Acquire, Grow, and Retain More Customers with Online Communities

Build engaging external and internal communities with Grazitti’s Online Community Services

CUSTOMER
- Acquire
- Convert
- Serve
- Grow
- Retain
- Advocate

PARTNER
- On-board
- Strategy
- Engage
- Manage
- Grow

DEVELOPER
- Recruit
- On-board
- Build
- Partner
- Measure

EMPLOYEE
- Engagement
- Relationship
- Referrals
- Retention
- Branding
Online Communities

A must for customer-centric organizations

From customer acquisition to customer advocacy, an online community helps you better position your organization as a customer-centric organization.

With self-service and customer independence fast becoming the measure of improved customer experience, users turn to online communities to notify you about their experience with your brand.

A community is a source of enormous amount of customer data that provides input to your product team during product ideation and innovation with a community. You can improve your content generation activities by leveraging insights from user-generated content and help foster better communication (both internally and externally) by forming groups.

Ray Poynter, the author of The Handbook of Online and Social Media Research states

“I think we will see communities become much larger, with some brands trying to capture their entire customer base as a community. We will see more and more linkages between big data and communities. Big data will provide the measurement; the communities will provide the why and the ability to experiment with alternative futures.”

Following is how online communities help each of your department to become more customer-centric:

<table>
<thead>
<tr>
<th>Department</th>
<th>Benefits</th>
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| Customer Support    | • Fewer support calls  
                    • Higher first-time resolution  
                    • Improved customer retention and satisfaction |
| Sales               | • Higher and faster deals closure  
                    • Better cross-sell and upsell opportunities |
| Marketing           | • Improved marketing effectiveness  
                    • Updated customer persona  
                    • Increased channel presence |
| Product Management  | • Shorter feature-to-cash cycle  
                    • Customer-driven product roadmap and innovation |

Grazitti End-to-End Online Community Management Services

[Platform Identification and Gap Analysis  
Skinning, Responsive Design, and UI & UX Setup  
Integration, Customization, and Strategy  
Analytics and Gamifications  
Community Migration, Community Setup, and Strategy]

[Platforms We Support: salesforce, Khoros, InSided, Higher Logic]
Salesforce Community Cloud

Are you new to Salesforce Community Cloud (migrating or greenfield)? Do you already have a community on Visualforce? Are you looking to migrate to Salesforce Lightning?
It doesn’t matter at what stage you are, we’ve got solutions for every case.

Impact

53% Improvement in Operational Capability
47% Improvement in Customer Satisfaction Rate
68% Increase in Productivity of Customer Support Team
30% Increase in Productivity

Case Studies

- Drupal to Salesforce Lightning Migration for an e-Commerce Company
- Migration from Jive to Salesforce Lightning Community Cloud
- Migrating to Chatter Questions from Chatter Answers in Less than 200 Hours

Testimonial

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

Khoros Community

Our team of Lithium experts helps you optimize the platform and make it more impactful with quick implementation, endless customizations, scalable & flexible integrations, and faster migration.

Impact

58% Increase in Page Visits
41% More Page Views
23% Rise in Unique Visitors
37% Improvement in Case Deflection

Case Studies

- Redesigning Optiverse Community for Better User Experience
- Implemented the Federated Search on Community, LMS and Academy
- Onboarding Program for SAP SuccessFactors
- Live Events Customization for the Google Advertiser Community

Testimonial

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
Enhance Your Online Communities With

**Khoros-Salesforce Case Connector**

- Improve Self-Service on your online communities
  - Easy case escalation
  - Hassle free case management
  - Seamless data sync
  - Suggestive search
  - Improved customer experience

**Salesforce Knowledge and Khoros Connector**

- Enriching Content on Your Khoros-Powered Community
  - Seamless Data Sync
  - Article Mapping
  - Mass Synchronization
  - Real-Time Syncing
  - Viewing Rights
  - Easier Case Escalation
  - Smoother Case Management
  - Smoother Data-Sync
  - Administrative Control

**Higher Logic-Salesforce Case Connector**

- Bridge the Gap Between Your Community User and Support Team
  - Branding Maintenance
  - Easier Case Escalation
  - Smoother Case Management
  - Smoother Data-Sync
  - Administrative Control
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, implement, customize, configure, optimize, integrate, and manage solutions like CRM, Marketing Automation, Online Communities, and Analytics.

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Certifications