



*Fall in love*  
with your  
**Brand Community!**



How live connections between experts of your community and online shoppers lead to real brand experiences.




83%

of consumers trust  
**peer recommendations**  
more than any form of  
advertisement.

*Source: Nielsen*

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## Who we are

Our international team works from Zurich, Cologne and Lisbon with one common conviction: human connection creates remarkable brand experiences that differentiate brands.

That is why we dedicate our energy to a platform where every brand's community is involved in real human exchanges directly on its online store.



## Why we wrote this guide



Everybody knows how valuable a loyal brand community is. Yet some brands still feel uncomfortable in letting community members actively advise their online shoppers.

With this guide, we want to show why it's beneficial trusting the experts of your community, and why involving them actively in your online store will create a unique brand experience, delivering meaningful results.

**THINK  
OUTSIDE  
THE BOX**







## Are we qualified to talk about brand communities?

Yes, we are. For several years we've been talking to brands, their online shoppers, and to the experts within their communities to gain insight into the value of real human exchanges between Guurus and online shoppers.

We have collected a good deal of data that proves how valuable authentic connections can be to your online store.



**REAL**  
HUMAN ADVICE

## What is a **brand community?**

It's the community that's right under your nose. It consists of your loyal customers and product users, your brand fans and your brand advocates. It's the consumer community that uses your products regularly, loves them, and already talks about them on social media.

Your fans are the true experts of your products. They're deeply knowledgeable, have first-hand experience, and they're eager to share their product insight with other consumers.



The best in it's category!



I love it!

Would buy it again!

Such a great product!

Your  
Brand  
Community


## This is how you find yours

One easy way to identify your brand community is through your customer loyalty program. It offers you a data basis of loyal customers with the intention of purchasing more products. If you don't have one, you'll also find many of your fans among your social media or newsletter subscribers.

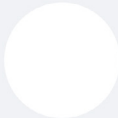

To find the experts within your brand community, you can use community-first technology which offers you automated ways to involve the loyal customers, who want to advise other consumers on the products they know and love, in your expert community.




*You will be surprised how many of your loyal customers want to be part of your expert community.*





<b>182</b>	<b>2.864</b>	<b>34</b>
Posts	Follower	Followed




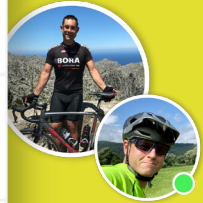


**Community** ...

 [Invite your friends](#) to like this page

 5.632 people like this

 5.745 people follow this

 [Tiago Fernandes](#) and 11 other friends like this



## Now let's find the real experts!

To be considered a true expert in a brand community, you need a little more than just brand love. That's why community members qualified as experts undergo a test that qualifies them as such.

They are tested on product knowledge, product usage experience and their communication and language skills. Once they pass the test, they are activated as an expert and able to advise online shoppers via the GUURU app.




*The test, which is automatically created using the GUURU platform, is customisable to your brand and the knowledge requirements you have for your community. The AI-powered platform continuously checks experts' skills, and gives preference to those with the best ratings.*

## Do you know about our expert advice program



Now you can share your product knowledge with your fellow customers and get rewarded.

1. Sign up 
2. Give advice 
3. Earn per answer 

Join as an expert!



AXS XPLR

that can handle anything

Your color is speckled white

€ 2,499.00

Price including VAT plus [€39.95 \(shipping\)](#)

[or from €56.00 per month.](#)

[Leasing at an unreduced starting](#)



## How you use an expert brand community on your online store!

It's simple. You copy and paste a code snippet into your Google Tag Manager. From that moment on your online shoppers can get in touch with the experts from your community through Expert Community Touchpoints. In our Partner Portal you can adapt the look and feel of your Expert Community Touchpoints in a few simple clicks.



*Cool and socially engaging touchpoints ensure that it's clear to your customers that they can connect to fellow consumers for experience-based product advice.*



Canyon Airbreaker Road Cycling


€



Abus X Canyon Gamechanger TT Helmet



Giro Agilis Mips Road Cycling Helmet

Ask your question here | 

 Ask experts from the community for advice!



