

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

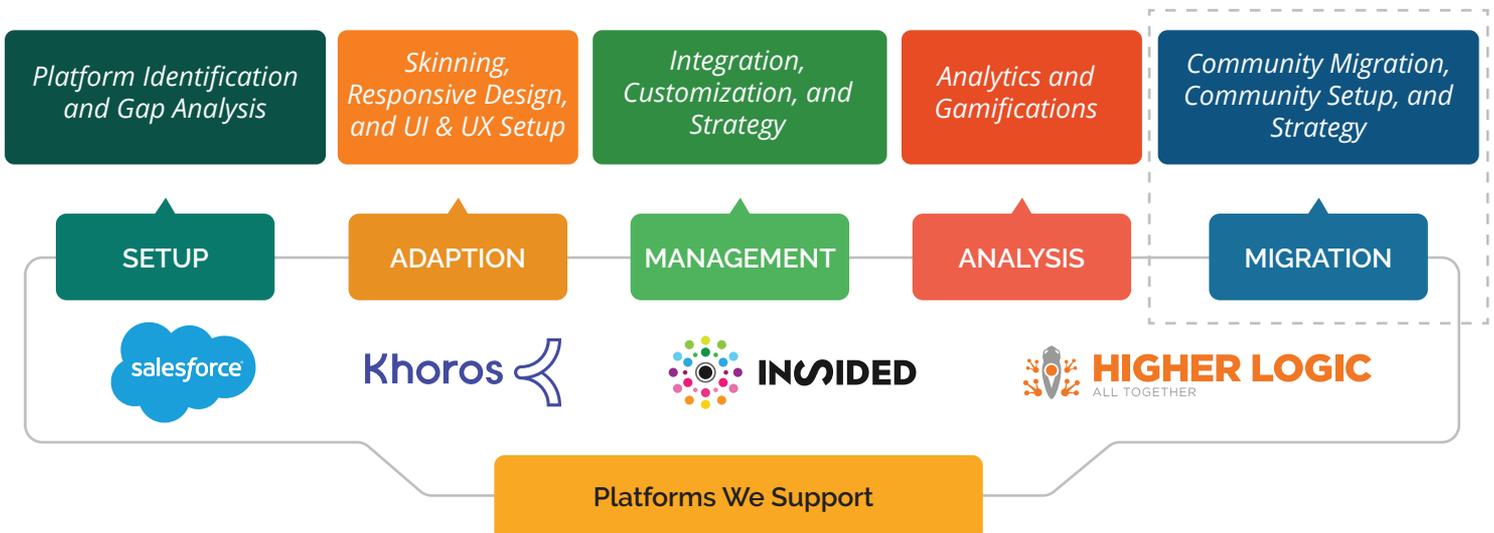
“I think we will see communities become much larger, with some brands trying to capture their entire customer base as a community. We will see more and more linkages between big data and communities.

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:



Grazitti End-to-End Online Community Management Services



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

Our Customers



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.

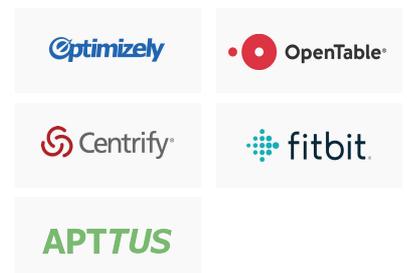
Impact

- 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

Our Customers



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

Higher Logic-Salesforce Case Connector

Bridge the Gap Between Your Community User and Support Team



Branding Maintenance



Easier Case Escalation



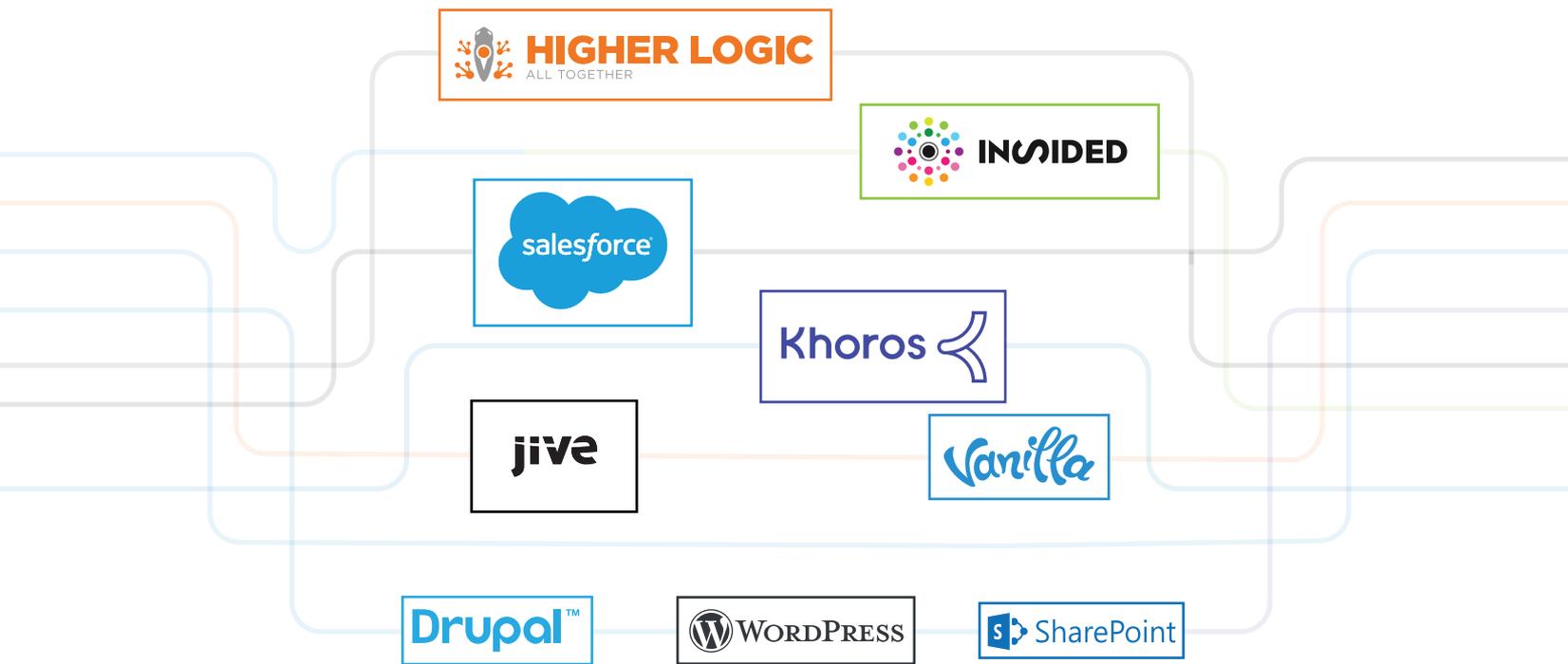
Smoother Case Management



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

