![Grazitti Interactive - Marketing for Digital Natives]

Acquire, Grow, and Retain More Customers with Online Communities

Build engaging external and internal communities with Grazitti's Community Management as a Service (CMaaS)

> "The most powerful way a company can add value is to provide a place where prospects, customers, and the company itself can interact."
>
> The Playbook

Communities empower businesses to communicate with their customers and establish a long-term relationship with them. It is a strong network where people can collaborate, share knowledge, and provide meaningful insights that brands can use to improve their products and services.
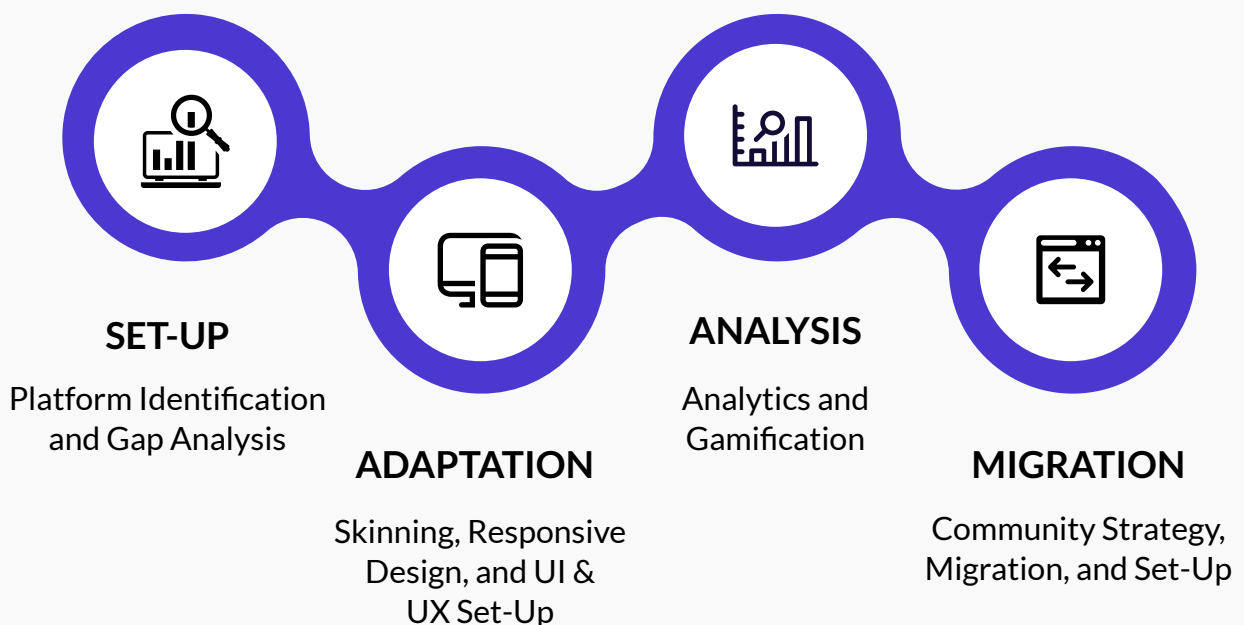
Our Services Across Different Types of Communities:

Customer Community	Partner Community	Developer Community	Employee Community
• Acquire	• Onboard	• Recruit	• Engagement
• Convert	• Strategy	• Onboard	• Relationship
• Serve	• Engage	• Build	• Referrals
• Retain	• Manage	• Partner	• Retention
• Advocate	• Grow	• Measure	• Branding

How Online Communities Power Customer-Centricity Across Departments:

Marketing	Update Customer Personas	Increase Channel Presence	Improve Marketing Effectiveness
Sales	Experience Higher and Faster Deals Closure	Improve Workflows and Automate Data Integrations	Explore better Cross-Sell and Up-Sell Opportunities
Customer Support	Reduce Support Calls	Provide Query Resolution in First-Time	Improve Customer Retention and Satisfaction
Product Management	Experience Shorter Feature-to-Cash Cycle	Curate Customer Driven Product Roadmap and Innovation	Witness seamless Custom Integrations

Our End-to-End Online Community Services:

SET-UP

Platform Identification and Gap Analysis

ADAPTATION

Skinning, Responsive Design, and UI & UX Set-Up

ANALYSIS

Analytics and Gamification

MIGRATION

Community Strategy, Migration, and Set-Up

Our Community Management Services (Grazitti's CMaaS)

Online communities have emerged as a significant marketing channel and are now a key differentiator in a brand's engagement strategy. Our extensive CMaaS (Community Management as a Service) expertise helps brands establish effective community presence by regularly monitoring community performance, mitigating risks, and improving user experience.

