



Online customer service. Automated and with human touch.

The clever combination of artificial intelligence and the knowledge of your customers provides an efficient 24/7-available customer service that inspires and saves costs.



What customers achieve with GUURU:

80%

is the deflection rate of first-level support tickets. This relieves agents to focus on second level requests.

24/7

availability of customer support. Requests are answered in less than 60 seconds.

+10

points is the increase of NPS after implementing the GUURU solution to support customers online.

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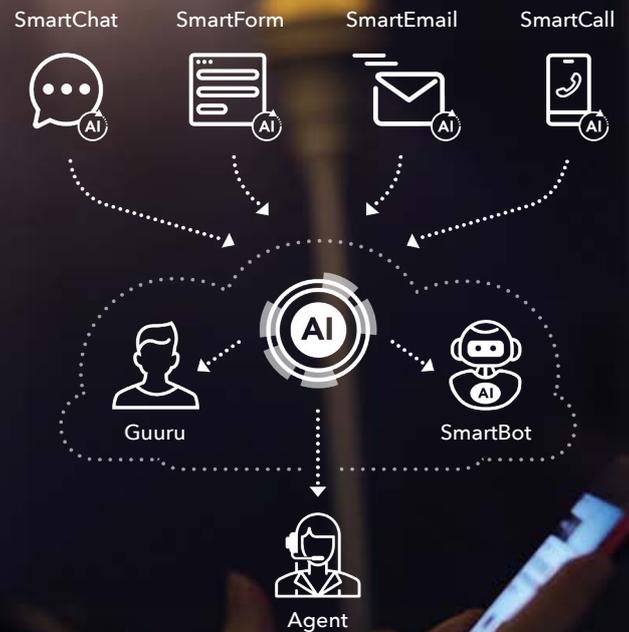
How it works:

Whether your customers ask questions in live chats or on social media; through a contact form or by calling you: let GUURU recognise the content of your first-level customer inquiry and route it to the best source of knowledge.

Inquiries are then instantly answered by automation or – where human touch is needed – seamlessly directed to peers who are experts in the domain and available 24/7.

Recurring questions are identified and constantly added to the SmartBot.

Only account-based questions are forwarded to your second or third-level support.



Live chat

Easy access to support from any page a question arises for your customer.



Contact form

Deflect first-level requests on your contact form and relieve your agents.



Email

Reduce email tickets by adding AI to your email replies for faster and authentic support.



Call

No more long waiting queues. Redirect calls to our interaction solution for instant support 24/7.

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With the clever combination of AI & humans, GUURU meets today's requirements of customer service: Prompt availability, accessible 24/7, fully scalable and authentic, and high quality answers.

Sascha Kappeler, Head of Customer Service
BRACK.ch



- ✓ **24/7 support, fast response times:** Be online when your customers are. Answer support requests in less than 60 secs.
- ✓ **Reduce your cost-per-contact:** Up to 50% lower costs compared to traditional customer service.
- ✓ **Relieve your agents with high deflection:** Deflect up to 80% of first-level requests, without compromising on quality.
- ✓ **Higher NPS and improved sales conversions:** Fast support in good quality makes customers happy and favors sales.
- ✓ **Automation ready-to-use:** Automate more than 60% of requests with very low set-up and maintenance efforts.
- ✓ **Scalable support:** Respond to volume fluctuations within seconds.



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