



Case Study



Sector:
Sport, eCommerce

GUURU in use:
Oct. 2021



4.6/5

avg. customer satisfaction rating for community conversations since Oct. 2021



24/7

access to live advice from real Dynafit users and sportslovers



57seconds

avg. response time for community conversations since Oct. 2021

On Dynafit's eStore, eShoppers can connect to experienced athletes for live advice.

Athletes trust athletes when it comes to product-related information on high-performing mountain endurance gear. Here's how the leading sports brand connects shoppers to expert Dynafit users and athletes for a unique experience of live athlete-to-athlete advice.

Dynafit, part of the Oberalp group, is a trusted mountain endurance brand made by athletes for athletes. Staying true to its DNA, Dynafit connects online shoppers directly to its community of athletes and Dynafit product users on its eStore.

The brand, which constantly innovates technically complex, high-performing products, wanted to deliver fast and trusted online advice to shoppers as they look through Dynafit's various product lines. Shoppers now get live product advice from real Dynafit customers on the sports brand's eStore.



I am absolutely thrilled with GUURU and the Guurus (our mountain sports experts)! All of us here at Dynafit live our ethos: by athletes, for athletes. Guuru is not just a technical solution where our online customers get expert advice; it's also a channel through which Dynafit athletes share their passion, insight and advice with others for the ultimate brand experience."

#AthleteDriven #SummitConnection #SpeedItUp

Benedikt Böhm, General Manager at Dynafit

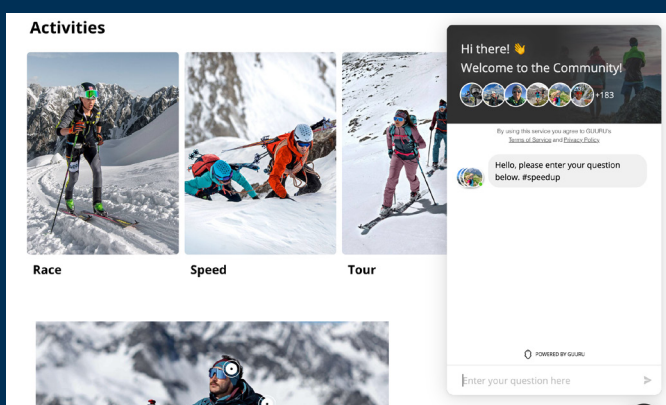
About Dynafit

The origin of Dynafit dates back to 1950, when the Austrian Humanic company created a ski boot called, and registered as, DYNAFIT.

Today the brand, known for its exceptional and pioneering mountain endurance products, is owned by the Oberalp group where a team of avid sportsmen and women run the show. "Something that's special about Dynafit is that almost all

employees within the brand are endurance athletes themselves - both in summer and winter. In the winter it's ski touring and ski mountaineering and in summer it's trail running," says Alessandro La Blunda, Customer Service Director at the Oberalp Group. Dynafit's products are first tried and tested by its sports-loving engineers.

"There is no one, from the product developer to customer care to marketing who are not somehow active in sports, even our engineers."



Dynafit's athlete-to-athlete live chat

When a customer asks a question, GUURU's AI-powered solution recognises the intent. It sends product-related inquiries to Dynafit's expert chat and customer service-related inquiries to customer care. The expert chat is available on Dynafit's home, category and product pages. It connects shoppers to knowledgeable Dynafit athletes called Guurus. They use GUURU's app to answer questions in real-time and are rewarded for their advice.

The starting point

"eCommerce plays an increasingly important role at the Oberalp group. Initially, we were solely selling through resellers. Then, we developed our direct-to-consumer eStore. Our full focus is now on online sales and the expansion of eCommerce. This is where we want to invest to be able to grow," says Alessandro.

As an athletic performance brand, Dynafit's products are high-tech with a lot of innovation in, for example, ski binding and ski boots. This

means offering helpful purchasing support is more intensive, consultation-wise.

Dynafit wanted to give customers, who have product-related questions, instant answers from real athletes while customer service would handle, for example, order-related questions. Although there's always hesitancy during innovation, Dynafit's team realised the huge potential in its community of athletic fans who know the brand's products extremely well. "It became obvious that we needed to use their in-depth know-how and let them share it with others," says Alessandro.



Dynafit's products fascinate me, from appearance to functionality to excellent quality. I quickly became a passionate fan. When Dynafit's call came that they were looking for experts for online consulting, I felt honoured, and without thinking, I signed up. Today, I'm proud to be able to share my experiences with other sports-minded customers online and give them product advice."

Steffen Rothmund, Dynafit Guuru, passionate trail runner and ski mountaineer

Building and implementing Dynafit's athlete community

Dynafit's loyal customers were invited to the expert program using different channels, including newsletters and social media.

Interested customers had to complete a knowledge and communication skill test on GUURU's platform. Candidates who passed were qualified as Dynafit's Guurus. "We purposefully put in tricky questions, thinking if someone passed all the questions they would truly have a profound level of knowledge," says Alessandro.


Since Dynafit sports very high-tech products, testing candidates' expertise was crucial to building the thriving community it has today.


The implementation of GUURU's solution didn't have a notable impact on Dynafit's IT department, and only involved marketing and customer service.

Guuru Steffen Rothmund applied for the program because he loves the concept of athletes advising other athletes. He was pleasantly surprised by the compensation for sharing his know-how.

"Most of the questions are indeed product-related, like 'I need an insulation jacket, do you have recommendations?' Or information on how a material responds to rain, which I can answer well, because I use Dynafit's products in these conditions. As an exceptional question, I've also been asked about nutritional tips for ultra races as someone who participates at the Großglockner Ultra Trail of more than 100km."


Examples of Dynafit's Guurus




Luca
★★★★★ 4.5 

I'm a really sport addict! Mountain bike, road bike, running, trail running, mountain trekking, snowboard, nordic ski...everything named 'sport' makes me happy and free!


Joined a year ago [Active](#) [Guuru](#)




Chmelir
★★★★★ 4.8 

Sport addicted. Skitouring, MTB racing, hiking, climbing


Joined a year ago [Active](#) [Guuru](#)




Sarah
★★★★★ 5.0 

Trailrunning, mountaineering, skiing and enjoying life in the great outdoors with the best gear. Always more than happy to answer your questions and help finding the perfect products for you!

Joined 2 years ago [Active](#) [Guuru](#)



Andy
★★★★★ 5.0 

I have found my personal freedom in the mountains. I can reflect that very well here and let other clients benefit from my experience. Thank you Guuru and Dynafit for this opportunity.

Joined 4 months ago [Active](#) [Guuru](#)

Results

"The KPI that was most important to us was conversion rate. Does the conversion rate increase after a conversation with a Guuru. Which I can confirm it does," says Alessandro.

Additionally, Guuru conversations have really great customer satisfaction scores with an overall average of 4.6/5 for rated chats. The Expert

Community Advice Solution allows Dynafit to match product-related questions to Guurus, while customer care focuses on customer support. Guurus are available around-the-clock and answer product-related questions in under 60 seconds, on average.

By involving real, knowledgeable athletes in customers' brand experience, Dynafit sets itself miles apart from its competitors.



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