

Community Management as a Service (CMaaS)

AMPLIFY YOUR ONLINE COMMUNITY EXPERIENCE WITH CMAAS

Online communities help brands drive engagement and achieve long-term business objectives. The rapid shift from offline to online has prompted people to turn to online communities for resolving queries, giving opinions on specific topics, seeking tech support, and much more.

Communities are now a thriving environment that require constant attention, innovation, and maintenance. This is where Community Management as a Service (CMaaS) comes in! CMaaS can amplify user experience by providing a 360-degree view of all community activities.

About Grazitti's Community Management as a Service (CMaaS)

CMaaS is a comprehensive community management service including, but not limited to, Strategy, Design, Development, Moderation, and Migration.

Grazitti's CMaaS packages are designed to cover communities of all shapes and sizes.

Whether you are just starting out and need assistance with setting up your online community or you need an experienced team to back you up, our Community Management as a Service offers everything you need.

Key Features of CMaaS

Development and Design:

- Curating Responsive and Intuitive Designs.
- Creating Images, Videos, Animations, Marketing Collateral, etc.
- Crafting Interactive Community Models.
- Enabling Front-End Development and Integrations.
- Implementing Customizations to Deliver World-Class CX.

Community Management:

- Performing Regular In-Depth Community Audits
- Developing Comprehensive Community Strategies
- Orchestrating Gamification and Reward Management
- Nurturing Customers to Boost Engagement
- Implementing MVP Management and Development
- Acquainting Users and Staff With Community Guidelines
- Achieving Results With Team Integrations
- Enabling Project Management and Team Mentorship

Coverage and Support:

- Delivering On-the-Spot Support for Seamless Operations
- Monitoring Member Posts and Content to Ensure Compliance With Policies
- Engaging Users During Prime Hours With Prompt Support
- Delivering Responses Within Minutes
- Replying to Public Comments and Reviews
- Reducing the Workload of Internal Staff

Analytics and Reporting:

- Monitoring Community and Measuring KPIs
- Analyzing In-Depth Reports Showcasing Objectives, Results, and KPIs
- Analyzing Key Trends and Sentiments of Community and Followers
- Receiving Early Warnings for Potential Issues
- Curating Bespoke & Intuitive Dashboards

About Us

Grazitti Interactive enables digital transformation through innovation, powering businesses of all sizes, covering all major facets in their journey. We help businesses enrich customer interactions, design engaging communities, enable digital marketing, and drive data-driven decision support. With our high-touch onshore customer support combined with off-shore 'price-vantage', our customers gain a competitive edge over their competition