Our CMaaS Offerings Include:

Regular In-Depth Community Audits

Comprehensive Community Strategies

Gamification and Reward Management

Nurturing Customers to Increase Engagement

MVP Management and Development

Setting Community Guidelines

Team Integration for Better Results

Project Management and Team Mentorship

Our Customer Coverage and Support Services Include:

On-the-Spot Support for Seamless Operations

Community Moderation for Policy Compliance

Support for Increased Engagement During Prime Hours
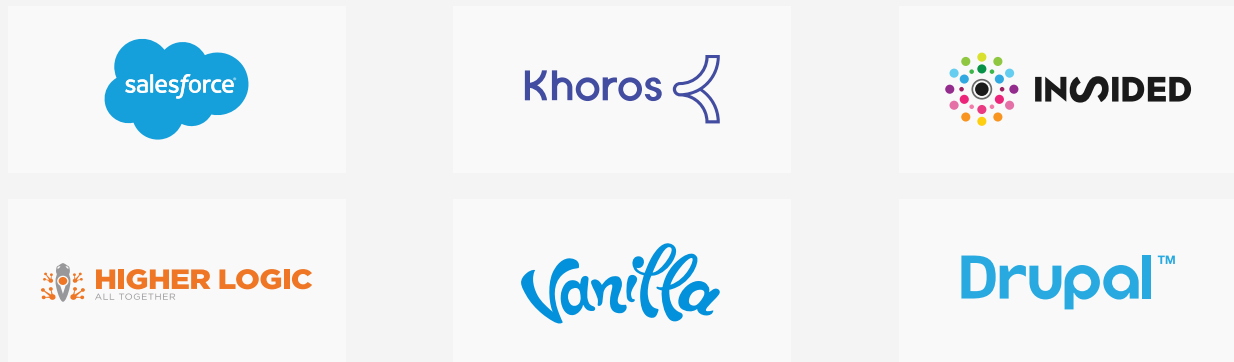
Quick Response Delivery Within Seconds
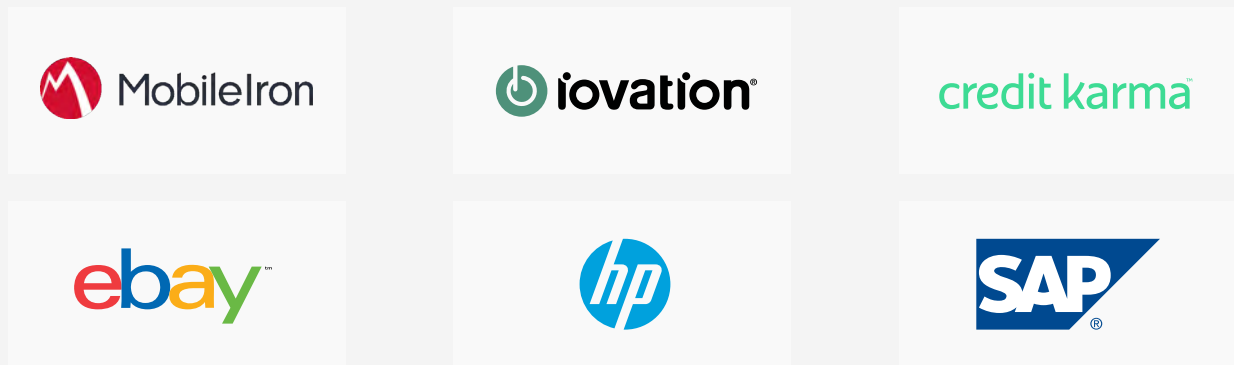
Replying to Public Comments and Reviews

