

CANYON

Sector:
eCommerce

GUURU in use:
Since June 2024

CASE STUDY

CANYON POWERS D2C SALES WITH COMMUNITY-LED ADVICE

Canyon Bicycles, an innovative global bike brand celebrated for its dynamic approach to cycling—including a partnership with icon LeBron James—aims to unlock the limitless potential of cycling. Guided by a vision to inspire and empower individuals, Canyon continues to redefine the riding experience.

Canyon has relied on selling direct-to-consumer (D2C) since its founding. The bikes are exclusively available through the company's 79 country-specific online shops. With an annual revenue of around US\$800 million and numerous world championship titles, Canyon is an established brand among both professional and recreational cyclists.

As a pure D2C brand, Canyon has relatively few physical customer touchpoints. While there are two showrooms in Koblenz (Germany) and Carlsbad (USA) and three Factory Service locations in Belgium, the Netherlands and Spain, digital community touchpoints play a crucial role when it comes to customer connections.



150

Independent
Cycling Experts



30.419

Community
Conversations
(2024)



80

NPS Points

That's why Canyon involves its customer community, which consists of passionate cyclists, to provide significant value in terms of online product advice and interaction.

Jaclyn Mayer, Sr. Director Customer Experience at Canyon, emphasizes: *"We can only gain customer insights by communicating with customers."*

Previously limited to social media channels and customer-initiated Facebook groups, Canyon has opted for the GUURU Community Solution to strategically integrate real community exchanges directly into their online store.



CANYON'S GUURU COMMUNITY

Through GUURU's Community Advice Solution, Canyon taps into the expertise of its passionate fans and customers, integrating their in-depth product knowledge directly into the online store. As qualified Guurus, these customers provide valuable advice to others through the live Community Advice Chat.

To identify suitable experts, the brand promoted the community program in customer-run Facebook groups and through its newsletter.

Interested cyclists could download the Guuru app, complete a knowledge test, and validate their expertise. The test covered six categories with six questions each. According to Jaclyn Mayer, only a select few passed: *"The test was deliberately quite challenging; only 40% of applicants succeeded."*

The selected Guurus, therefore, have deep product knowledge. The entire onboarding process took just a few weeks.

COMMUNITY AS A KEY TOUCHPOINT

Canyon's slogan, *"We inspire to ride,"* highlights the central role of its community.

The Guurus channel their passion for cycling directly into the online store, sharing their expertise authentically with fellow customers.

"You can sense a strong connection between the Guurus and the Canyon brand," explains Mayer. For Canyon, enabling shoppers to connect with its community is a vital customer touchpoint.



Guurus add a level of expertise that our own agents might not have. Given Guurus have hands on experience with our product, they are able to support our customer in a much more nuanced way."

*Jaclyn Mayer, Sr. Director Customer Experience
Canyon*

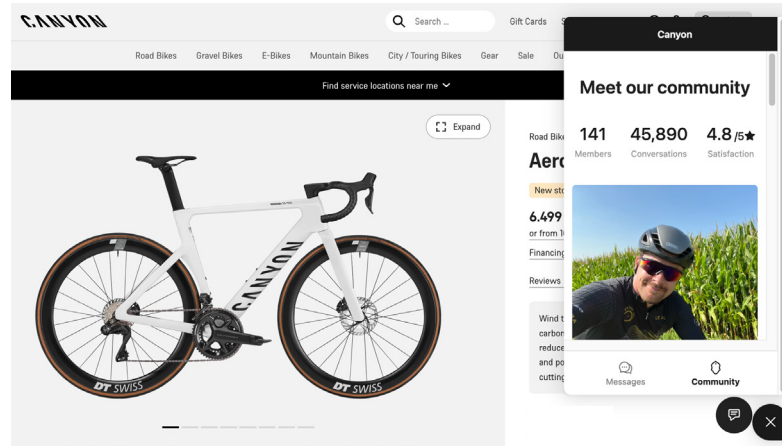


COMMUNITY-LED PRODUCT ADVICE

The Guuru community is dedicated solely to product advice, while inquiries about existing orders, that require access to customer data, are handled by Canyon employees. Community Advice is available 24/7.

Jaclyn Mayer explains: "Authentic customer-to-customer advice already existed in Facebook groups. With GUURU, we made it accessible to all customers directly in the online store."

This peer-to-peer exchange fosters trust, positively influencing purchasing decisions.



RESULTS OF COMMUNITY ADVICE

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

- Response time: below 60 sec. on avg.
- NPS: 80
- Customer Satisfaction (CSAT): 4.8 out of 5

Another advantage is the Guurus' genuine enthusiasm. While Canyon collaborates with both employees and external service providers, Mayer notes that they don't always share the same inherent passion for the bikes.

