWire and a dedicated team of highly skilled Apex analysts designed a solution that allowed HighWire to quickly launch its enhanced customer service operation without increasing cost or risk to customers.

Results

With Apex's support, HighWire's operations team transformed its day-to-day customer support capacity, all while keeping production on schedule. The team successfully:

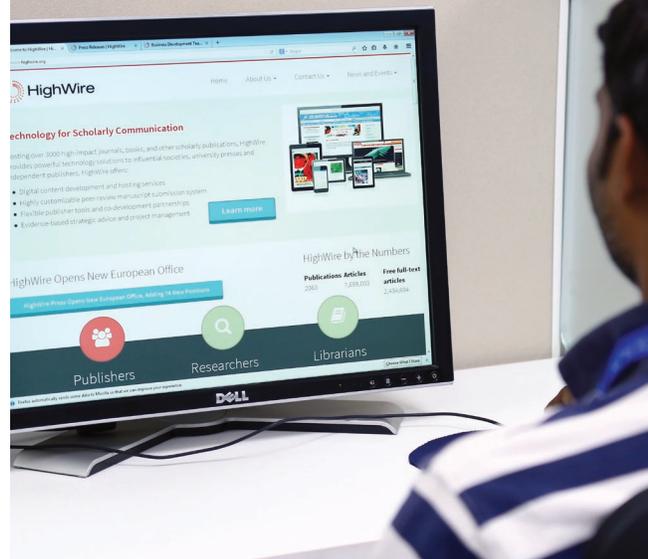
- Analyzed and addressed thousands of support cases
- Achieved 100% open-to-close ratio on content support queries
- Minimized expensive managerial oversight activities and costs
- Streamlined external communications
- Improved customer satisfaction through quick, expert problem resolution

Apex and HighWire have successfully partnered on content projects to support HighWire's relentless pursuit of customer success since 2004.

100% Open-to-close ratio for support queries  **Thousands of support cases analyzed**

"Apex is excellent to work with. The Apex team is agile and flexible. They have the capacity to ramp up at short notice and the quality of their work is always very high."

– **HighWire Director**, Content Systems and Services



About Apex CoVantage

Apex is a leading supplier of data conversion, editorial, and content-enhancement services to publishers worldwide. By balancing leading technology and broad industry expertise, Apex delivers exceptional content and media solutions to its customers. Apex has been managing large-scale content projects for libraries, publishers, and media companies around the world for nearly 30 years.

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