

# Case Study



**Sector:**  
eCommerce

**GUURU in use:**  
Since August 2021

 **62**  
Independent  
biking experts

 **36<sup>Sec.</sup>**  
Avg. response time  
7 days | 6-24h

 **+6%pts**  
increase in  
sales conversion

 **+10**  
NPS Points

## Lucky Bike puts its people at the heart of everything. "We stand with our customers."

Lucky Bike.de GmbH was founded in 1994 based on a concept created by two students and bicycle enthusiasts. Managing partners, Christian Morgenroth and Thomas Böttner, operated Lucky Bike from Leipzig where they sold high-quality brand-name bicycles at reasonable prices.

Their goal was to make sustainable mobility easily accessible. Today, Lucky Bike has 30 branches throughout Germany, offering a wide range of bicycles, cycling gear, and cycling products in its online shop.

The company holds sustainability and responsibility for both people and the environment in the highest regard. To Lucky Bike it's important to maintain solid relationships internally and externally - with customers.

## Providing first-class customer advice

Lucky Bike also supports its online visitors in the buying process by offering expert and customer-focused product advice. This advice should be easily accessible whenever the customer needs it.

“For our team, Lucky means we are assisting and interacting level with our customers in a friendly, cooperative and relaxed way,” explains Christian Morgenroth, one of the managing directors of Lucky Bike.de GmbH. These values achieve high customer satisfaction, positively affecting the conversion rate.

## Communicating directly with Lucky Bikers

Buying a bike is very individual process that demands consultative attention. Many factors determine whether the customer is satisfied, which is why providing professional advice is so crucial.

Take the correct frame size, for example. The customer must feel comfortable on the bike. In-depth knowledge, from someone who knows what they are talking about, is vital in the consulting process.

*This is why Lucky Bike engaged its bike experts in the consultation process. These experts are Lucky Bikers; customers or bike fans who want to share their knowledge with others.*

“The fact that we are now also involving our community simply makes sense and is fully in line with our credo,” explains Christian Morgenroth.

Tips from independent advisors are perceived as trustworthy. According to a study by Nielsen, “83% of consumers trust peer recommendations more than any form of advertising.”

Customers are often plagued by doubt during the 'Consideration' and 'Purchasing' steps of the customer journey. By empowering bike experts to offer uncertain shoppers peer-to-peer support you can create a trusted environment where customers convert.

## Live, quick and easy to scale

Online customers can access this community chat on Lucky Bike's online shop from any page. Here they can connect to biking experts from Lucky Bike's community to receive advice within seconds.

“It's crucial to us that the connection is made quickly so that the customer receives immediate purchase assistance online,” explains Thomas Zengler, Head of Online Retail & Shipping. The community consultation is conducted live via chat, and offers very personal, authentic interactions.

Rather than sending all inquiries to an internal team, product-related questions are now being sent to multiple bike experts via the GUURU app. The experts then answer these requests on a first-come, first-served basis, which ensures fast response times.

Seasonal peaks can easily be handled, too: The more inquiries get in, the more experts receive push notifications and can accept them as needed.



### About Lucky Bike:

*The company Lucky Bike.de GmbH was founded in 1994 from the idea of two students and bicycle enthusiasts. The two current managing partners, Christian Morgenroth and Thomas Böttner operated in Leipzig, where they sold high-quality brand-name bicycles at reasonable prices. 2006 marked the launch of the company's online store; shortly after, the YouTube channel followed with test videos, service topics, and tutorials around cycling.*

*Meanwhile, Lucky Bike is present at 30 locations throughout Germany, making them one of the largest bicycle trading companies in Germany. The online store records almost one million visitors per month.*



## A 7-figure turnover

Online product advice is available from 6 a.m. to midnight.

*Since the beginning of the year, there have been over 4000 interactions with bike experts from the community per month, generating a 7-digit revenue.*

56% of these inquiries relate exclusively to product recommendations. 62 active bike experts (called Guurus once certified) advise online customers via the eStore community chat. These experts get an average customer satisfaction score of 4.45 / 5.

## GUURU Community CX Platform

The community is built and managed by GUURU's Community CX platform. Here every chat's entire history can be viewed.

Comprehensive reporting provides valuable insights into customer needs, their online behavior, their customer journey and conversion metrics. The platform also allows Lucky Bike to interact with community members.

*On the CX platform, we first assess the know-how potential of every brand advocate before approving them as Guurus. Once done, the Guuru can accept requests via the app.*

By using Artificial Intelligence (AI), the CX platform recognises the nature of every query raised by the customer, matching it to the knowledge of every Guuru expert, and finally sending it to the best available Guurus. As the best Guurus answer incoming requests on a first-come, first-served basis, this guarantees prompt, real-time responses which facilitate scalability for seasonal fluctuations.

Non-product-related queries are automatically identified, which means they don't reach the Guurus in the first place.



***By providing expert product advice in real-time, we take our service quality to the next level—even during the high season. This enables us to boost sales conversion and lower the number of returns.***

Thomas Zengler, Head of Online Trade & Shipping, Lucky Bike.de GmbH

# A community chat from 15 Sept. 2022, 11:24 am



Daniel G. – Lucky Bike Expert

Response time: 34 Sec.

Average chat rating: 5/5



Andy M. – Customer

Hi. Please enter your question below.

I'm looking for a jacket for the coming rain and cold. Any recommendations?

Hi Andy! Let me have a look...

Thanks

Do you mean something like this or are you looking for a real rain jacket?



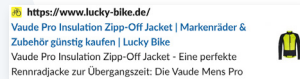
This looks pretty good... To be honest I have no clue. I could use some suggestions.

So I can really recommend this jacket for you. I have something similar and the padding really keeps your temperature balanced. You don't sweat too much, and it keeps water from the outside out very well.

Perfect... that sounds good... But this one is only available in S. I'm a bit bigger and would definitely need a L - XL.

👍 Then I'll help you look for another one

In your size there's something like this available. It costs a bit more, but it has a special insulating layer to keep the temperatures even more balanced than my first suggestion. You'll certainly enjoy it for years to come.



That's too expensive for me 😞 It definitely seems worth it, but around €120 - €150 would be my limit... this price range would be perfect



I ride a MTB fully, maybe that helps a bit with the selection.

Yes. The selection isn't huge. Look at the link I just sent. Most would require you to make some compromises compared to the first. Of course, all of these tend to be very good jackets.

Is there anything I should pay particular attention to?

It's actually quite simple. In general - with jackets like these - the more expensive, the better. But if the description says water-repellent, it's typically a jacket that's good for autumn and light winter days.

I like the blue one a lot, but I think €52 is almost too cheap?

Yes, I know which one you mean. It's certainly a good transitional jacket to layer with. But it's not a stand-alone like the first one I sent you. You should wear something warm underneath.

Okay...that definitely helps me...many, many thanks for your help! 🙏

My pleasure 😊

I'll see what I can scrape together... I honestly like the one for €200 the best too 🤔

I totally understand 👍

Okay...thanks again...stay healthy and take care...especially on the bike 🚴



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