

Case Study

Sector

eCommerce

Channels served:

SmartChat, SmartForm

GUURU in use:

Since July 2020

Served by:

Brand community, SmartBot

**28s**average
response time**24/7**support
availability**4.4^{1/5}**live chat
rating

Germany's favorite home & garden store tackles peaks with a 24-hour advice platform served by brand advocates

Like many businesses, toom Baumarkt faced a challenging peak in online inquiries caused by COVID regulations. While the shopping behavior entirely shifted to online, toom could also register an increased need for DIY by its customers. With their current in-house agents, toom couldn't meet the requirements of providing immediate, 24/7 support to their customers.

tooms challenges:

- Customer support availability was limited to working hours
- Response/resolution times were long
- The existing support team couldn't cover high peak fluctuations
- Live chat was not available as a contact channel
- Providing authentic product advice to their customers online

tooms achievements with GUURU:

- 24/7 support (through SmartChat 7-24h; through SmartForm 24h)
- Live chat available on all product pages
- First-level ticket deflection with the help of the SmartForm
- Fast response times
- Increased sales conversion
- Authentic support

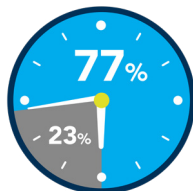


With the COVID-19 situation, toom recorded a sudden increase in their consumers' online shopping and DIY needs. The current customer support set-up included agents who were available during business hours.

A solution to cover support demand peaks and off-business hours requests was needed immediately.

Incoming requests during business hours

Incoming requests outside business hours



toom's brand community

While a chatbot would be able to cover repetitive questions, toom favored offering human support to provide product recommendations whenever required. toom opted for GUURU to include a knowledgeable community of brand advocates in their support.

toom's brand advocates are existing customers who are fans of and loyal to the brand. They are certified to become a Guuru and advise customers searching for product support via live chat—on-demand and within seconds. The community complements and, therefore, relieves agents' workload. The live chat is available on any product page, making it easy for customers to access support.



Guuru's are paid based on successful responses, provided the user rates them as such. In order to optimise costs even further, toom opted for GUURU's SmartBot to answer repetitive questions.

SmartRouting incoming inquiries

GUURU's core element is the AI-based SmartRouting. It recognises the request and sends it to the best source of knowledge to provide customers with instant, cost-effective, yet high-quality advice.

GUURU's community-first CX platform can be added to any inbound contact channel. toom decided for live chat and the SmartForm, an intelligent form that solves requests wherever possible through the brand community or Chatbot. Only second-level requests will be submitted as tickets. This deployment resulted in a significant deflection of email tickets and decreased resolution time.

Currently, there are 31 Guurus certified. In the last 12 months, a monthly average of 13,200 requests were handled through the GUURU CX platform.

50 % of the requests were handled through the GUURU SmartBot, while 47 % were answered by the Guuru community, with an average rating of 4.4 out of 5. The remaining 3% were transferred to agents.



With GUURU's community-first CX platform, our customers have the option of product consultation outside service hours, such as on Sundays and public holidays. Obviously, this reflects in a high level of customer satisfaction."

Sven Habenicht, Teamlead Customer Service, toom

About toom:

With more than 300 stores in its portfolio (toom Baumarkt, B1 Discount Baumarkt and Klee Gartenfachmarkt), around 18,000 employees and a gross turnover of 2.9 billion euros, toom is one of the leading DIY providers in Germany. The company is part of the REWE Group.



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