



guuru  
Humanize your brand.



**Sector:**  
eCommerce  
**GUURU in use:**  
Since July 2023

## CASE STUDY

# ATOMIC – SKIERS ADVISING SKIERS IN THE ONLINE STORE

Skiing is an emotional sport, and skiers strongly identify with their equipment. They have high expectations for quality and purchasing guidance, as choosing the right equipment is crucial for their performance and overall skiing experience. Atomic has established itself as a brand that derives its expertise directly from the experiences of its athletes. Their genuine ski knowledge, passion, and individuality is reflected in both product development and customer advice.

Atomic wanted to bring this ambition into its online store and create a truly engaging, authentic customer experience. To achieve this, they turned to GUURU Solutions, with the goal to integrate the powerful knowledge and energy of their community into online advice.



**50%**

of product inquiries are answered by Guurus



**9%**

Sales Conversion



**60-80**

NPS points

## ABOUT ATOMIC:

Atomic is a renowned brand in alpine sports, represented by world-class athletes like Mikaela Shiffrin (USA), Lucas Pinheiro Braathen (Brazil/Norway) and Aleksander Kilde (Norway).

Since 1955, Atomic has stayed true to its core mission of developing powerful innovations for skiers, by skiers. Now part of the Amer Sports Group and with an annual turnover of US\$270 million, Atomic continues to shape the future of skiing.

## THE CHALLENGE

Atomic wanted to offer expert advice at the product level on its online store—a critical need in the highly technical world of skiing. Since firsthand expertise was a must, it could not be delegated to external service providers. *“Our external customer service team in Barcelona couldn’t cover the nuances of skiing,”* explains Stefan Lettner, Global Head of eCommerce. Often, product inquiries would be forwarded to product managers, making the process inefficient.

GUURU provided an innovative solution: integrating experienced skiers from the Atomic community into online advice.

*“We’re amazed at how much knowledge the community has about our products. And it’s not just the expertise—they bring a lot of enthusiasm for skiing and the brand into their customer-to-customer advice. That’s, of course, a huge bonus!”*

## BUILDING THE ATOMIC COMMUNITY

Atomic built a community of passionate skiers, instructors, and brand fans through GUURU’s platform. Through their Pro Club newsletter, Atomic invited interested individuals to participate in the Community Advice Program. The response was overwhelming. After completing a product-specific knowledge test, around half of the candidates qualified.

*These Guurus now share their expert knowledge and enthusiasm for Atomic with shoppers, providing valuable real-time advice in our country-specific online stores.*

The screenshot displays the Atomic website interface. At the top, there is a navigation bar with the Atomic logo and menu items: Men, Women, Kids, Sports, Collections, and Discover Atomic. Below the navigation is a large hero image of a skier in a black and red outfit, leaning into a turn on a snowy slope. The text "FASTER. ALWAYS" is overlaid on the bottom left of the hero image, with a button below it that says "DISCOVER THE ALL-NEW REDSTER COLLECTION". On the right side, a red overlay box titled "Meet our community" is visible. It contains the following statistics: 161 Members, 16,636 Conversations, and a 4.7/5 star rating. Below the statistics is a small image of a skier in a red Atomic jacket. At the bottom of the overlay, there are icons for "Messages" and "Community". A red close button (X) is located at the bottom right of the overlay.

## INTEGRATION AND MANAGEMENT

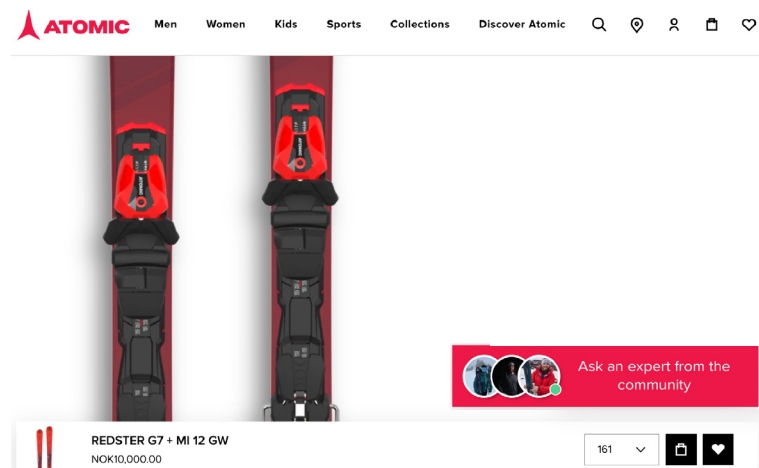
The community setup is easy. GUURU's platform automates community onboarding by running, evaluating, and processing test results. To integrate the community live chat into Atomic's online store, all it takes is a simple copy-paste of the script. The look and feel can be customized via GUURU's Partner Portal to ensure alignment with Atomic's brand identity.

