



*Community
Guide!*



For explorers, by explorers.

How live conversations between online shoppers and your community create compelling brand experiences.



88%

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

Source: Nielsen (2023)



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About us:

Your community experts

Our international team has been working with community-powered brands for years, covering 22 language regions from our three head offices in Zurich, Cologne and Lisbon.

We all agree that meaningful human connections are at the heart of all confident decisions in life.

That's why we invest our energy in creating a Community Advice Solution that simplifies meaningful connections between your shoppers and your most passionate and knowledgeable customers in your online store.



Our passion



Shared passion:

Why community exchanges strengthen brands!

It's no secret that a loyal customer community brings tremendous value to a brand. However, many brands overlook the opportunity to bring these voices directly to their online stores, even though it's so simple.

Your community is right under your nose. It includes the customers who buy from you often and sincerely appreciate your products. Many of these brand fans are authentic experts that other consumers truly trust. Your brand community knows your brand through firsthand experience and they usually share their experiences freely with others on social media and in the real world.

We help brands bring your passionate customer community to your online store for authentic consumer-to-consumer exchanges.

*Your product users are
authentic experts*



56 Experts

★ 4.8 avg. Rating

Talk to an outdoor expert now >

Your community:

Activate your experts - quickly and easily

The easiest way to find passionate experts within your customer community is through community-powered technology. It simplifies and automates finding, qualifying and managing knowledgeable customers who want to connect and share their knowledge with your online shoppers.

It takes a little more than pure brand love to become a Guuru (a Guuru is a passionate customer who's qualified by your brand to offer advice to your shoppers). Our solution helps you create a test that ensures your Guurus communicate well and are knowledgeable, experienced and genuinely passionate about your brand.

Once a Guuru has passed your test, they are activated and able to interact with your shoppers on your online store, in real-time, from a GUURU app on their device of choice.

OR

Prelight Vent 20




Sustainable hiking backpack

Hey You!

Do you already know about our Community Advice Programme?

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

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

Join our community!



to Cart

Product description

From customer to customer:

Integrate your community in your online store!

Once your expert community has been found, it is ready for use in your online store super quickly. To do this, simply copy-paste a code snippet into your Google Tag Manager. From now on, your online shoppers can communicate live with the experts from your community via various community touchpoints.

In the Partner Portal, you can customise the „look & feel“ of the respective touchpoints to your CI with simple clicks and choose from cool designs.

Hi! 🙌 Welcome to our
community



Chat with our customer community of outdoor enthusiasts in real-time for tips, experiences and insights into our products, whether you're looking for adventure gear or the best outdoor clothing, our community is here to help you every step of the way.



How can we help you today?

Powered by GUURU

Ask your question



equipment > Equipment >
Ultra 12 running vest

Ultra 12 Running Vest

★★★★★ 4.8 (4)

Lightweight, functional running vest for long days on the trails



[Live product advice](#)

Lifetime Guarantee


€140.00 | Mokarosa blueberry



XS/S

M/L

XL

 Size Chart

select size

 PayPal

Shipping & Returns



The Partner Portal:

Gain real-time insights into community conversations and results



The Partner Portal provides comprehensive access to real-time analyses and data regarding your customers' behaviour. It offers you insights into key metrics including shopping basket value, sales conversions, response times, and customer satisfaction.

You can also monitor the content of every Guuru's conversation with your shoppers. Your Dashboard empowers you with insights to improve your online store's processes and page content, tailored to meet the evolving needs of your shoppers.

Expert achievements



Leon
Most Chats
46

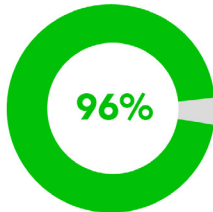


Barbora
Best Rating
★ 5/5



Angiolin
Fastest
8.5 s

Shopper feedbacks



Positive Feedback: 530
Feedback to improve: 12

Best comments

*"Found the product
I was looking for, thanks!"*

Christian



*"Really understood the product.
Very helpful!"*

Sophie



Community Content:

Turn community conversations into content that inspires.

Bring the most recent and inspiring tips, advice and recommendations from your Guuru conversations to every shopper on a product page.

