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:

<table>
<thead>
<tr>
<th>Customer Community</th>
<th>Partner Community</th>
<th>Developer Community</th>
<th>Employee Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Acquire</td>
<td>• Onboard</td>
<td>• Recruit</td>
<td>• Engagement</td>
</tr>
<tr>
<td>• Convert</td>
<td>• Strategy</td>
<td>• Onboard</td>
<td>• Relationship</td>
</tr>
<tr>
<td>• Serve</td>
<td>• Engage</td>
<td>• Build</td>
<td>• Referrals</td>
</tr>
<tr>
<td>• Retain</td>
<td>• Manage</td>
<td>• Partner</td>
<td>• Retention</td>
</tr>
<tr>
<td>• Advocate</td>
<td>• Grow</td>
<td>• Measure</td>
<td>• Branding</td>
</tr>
</tbody>
</table>
### How Online Communities Power Customer-Centricity Across Departments:

<table>
<thead>
<tr>
<th>Department</th>
<th>Action 1</th>
<th>Action 2</th>
<th>Action 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Update Customer Personas</td>
<td>Increase Channel Presence</td>
<td>Improve Marketing Effectiveness</td>
</tr>
<tr>
<td>Sales</td>
<td>Experience Higher and Faster Deals Closure</td>
<td>Improve Workflows and Automate Data Integrations</td>
<td>Explore better Cross-Sell and Up-Sell Opportunities</td>
</tr>
<tr>
<td>Customer Support</td>
<td>Reduce Support Calls</td>
<td>Provide Query Resolution in First-Time</td>
<td>Improve Customer Retention and Satisfaction</td>
</tr>
<tr>
<td>Product Management</td>
<td>Experience Shorter Feature-to-Cash Cycle</td>
<td>Curate Customer Driven Product Roadmap and Innovation</td>
<td>Witness seamless Custom Integrations</td>
</tr>
</tbody>
</table>

### 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
- INSIDE
- HIGHER LOGIC
- 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
  - Administrative Control
  - Hassle-Free Case Management
  - Suggestive Search
  - Partners Support
Higher Logic-Salesforce Case Connector

Bridge the Gap Between Your Community User and Support Team

Features:

- Suggestive Case Search
- Partners Support
- Smoother Case Management
- Branding Maintenance
- Easier Case Escalation
- Administrative Control
- Seamless Synchronization
- Real-time Syncing
- Article Mapping
- Viewing Rights
- Mass Synchronization
- Exclusive Support for Premium Users
- Smoother Data-Sync

Salesforce Knowledge and Khoros Connector

Enrich the Content on Your Khoros-Powered Community

Features:

- Seamless Synchronization
- Real-time Syncing
- Article Mapping
- Viewing Rights
- Mass Synchronization
- Article Mapping
- Viewing Rights
- Seamless Synchronization
- Real-time Syncing
- Article Mapping
- Viewing Rights
- Mass Synchronization
- Exclusive Support for Premium Users
- Smoother Data-Sync

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

Migrate from Jive to Salesforce Lightning Community Cloud

Swift Migration of Massive Data from vBulletin to InSided Platform

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

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.

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Certifications

- HIPAA Health Insurance Portability and Accountability Act
- AICPA SOC Title: Service Organization Control Report, Type II: Financial Processes for the Years Ended December 31, 2018, and December 31, 2019