*"We decided to display the chat on all pages because we want our customers to have access to personal advice at any point during their shopping experience,"* says Lettner. Through the Partner Portal, Atomic can monitor conversations in real-time, manage Guuru profiles, and analyze performance metrics.

## DIFFERENTIATION THROUGH LIVE COMMUNITY ADVICE

*Community Advice is now a key component in Atomic's brand strategy to create a truly differentiated online experience.*

*"What matters most to us is excellent customer experience in the direct-to-consumer space,"* says Lettner. *"It's even interesting from an omni-channel perspective: customers inform themselves on the website. It ultimately doesn't matter where the skis are bought."* By integrating authentic, skier-to-skier advice, they've gone beyond traditional customer service to offer something unique that their competitors don't—real advice from passionate, experienced skiers.



This approach has resonated deeply with customers: the community chat is now available across all European online stores, and after impressive results in 2023/24, North America has also adopted the concept. Customer satisfaction (4.7/5) and NPS (60-80) exceed the values of Atomic's regular customer service metrics by 30-40%.

## UGC FROM COMMUNITY CONVERSATIONS

Conversations in the Community Advice Chat are insightful and rich with valuable product insights. Atomic wanted to make these authentic product opinions accessible to every visitor—not just those using the chat. To make this happen, they implemented GUURU's *Community Content*.



*When someone asks me, 'Which ski should I buy?', I first ask, 'What ski are you currently using?' They tell me the brand, and then I help them find the right Atomic ski."*

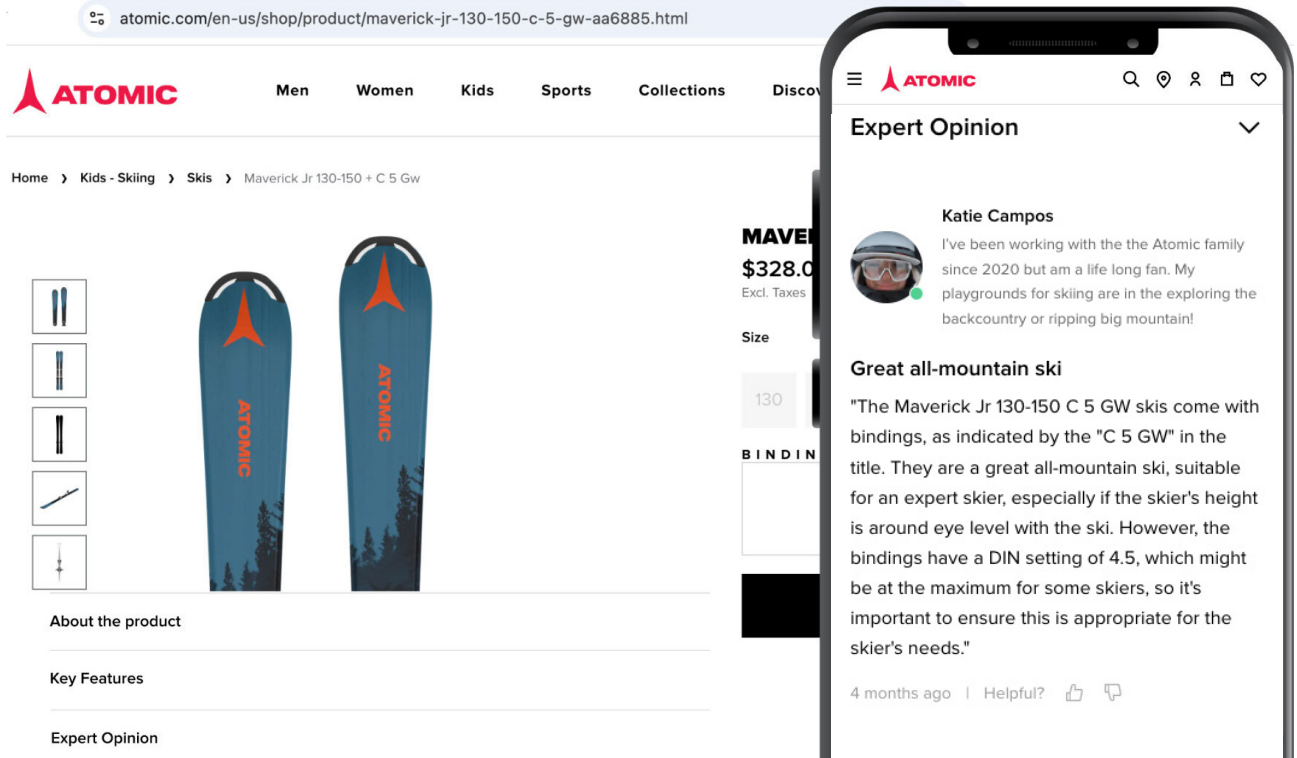
*Bogdan*  
*Atomic Ski Enthusiast & ATOMIC Guuru*