Community Content automatically extracts compelling content from Guuru conversations and seamlessly displays them on relevant product pages.

This low-effort form of user-generated content ensures that even the passive shopper, who doesn't need live authentic advice, gets to experience your community's passion.

Compared to customer reviews, Community Content offers trustworthy advice from like-minded consumers. Unlike reviews, this content is contextualised, relatable and even interactive as shoppers can engage with your live community within seconds.



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



83% of customers say that reviews need to be relevant and up-to-date to be trustworthy.

Why it's a mistake,

not to use your community

Consumers need social proof to make confident purchasing decisions. Most customers will leave your online store to look for social media reviews and user-generated content about your products.

Community-first technology allows you to connect your customers with your brand's experts on your online store.

When shoppers get real-time social proof of your brand's value from like-minded consumers, there's no need for them to leave your website, and they can make faster and easier purchasing decisions.

"Because 95% of consumers read reviews from like-minded people before they buy something."

(Source: Trustpilot)



Brand lovers explain:

Why I am a Guuru



Thanks to my passion for trail running and ski mountaineering, I became aware of the Dynafit brand.

I was fascinated by the products, from their appearance to their functionality and outstanding quality, so I quickly became a passionate fan of the brand. When the call came for Dynafit's Community Advice Programme, I felt extremely attracted and signed up without thinking twice.

Today, I'm proud to be able to share my experiences with other sports-lovers online and advise them on products. It's also always exciting because you have to deal with a wide variety of people and their needs."



"The mountains are my passion"

"He took a lot of time, was very patient and dealt with the problems resolved that I had to make my final decisions! It was like I was in a store!"



Steff



Customer feedback

One month ago

Steff

Guuru for Dynafit

Brand lovers explain:

Why I am a Guuru



My name is Barbora and I come from the Czech Republic. In 2022, the opportunity arose to become a Guuru for Salewa. After I passed the knowledge test, I was qualified.

I am very grateful for this opportunity. It's a great experience that I value both when I can test and evaluate Salewa clothing and accessories myself during sporting activities and when I can pass on my experience and knowledge to customers.

I also got to know a lot of sports enthusiasts in this community."

"She was great! Very helpful and answered clearly and directly to my questions. She had even been on a hike I am going on and was asking suggestions for footwear!"



Barbora



Customer feedback

One week ago

Barbora

Guuru for Salewa



Brand lovers explain:

Why I am a Guuru



Imagine being able to get up every day and do exactly what you love. 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 inspire new people for 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 organise 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-orientated. Nothing can replace real emotions.

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."



"Legend that guy! His wife doesn't need Google, he knows everything."



Domenico



Customer feedback

3 days ago

Domenico
Guuru for Canyon

Brand lovers explain:

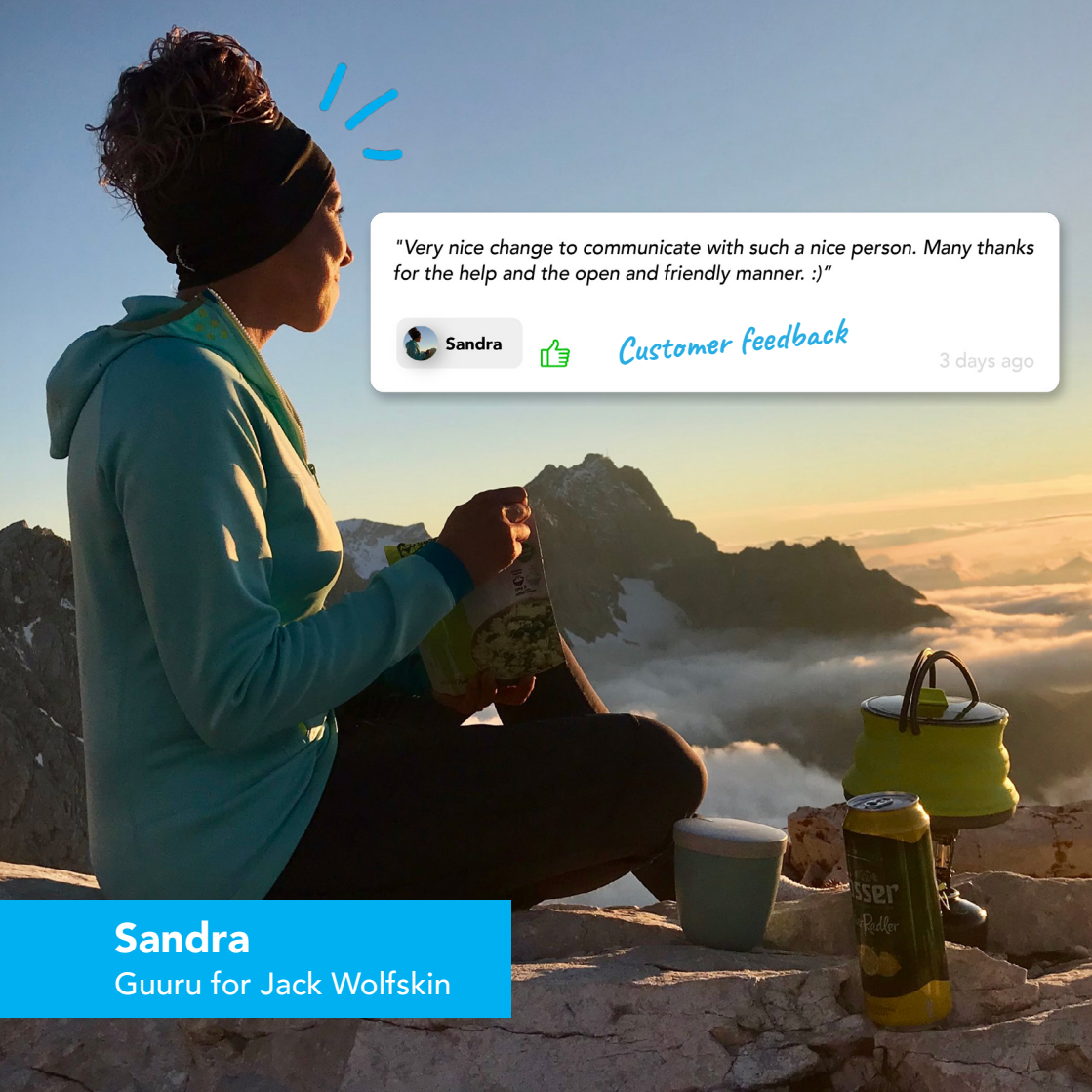
Why I am a Guuru



My name is Sandra, I am 38 years old and have spent every free minute on the mountain and in nature since I was little - the main thing is to be outdoors!

As a Jack Wolfskin brand ambassador for several years in the trekking sector and organiser of hut-free multi-day tours with children, I am happy to share my knowledge of the individual materials, their ideal use and my own experience in all areas. Whether big or small, my daughter and I always feel well equipped with Jack Wolfskin and appreciate the friendly and familiar atmosphere of the company.

As a Guuru, I like the contact with customers and like-minded people. I'm happy when I can help and especially when I get feedback and gratitude at the end of the chats."



"Very nice change to communicate with such a nice person. Many thanks for the help and the open and friendly manner. :)"



Sandra



Customer feedback

3 days ago

Sandra

Guuru for Jack Wolfskin

Feedback:

Customer testimonials from satisfied online shoppers



"Really great support for an insecure older gentleman in finding the right size for his outdoor shorts."