Reduction of the Workload of Internal Staff

Platforms We Support:

salesforce

Khoros

INSIDED

HIGHER LOGIC
ALL TOGETHER

Vanilla

Drupal™

Our Customers

MobileIron

iovation

credit karma

ebay

hp

SAP

Our Custom Connectors to Enhance Community Performance

▶ **Khoros-Salesforce Case Connector**

Improve Self-Service on Your Online Communities

Features:

Easy Case Escalation	Seamless Data Sync	Suggestive Search
Administrative Control	Hassle-Free Case Management	Partners Support

▶ Salesforce Knowledge and Khoros Connector

Enrich the Content on Your Khoros-Powered Community

Features:

- Seamless Synchronization
- Article Mapping
- Mass Synchronization
- Real-time Syncing
- Viewing Rights

▶ Higher Logic-Salesforce Case Connector

Bridge the Gap Between Your Community User and Support Team

Features:

- Suggestive Case Search
- Branding Maintenance
- Exclusive Support for Premium Users
- Partners Support
- Easier Case Escalation
- Smoother Data-Sync
- Smoother Case Management
- Administrative Control

SearchUnify for Communities

Drive Engagement With Personalized Results, Rich Insights, and a Smarter UI

Features:

- ✓ Content Repositories for a Unified Experience
- ✓ Content Engagement with Relevant and Personalized Results
- ✓ Guide Users to Relevant Results With a Smarter UI
- ✓ Enrich User Interactions by Serving Knowledge in Easy-To-Understand, Conversational Bites
- ✓ Redefine Community Engagement with an AI-Powered Community Bot
- ✓ Inform Your Content Strategy & Make Smarter Decisions with Search Analytics
- ✓ Leverage AI for a Seamless Onboarding Experience
- ✓ Increase Customer Lifetime Value with Contextual Ads

Our Customers Love Us

"*Grazitti is a great resource for community cloud development and I highly recommend working with them if you don't have in-house expertise in Lightning objects or custom communities. Two thumbs up.*"

Tony Van Oort, Sales Manager, Qualitree

"*Grazitti provides much-needed expertise in Lithium development and is a great partner. They are quick to iterate on design and functionality as we communicate our own learnings, and are very easy to work with.*"

Samir Soriano, Product Manager, ZipRealty

The Team at Grazitti is exceptional at devising solutions to the challenge of scaling and effectively managing a community. The team was very supportive and I would gladly recommend them to anyone that asks.

Mike Rizzo, Manager, Community & Loyalty Programs Mavenlink

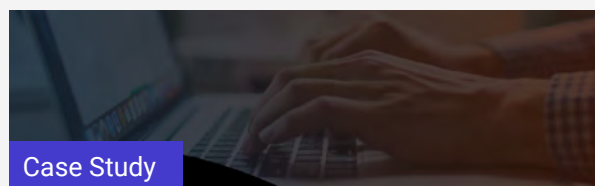## More From Our Community Assets Chest

Case Study

Migrate from Jive to Salesforce Lightning Community Cloud

Case Study

Swift Migration of Massive Data from vBulletin to InSided Platform

Case Study

Migrating Customer Community from Jive-x to Lithium (Now Khoros) and Ensuring a Smooth Onboarding

Case Study

Amplifying Search Experience Within User Community With SearchUnify-Higher Logic Connector

About Us

Grazitti Interactive is a digital innovation leader with extensive experience in developing solutions that unlock data insights, increase operational efficiency, and drive customer success. Our experts enable companies of all sizes, including Fortune 500 enterprises, to implement, customize, configure, optimize, integrate, and manage solutions like CRM, Marketing Automation, Online Communities, and Analytics.

Global Presence

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Certifications

bsi. ISO/IEC 27001 Information Security Management	bsi. BS 10012 Data Protection PIMS 687108	HIPAA Health Insurance Portability & Accountability Act	AICPA SOC aicpa.org/socdss

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