



Connecting shoppers with passionate customers

Our solution connects online shoppers seeking advice with passionate product users, the Guurus from your customer community - for valuable tips, honest advice and in-depth product insights, all in real-time.

Passionate product users!

tooml

I am happy to support you as a Guuru and am particularly familiar with all kinds of materials and machines in the DIY sector.

[Show more](#)

Bryan

Jack Wolfskin

As a Jack Wolfskin brand ambassador in the trekking sector for several years, I enjoy sharing my knowledge with others.

[Show more](#)

Sandra

ATOMIC

As a passionate skier and Atomic Guuru, I share my enthusiasm for speed and precision on the slopes.

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Daniel

CANYON

I like to pass on my love for cycling in order to share my enthusiasm for the sport. What would you like to know? :)

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Dominik

fränk

I am very interested in technical topics and am happy to share my knowledge with others.

[Show more](#)

Nicolai

"One of the most brilliant customer experiences I've ever had."

Atomic customer feedback

"In a competitive environment, people don't just buy products, they buy stories, experiences and emotions."

Harvard Business Review

Guurus – the "WOW effect" on your online store

Surprising

WOW!!! It was the first time I had an exchange with a Guuru and I am absolutely thrilled! Quick, highly knowledgeable conversation with additional tips. Live from a product user. It doesn't get any better than this! THANK YOU! [Jack Wolfskin customer feedback](#)

Convincing

Tobi was able to answer all my questions and I am now convinced that I have bought the right product. [Atomic customer feedback](#)

Trustworthy

Everything was perfect, Tina was able to help me super quickly and I immediately felt totally comfortable chatting with her. [Pflanzmich customer feedback](#)

Real

I was very surprised to be sitting opposite a real person. It was the first time that something useful came back from a chat function. And it was quick and uncomplicated, friendly and personalized. Great service! [Dynafit customer feedback](#)



Measurable success

Results that our customers achieve with their community



+23 pts. NPS

x2.6

Higher Engagement



300%

Higher Lifetime Value

x38 ROI



How it works

1. Community Advice enables trustworthy, real-time connections between online shoppers and experienced product users.

HAWX PRIME XTD 110 BOA
659.99 C

Size chart

25/25.5	26/26.5	27/27.5	28/28.5	29/29.5
30/30.5	31/31.5			

101 Experts
★ 4.8 avg. rating

Talk to an expert now >

Shoppers can connect with Daniel in real-time!

Hi, is the Atomic Hawx XTD boot compatible with a Marker KingPin touring binding (model 2020)?



Hi :) Yes, it is! The Hawx XTD has GripWalk or touring soles that are suitable for pin bindings such as the Marker KingPin (model 2020). As long as your Hawx XTD boots are equipped with touring soles, there should be no problems.

Customer feedback

"Great support, helped me immensely!
Answered quickly and was super nice, great guy!"



Feedback given to
Daniel



"99% of the conversations are really pleasant and feel like talking with a friend. We speak to each other as equals."

Steff – Guuru



Curious?



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2. Community Content automatically extracts valuable product insights from Guuru conversations and displays them as Community Opinions on relevant product pages.



Community opinions



kevin

I have been a dedicated mountain athlete and ski tourer for many years. Additionally, I possess in-depth knowledge of the equipment.

Automatic contrast enhancement ideal

"The HD Photo visor on the Savor GT AMID Visor HD helmet automatically adjusts and enhances contrast, making it ideal for conditions such as fog and snow. It is recognizable by both the slightly tinted visor color and the "HD Photo" print. Differences between last year's and current models are usually minimal, so there is no major advantage with the newer visor versions."

12 days ago | Helpful?

Chat now

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"88% of consumers trust peer recommendations more than any other form of advertising."

Nielsen, Trust Survey