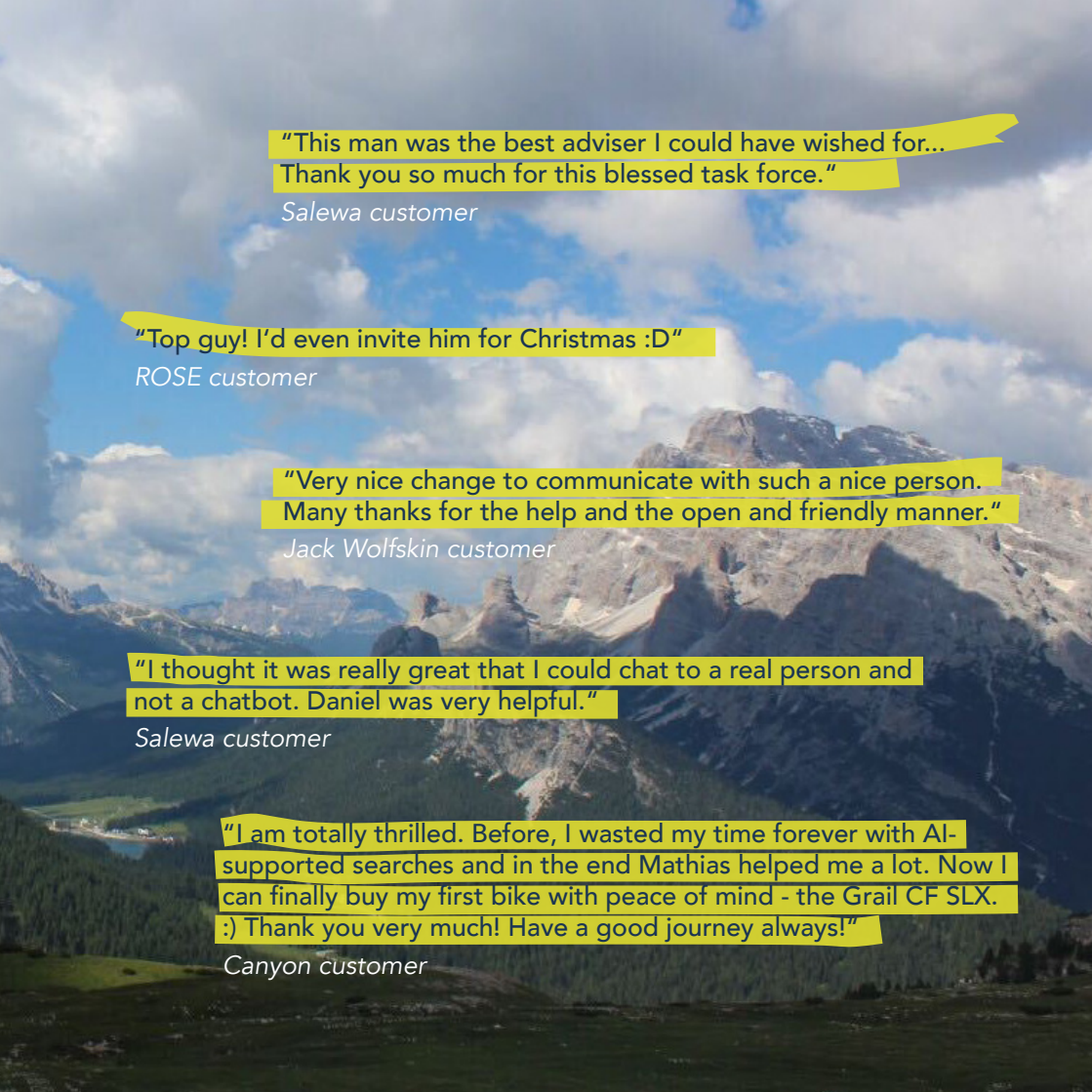
Salewa customer

"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

"The top advice confirmed what I thought. Great brand, look and technologies."

Dynafit customer



"This man was the best adviser I could have wished for...
Thank you so much for this blessed task force."

Salewa customer

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

ROSE customer

"Very nice change to communicate with such a nice person.
Many thanks for the help and the open and friendly manner."

Jack Wolfskin customer

"I thought it was really great that I could chat to a real person and
not a chatbot. Daniel was very helpful."

Salewa customer

"I am totally thrilled. Before, I wasted my time forever with AI-
supported searches and in the end Mathias helped me a lot. Now I
can finally buy my first bike with peace of mind - the Grail CF SLX.
:) Thank you very much! Have a good journey always!"

Canyon customer



sky



Salt.

GLOBUS



STIHL®



Fahrrad **XXL**



vertbaudet

CANYON



toom

pflanzmich.de



Tchibo



bike-angebot

ROSE

Brands with *community-powered* online stores 🙌

Humanize your brand.



guuru.com