Giro Agilis Road Cycling Helmet

€



iXS Trigger AM MTB Helmet

11995 €



Lumos Ultra Cycling Helmet

9995 €

## Why not leveraging your brand community is a mistake

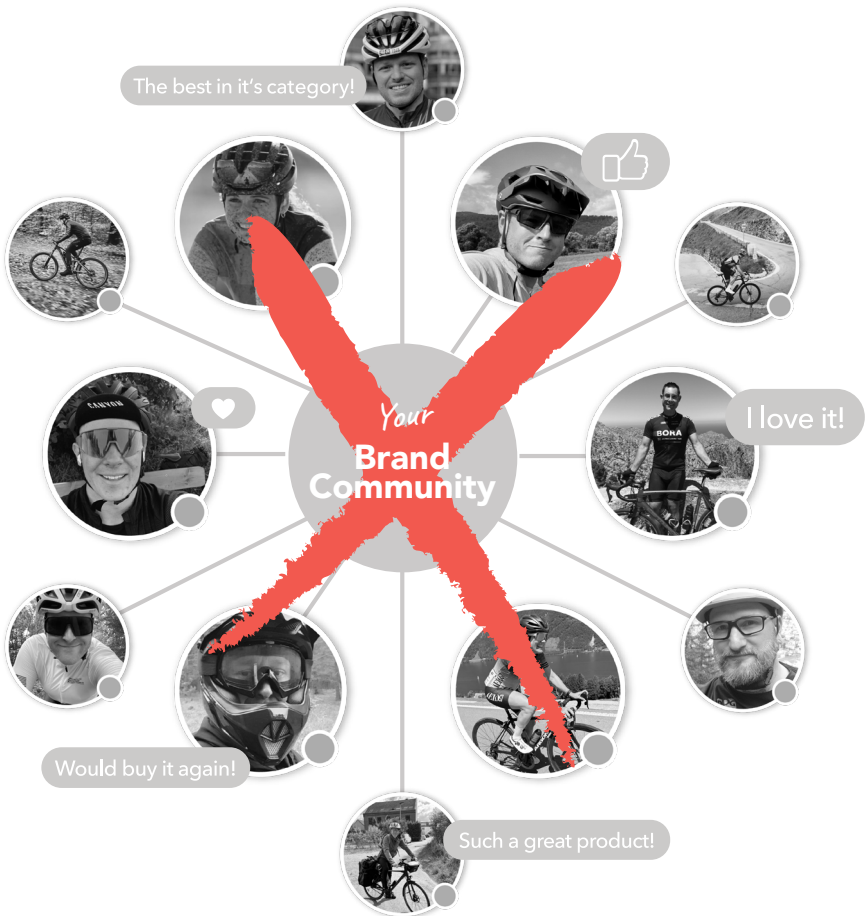
Most consumers rely on social proof and customer-to-customer content to make confident purchasing decisions. Many shoppers navigate away from your online store to find reviews and user generated content about your products on social media. Community-first technology offers you the opportunity to connect your online shoppers with your community of passionate and experienced consumers, instantly.

When you offer shoppers real-time social proof from your expert community, on whichever product page they're shopping on, shoppers don't have to leave your website to find social proof or consumer content, allowing them to complete a purchase faster.



95% of consumers read peer reviews before making a purchase.

*(Source: Trustpilot)*



The best in it's category!



I love it!

Your  
Brand  
Community

I love it!

Would buy it again!

Such a great product!



CANYON

## Consumer behaviour in real-time




You can access real-time analytics on your customers' behaviour through the Partner Portal.

Follow the chat between Guurus and your online shoppers to gain essential insight into how you can improve your customer's experience and the content on your online store.

The portal offers insights into shopping cart value, sales conversions, response rates and customer satisfaction.

## Expert achievements



Marijke  
**Most Chats**  
26




Bogdan  
**Best Rating**  
5.0



Jan  
**Quickest**  
13.5 sec.



