

Why IT needs communities now

*Building communities
that work*



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What we do

Colla helps IT organizations build customer communities that drive loyalty, satisfaction, and revenue. Instead of one-off events or isolated customer calls, we create ongoing customer interaction through strong, hybrid (online & offline) communities.

Mission

To strengthen customer relationships in the IT sector by creating communities where customers feel heard, engaged, and valued.

Why now?

- Customers expect more than just a product—they want to be involved
- Word-of-mouth is the most trusted form of B2B marketing (92% trust peers over vendor content)
- Communities fuel innovation, retention, and co-creation
- Most B2B companies still lack a solid community strategy

Who we work with

- IT companies that want deeper customer engagement
- Tech firms in need of feedback, upsell opportunities and retention
- Teams aiming to bridge sales, support and customer success

What Colla offers

We turn community potential into a concrete rhythm of interaction, insight and growth:



QuickScan (4 weeks)

Deliverable: strategy of the community in the business

Interviews, overview existing contact points and analysis on retention, upsell, brand trust.



Activation

Deliverable: Recurring engagement formats and ambassadors.

Recurring event formats (roundtables, user days), start with first ambassadors and setup digital environment (if needed).



Integration

Deliverable: Rntegrated workflows and clear responsibilities.

Link the community to onboarding, success management, feedback, involve internal teams.



Anchoring

Deliverable: Operations playbook & reporting structure.

Monthly reviews on KPI's, support and expand ownership.



Let's build your community.

sacha@colla.nl
+31 6 10383650

About Sacha

- Community & Customer Success Manager with 2 years' experience in B2B tech.
- Skilled in strategy, platform implementation and stakeholder engagement.
- Thesis research done about impact of communities on customer satisfaction in tech.
- Worked with multiple IT organizations on community activation, platform implementation and strategic advice.