"With the Guurus, we clearly see this enthusiasm. Guurus are demanding customers themselves, and they pass their high standards for quality on to other customers."

MARKET EXPANSION

Initially launched in the German, Austrian and Swiss online stores, the Community Advice Solution quickly caught the attention of the US store, which was eager to adopt the program as well. "When Dirk Dammert presented us the KPIs from the German store, we were deeply impressed by the quality of the conversations and the achieved results. We absolutely wanted to have this in our store, too!" says Jaclyn.



It feels very much like talking to a friend. Someone is reaching out, thinking about this new bike they want to buy. I can share my experience to help the customer choose the right bike. It's very rewarding when a customer confirms that he is now ready to buy."

Chris
Passionate Cyclist & **Guuru for Canyon US**

Guuru since June 2024
Avg. rating: 4.6 out of 5

Customer feedback after a conversation with Chris:

"Chris freaking' rocks. Cheers!"

"Chris was great! Had the answers and info I was looking for!"



Shortly after, the online stores in Belgium and the Netherlands integrated their own Guuru communities, with more markets set to follow.

As a result, the community continues to play a pivotal role in Canyon's strategy to inspire and cultivate a shared passion for cycling.

CONCLUSION

By integrating GUURU's Community Advice Solution, Canyon has brought authentic customer-to-customer advice directly into its online stores, creating valuable new touchpoints that enhance both product guidance and brand loyalty.

The exceptional customer feedback and impressive KPIs underscore the effectiveness of this approach.

FUN FACT

During a product training for Canyon service employees, complex questions about bike technology were deliberately asked. One special question was particularly tricky: "The only person who could answer the question was a Guuru," laughs Jaclyn Mayer.

Canyon-US

Meet our community

51

Members

6,815

Conversations

4.7 /5★

Satisfaction



Josh ★★★★★

"I love cycling and all bike related technology. I am passionate about helping others and growing the sport."

Member since 8 months ago



Minh ★★★★★

"I have multiple canyon road bikes and frequently keep in touch with new bike tech"

Member since 8 months ago



Daniel ★★★★★

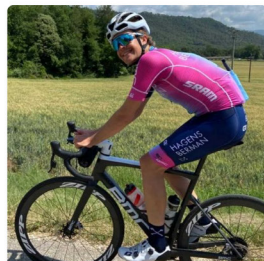
"When I started cycling, I would have liked to hear different opinions from people who don't just practice one type of cycling. Since I ride a racing bike, gravel bike and MT... more



Mike ★★★★★

"Born in California. Now lives in Ohio. Been riding and racing bikes since 1997."

Member since 5 months ago



Thomas ★★★★★

"I am passionate about cycling and have a deep understanding of Canyon's products. I enjoy helping people find the right bike and gear to match their needs and riding style."



Chris ★★★★★

"An avid road and gravel cyclist of over 10 years and Canyon brand enthusiast. I absolutely love Canyon bikes, the design, the quality, attention to detail and industry leader in ev... more



Diddi ★★★★★

Member since 11 days ago



Domenico ★★★★★

"Roadbike | Gravelbike | Mountainbike and sometimes just Trekkingbike enthusiast with a huge passion for triathlon | Discovering the world on two

[View all members](#)

EXAMPLE OF A COMMUNITY CONVERSATION



How can we assist you?

What canyon bike light is compatible with the cf sl 7

You will be connected with an expert.



You are now chatting with Chris from our community of experts.

Hi this is Chris, thanks for reaching out. Happy to help!

Which bike do you have? Several bikes share the same "CF SL" (carbon fiber super light) in their name.



12:50



BIKE DETAILS

Model

Grail CF SL 7

Model year

2024



Grail CF SL 7. Awesome! As a fellow Grail owner it has been my absolute dream bike!

Ha! Got it today and took it out in 32f weather. It's amazing

I'll provide link now. But you'll use the 2 bolt under mount.

<https://www.canyon.com/en-us/gear/accessories/bike-tech/lights/canyon-frontlight-set/10006598.html>

Can you also suggest a pair of tires to swap out if I want to use it for a longer road ride?

Sure thing! For road tires would go with Continental GP5000 and go for 32mm wide.



I run Conti GP5000 28mm on my road bike. Couldn't ask for a better road tire!

Awesome. Can you send the link?

I'll grab them both

Unfortunately as a Canyon brand enthusiast I cannot send links to other brands I apologize.

If you google: Continental GP 5000 S TR 700c x 32mm



You should find multiple places to purchase.

Ah gotcha

Ok perfect. Thanks Chris - I'll grab the light now. Have an awesome day

My pleasure! You as well!



Hope you enjoy your new Canyon Grail as much I am!



guuru

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