Domenico  
**Friendliest**  
13%



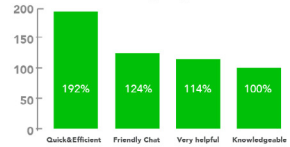
Noor  
**Most Knowledgeable**  
15%

### Share of feedbacks and comments




Positive Feedback: 530  
Feedback to improve: 12

### What visitors say they liked most



### Best comments


„Found the product I was looking for“

Christian 

„Really understood the product. Very helpful!“

Sophie 

„Quick, friendly and helpful. Thank you!“

Marco 

## Why I am a Guuru. Brand lovers explain



Imagine you can get up every day and do exactly what you want to do. That's exactly what I experience here! First of all, it's the passion for biking. It's like talking to friends every day who share exactly the same interests. It's about passing on this enthusiasm. I have the chance to get new people excited about our great hobby. There are few things more fulfilling than seeing someone in a chat discover the same joy and passion that drives me.

Another point that is particularly close to my heart is the flexibility that my role as a Guuru offers me. I have the freedom to organize my time in the way that suits me best. This autonomy allows me to always give my best without feeling like I'm being forced into rigid structures. This is not only good for my life balance, but also for my productivity and motivation.

Last but not least, I am convinced that what we do at Guurus is groundbreaking. Our way of working and the service we provide are future-oriented. Nothing can replace feeling the genuine emotions of someone.

In short, I am Guuru because it allows me to live my passion, inspire others and work flexibly. I am sure that our enthusiasm and commitment can also be felt by the communities' customers."



Domenico

Passionate cyclist, Canyon



## Why I am a Guuru. Brand lovers explain



It's the unknown, the adventure that drives me to explore new paths.

I have always been drawn to the mountains, which is why in 2016 - at the age of 13 - I spontaneously rode my bike into the nearby Alps. It was 180 km - an unforgettable experience.

Two years later I started mountain biking, which I am still passionate about today. Then in 2021 I tried bikepacking. With a tent, sleeping bag and sleeping mat. I learned a lot in the process: from the right equipment and how to pack your bags to small repairs on your bike that can really save your life in the wilderness.

My highlight so far was in Croatia in 2023 with 565 km and 5,500 hm. I want to share this hard-earned knowledge with other people as Guuru from ROSE Bikes."

Maximilian

Passionate cyclist, ROSE



## Why I am a Guuru. Brand lovers explain



In principle, I really enjoy sharing my experience and knowledge with like-minded people or newcomers and providing the necessary support that everyone is looking for as soon as they select the expert chat.

All topics related to cycling are not just a hobby or a passion. After my family, it has the highest priority for me and I live this passion to the full!

The GUURU platform offers an ingenious opportunity to expand your own knowledge, as you inevitably deal with all facets of cycling and then pass on your experience to everyone who visits and uses this platform.”

Mattes

Passionate cyclist, B.O.C



## Why I am a Guuru. Brand lovers explain



I've been a Guuru since May 2023 and when I joined as a Guuru through Canyon, the concept was completely new to me. The opportunity to pass on the knowledge I've built up about Canyon bikes and to decide for myself how often, when and from where I want to pursue this activity fascinated me and suits me well.

As I'm a big fan of the Canyon brand and also an enthusiastic cyclist and mechanic myself, I think it's great that there's a solution via GUURU where like-minded people who are, for example, about to make a purchase decision or are simply looking for helpful tips don't have to contact a chat bot by default, but can talk to real people.

The chat requests are often about decisions that you once had to make yourself or problems that you had to solve. It's great that, as a Guuru, I can help the person seeking help quickly and easily using my own experience."



Lucas

Passionate cyclist, Canyon

## Expert UGC - showcase expert recommendations on product pages

Not everyone wants to have a live conversation with other consumers while they're shopping. By displaying helpful extracts of your shopper-Guuru conversations on your product pages, you can bring the value of these consumer-to-consumer conversation to all your customers.

Online shoppers can also see which expert recommended which product in which context, which increases the credibility of your expert community's advice.

If online shoppers want personal advice, they can contact the expert directly and in real-time.



