



# ROSE Case Study

**Sector:**

Sport, eCommerce

**GUURU in use:**

Jan. 2019



**127k**

conversations between  
ROSE's expert product users  
and its online shoppers



**4.6<sup>1</sup>/<sub>5</sub>**

avg. rating for all  
community conversations  
over 5 years since Jan. '19



**25** seconds

avg. response time  
for all community conversations  
for Dec. 2023 - Jan. 2024

## "Above all, we stand for what connects us all: our love for bicycles."

Here's how the bike brand, ROSE Bikes, uses community-powered tech to connect its online shoppers with real cyclists from its family of bike lovers.

Founded by Heinrich Rose, ROSE Bikes has "been motivating people to cycle since 1907". Ever since, ROSE Bikes has nurtured not only a company of bike lovers, but also a customer community with a wealth of bike knowledge. When the Head of Customer Support and Service, Tanja Brinckmann

(who has been working for ROSE for 25 years), and her team were looking for a tech-forward way to create experiences that would delight customers needing online bike advice, the community was a strong choice. ROSE launched their Expert Community Advice service in January 2019.

*At ROSE Bikes, we've been sharing your passion for cycling for more than 110 years, constantly motivated by our drive for innovation, employees who love their jobs and an invaluable wealth of experience. In all our actions on- and offline, we stand for expertise in cycling, lifestyle, design and high-end technology, but also and above all, we stand for what connects us all: Our love for bicycles.*

[ROSE Bikes's website](#)

## The starting block

GUURU's Expert Community solution connects cyclists who use and love ROSE Bikes' products with its website visitors. The results? Live, authentic exchanges between online shoppers and experienced, passionate ROSE customers.

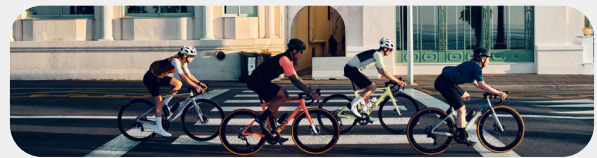
"When we started with GUURU, we were still building our online brand. Now we've clearly formed an online community around our brand, especially around our bikes," says Tanja.

## Implementing the Expert Community Advice solution on ROSE's online store

When asked about the implementation process in terms of time and effort, Tanja describes it as "very minor. It was set up within a day." The implementation process entails copying a simple code widget into your online store.

## Building ROSE's Guuru community

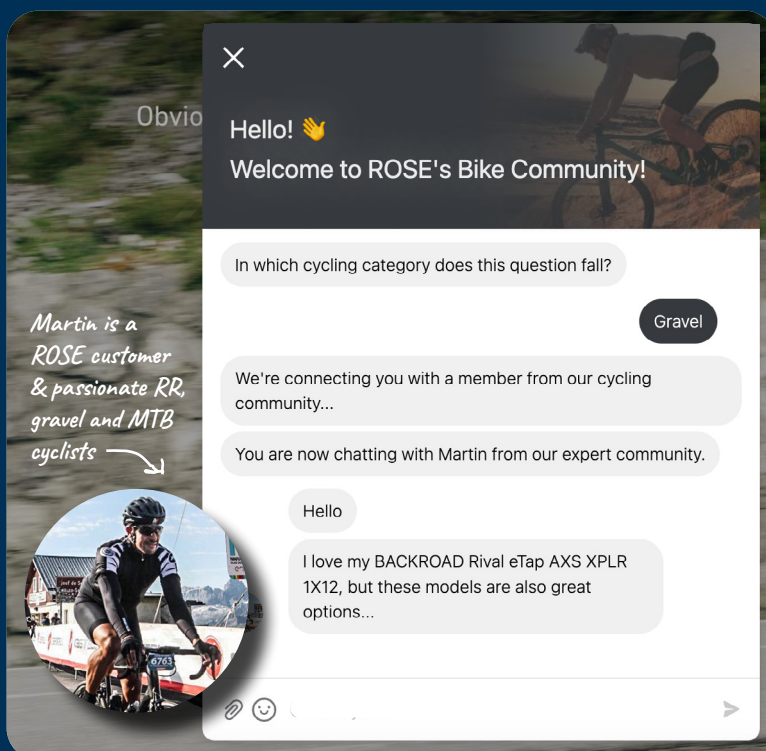
ROSE sent a newsletter to its customer base, inviting loyal product users to its Expert Advice program. For ongoing onboarding, they're using a call-to-action on their website.



## About ROSE Bikes

ROSE started as a tiny bicycle shop of 30 m<sup>2</sup> in Bocholt—a German city bordering on the Netherlands. Today it has expanded into a "Biketown" with 200 times the floor space, at 6,000 m<sup>2</sup>. ROSE also has an award-winning store in Munich. The brand has 9 retail stores, in total, across Germany and Switzerland. ROSE describes itself as "regional, innovative, passionate and inspired". The family-owned company started small, but retained the values of a regional family business, despite employing 480 people today. The company is a digital pioneer, having launched its online store by the end of the 90s. Its online store has drawn over 25 million visitors so far.

"ROSE Bikes is not just a workplace for our employees. I notice every day how passionate they are for bikes. For many, it combines work and free time. For me too", says Managing Partner, Thorsten Heckrath-Rose, on the website.



## ROSE's community-powered live chat

When shoppers on ROSE's online store need bike-related advice, GUURU's AI tech instantly connects them to the best-suited ROSE experts via the Community Advice chat. These experts are called Guurus. ROSE Guurus are qualified ROSE customers — who passed knowledge and communication skill tests on GUURU's Platform — with first-hand product experience.

When a shopper needs service-related assistance, he automatically gets connected to ROSE's customer care team. Using a mobile app, each ROSE Guuru offers real-time advice whenever he/she is available. For each well-rated conversation the ROSE Guuru receives a reward. The Community Advice chat is available on ROSE's home, category and product pages. GUURU's technology ensures high-quality exchanges by connecting shoppers exclusively to well-rated Guurus.



"We weren't surprised, but we were delighted by the enthusiasm our community had for our products and their well-positioned, professional advice."

Tanja Brinckmann, Head of Customer Support & Service



**Domenico**



"Roadbike | Gravelbike | Mountainbike and sometimes just Trekkingbike enthusiast with a huge passion for triathlon | Discovering the world on two wheels | Always in search of the next challenge, whether on asphalt, gravel, or trail"

Rating 4.8

Joined At 7 months ago

Categories

+2

*Shopper feedback after a conversation with ROSE Guuru, Domenico*

5/5

*"Top bloke. I'd even invite him for Christmas."*

## The results

To date (January 2024), ROSE's Guurus have had over 127 000 exchanges with online shoppers.

Over the 5 years that ROSE's Expert Community Advice solution has been in use, their Gurus have maintained an average customer satisfaction score of 4.6/5.

In November 2023, ROSE Bikes completely replaced its chatbot with pure human-to-human advice, indefinitely. Why? "A bot was not the ideal solution for our community and the in-depth technical bike questions," Tanja explains.

Cycling is synonymous with shared passion. Cyclists ride together, often talking about their mutual passion. They also consume user-generated content by fellow cyclists related to the products they use, love and trust. When it comes to cycling, people want personalized, experience-backed exchanges, rather than generic responses.

Since 1907, ROSE has tapped into the true value of having a passion for cycling: the ability to share it with others.



GUURU Solutions Ltd, Limmatquai 122,  
CH-8001 Zürich

hello@guuru.com +41 41 530 04 64

[Book a live demo now](#)

