**GUURU'S COMMUNITY ADVICE SOLUTION** 



# **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.











product users!

"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



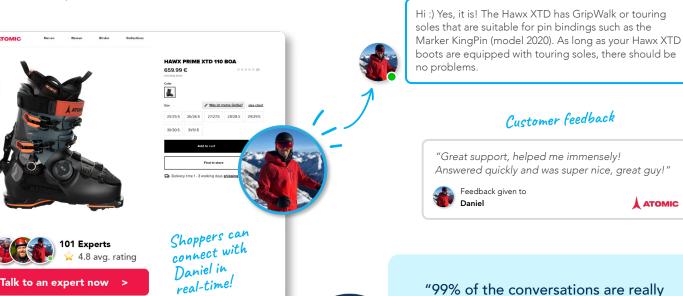
### How it works

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1. Community Advice enables trustworthy, realtime connections between online shoppers and experienced product users.

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

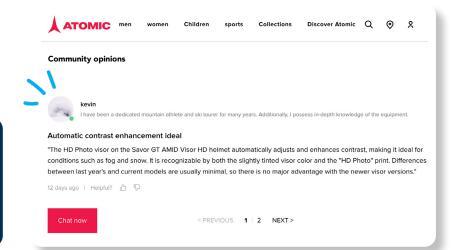




"99% of the conversations are really pleasant and feel like talking with a friend. We speak to each other as equals."

Steff – Guuru

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



Curious?



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

Nielsen, Trust Survey