*83% of customers say reviews must be relevant and recent to be trustworthy.*

*(Source: Podium)*



# CUBE AIM RACE 2023

At a glance ▾

Accessories ▾

Description ▾

specification ▾

Rating (3) ▾

## WHAT OUR EXPERT COMMUNITY SAYS ABOUT IT

 The most important things from previous discussions summarized



**Adam**

3 months ago

*"Cross racer, road cyclist, triathlete | Bike expert with passion | Always in search of new challenges and horizons | Never Stop Exploring"*

In my opinion, the Cube Aim range offers the best value for money. The Race model is more than sufficient for everyday needs. I would recommend taking the Race in size S, as M is only recommended from 163 cm.



**Adam**

3 months ago

*"Cross racer, road cyclist, triathlete | Bike expert with passion | Always in search of new challenges and horizons | Never Stop Exploring"*

Our Cube Aim RACE 2023 is an excellent choice for your son. It's a reliable mid-range MTB, perfect for riding through the forest and easy trails. The quality of the suspension fork is on par with the Judy of the Focus bike.



**Steff**

3 months ago

The Cube Aim can hold up to exactly 115 kg body weight. Nevertheless, it is important to note that the maximum system weight of 140 kg must not be exceeded, although the rider and bicycle weight must not be increased. Unfortunately, you cannot increase the allowable weight by replacing parts as it always depends on the frame.



### Who are our bike experts?

These are enthusiastic bikers and mechanics with a particular passion for cycling who are happy to talk to you and share their experience with you.



**90 experts**

★ 4.58 ⌀ Rating

Chat now and get advice





## Ai vs. real human advice

We don't choose between human and AI advice. We believe the crucial choice is *when* you apply *which* approach.

ChatGPT solutions can bring great value with conversational content and even offer advice. It's less effective in inspiring shoppers or create brand loyalty. ChatGPT has never used a product itself.

Purchasing is an emotional experience; humans relate to other consumers' tangible experiences with the products they use and love.

It's estimated that by 2025, 90% of all online content will be AI-generated. Human connection will be a rare experience, differentiating online stores that survive from online stores that thrive.



Why do shoppers prefer talking to Guurus?

We're **REAL product fans!** We know what it feels like to use this product. ❤️



Ask experts from the community for advice!





## Feedback from online shoppers

"Marcus helped me a lot - I would certainly have gotten lost in the parts jungle on my own. I also now know how often I should change the chain..."

*ROSE customer*

"Canyon not only has the most amazing bikes, but also the most amazing community. Simply world class! I'm looking forward to being part of the community soon."

*Canyon customer*

"This top-notch advice confirmed what I was thinking: great brand, aesthetics and technology."

*Dynafit customer*

"Super cool!!! That went really quickly. To the point, competent and super nice! A reason to come back again."

*Lucky Bike customer*

"Top guy! I would even invite him for Christmas :D"

*ROSE customer*

"Was still available at 8pm. Friendly and was able to save me from a „bad purchase“."

*Canyon customer*

"Better than in a store!!!"

*B.O.C customer*

"I'm totally thrilled. Previously I wasted my time forever with AI-assisted searches and in the end Mathias helped me a lot. I can now finally buy my first bike with peace of mind. The Grail CF SLX. :) Thank you! Save riding!!!"

*Canyon customer*

o|x

sky

ifolor.

Salt.

GLOBUS

▲ ATOMIC

 Jack  
Wolfskin

Fahrrad **XXL**

**STIHL**®

*elan*

**FREITAG**

LUCKY BIKE 

vertbaudet

CANYON

**BRACK.CH**

 **CONTORION**

*toom* 

pflanzm  ch.de

PAUL & GEORGINA COMPANY  
**B.O.G.**  
Da fa'st' ICH am Besten!

 Tchibo

  
**DYRFIT**

  
**SALEWA**

 bike-angebot

**ROSE**

Brands that **involve** their  
expert community in their online stores 🙌

Humanize your brand.



[guuru.com](https://guuru.com)