*Guuru since August 2023*  
*Avg. rating: 5/5*

### **Customer feedback after a conversation with Bogdan:**

*"Very knowledgeable and was able to help me a lot. Gave me great advice on the FIS models, which many people have no idea about."*





This UGC tool identifies meaningful product opinions from live conversations, extracts them, and displays them as curated content in the Partner Portal. Once approved, these insights are seamlessly pulled into relevant product pages, ensuring that even visitors who don't start a chat can still access recent, authentic user-generated content about the products they're interested in. "This allows customers who find it too much of a hurdle to start a chat to still access top-notch information," explains Lettner.

**RESULTS:**

The integration of GUURU's Community Advice Solution has shown measurable success:

- Community chat available in 7 languages, 24/7
- NPS: 60-80
- Sales conversion after advice: 9%


**LOOKING AHEAD**

Atomic is currently testing GUURU's ChatGPT-based CoPilot. "We're exploring how to integrate automation into our operations.

“

*When purchasing skis, customers expect individualized advice that addresses their personal needs. Skiing encompasses numerous nuances and evokes strong emotions—something AI cannot fully comprehend. This is why our customers appreciate chatting with the community. The exceptionally positive reviews confirm that we are on the right path with GUURU.”*

*Stefan Lettner, Global Head of eCommerce*  
**ATOMIC**



For us it's very clear that when it comes to technical or personal advice, human expertise remains essential.

However, we do see value in using AI to handle traditional customer service inquiries." Looking ahead, Atomic aims to enhance its tech infrastructure with a stronger focus on brand identity. To achieve this, they plan to further amplify the involvement of their Guuru community, reinforcing their differentiation from competitors.

**FUN FACT:**

At the annual Amer Sports Group Consumer Service Summit 2024, GUURU's Live Community Advice Chat was recognized as an exemplary approach.



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[Book your live demo](#)



Atomic

Meet our community

168

Members

16,665

Conversations

4.7 / 5★

Satisfaction



Olivia



"skiing is my passion :)"

Mitglied seit vor 2 Monaten



Ryan



"I'm a long time Atomic rider, as well, between my father and myself over 20 years of working with Atomic. It's the only brand that continues to deliver "

Member since last year



Karli



"Passionate skier and cyclist. See you on the slopes 🏂 "

Mitglied seit letztes Jahr



Bogdan



"Avid skier for over 45 years, carving slopes on Atomic skis and gear for almost 30 years! Founder of the "Atomic Ski Fans" Facebook group! Sharing my passion for skiing and Atomic skis and gear! #wearskiing"

Mitglied seit letztes Jahr



Elio



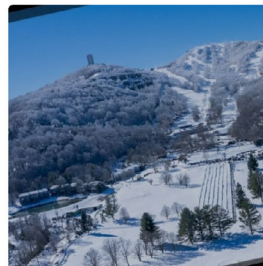
"What makes me a good Atomic Guuru is my ability to guide skiers—both beginners and experts—through the vast range of Atomic's products and technology. Whether it's explaining the difference between ski models, recommending the best gea... more



Andrea



"Passionate skier and outdoor sports enthusiast with years of experience on the slopes. Whether you're new to the sport or looking to upgrade your gear, I'm here to offer advice and help you find the perfect equipment for your needs! I ❤️ ski & Atomic!"



Albert



"I love ski a lot and I want to share my experience with you "

Mitglied seit vor 3 Monaten



Greg



"I've been skiing all around the world for the past 40 years, I ski on and off piste and like to do some ski touring and enjoy occasional cross country. I also am a BASI L2 instructor and keep fit by running, cycling and playing field hockey."

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