

GUURU'S COMMUNITY ADVICE SOLUTION

Connecting shoppers with passionate customers

Our solution creates connections on your online store that allow shoppers to experience your community's passion, emotions and expertise. Online shoppers can connect with experienced and trusted product users (Guurus) from your customer community for authentic live exchanges. Because people don't buy products, they buy stories and emotions.

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

Online shopper

A real Dynafit
product user



OUR COMMUNITY-POWERED TECH HANDLES EVERYTHING ON ONE SINGLE PLATFORM



Community Building Tools

With our community tools you can find and activate the best product experts in your customer community.



Customer portal

Interact with your certified Guurus and get real-time insights into conversations and results.



AI SmartRouting engine

Every shopper's question is instantly matched to the best-suited community member for live advice.



Automated quality management

Our AI engine continuously reviews Guurus' performance, connecting shoppers only to well-performing Guurus.

MEASURABLE SUCCESS

Results achieved by our clients with their expert community.

+10 NPS 

x2.6 Higher Engagement 

x38 ROI 

COMMUNITY-POWERED BRANDS



HOW IT WORKS

1. Expert Community Advice enables real-time connections between shoppers seeking product advice and trusted and experienced product users.

Feedback from satisfied shoppers

"One of the most brilliant customer experiences I have ever had!!"



10 days ago

"Very great advice, friendly and helpful! An alternative was also offered!! I'm super happy!! THANK YOU Sandra."

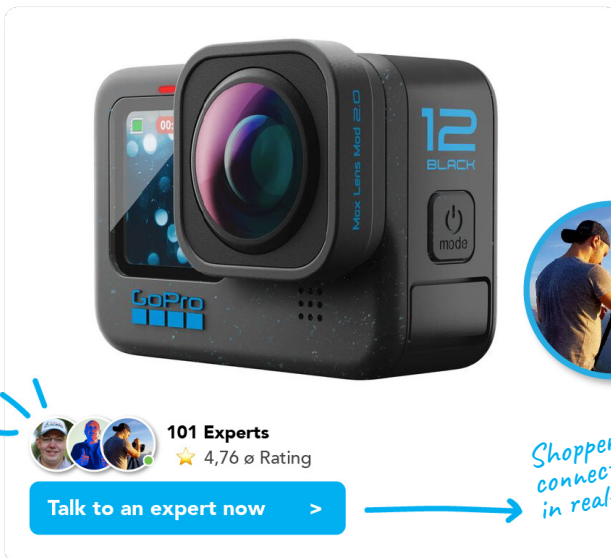


12 days ago

"I'm totally thrilled. Previously I wasted my time forever with AI-assisted searches and in the end Dimitri helped me a lot. I can now finally buy my first GoPro with peace of mind."



2 days ago



Shoppers can connect with Dimitri in real-time

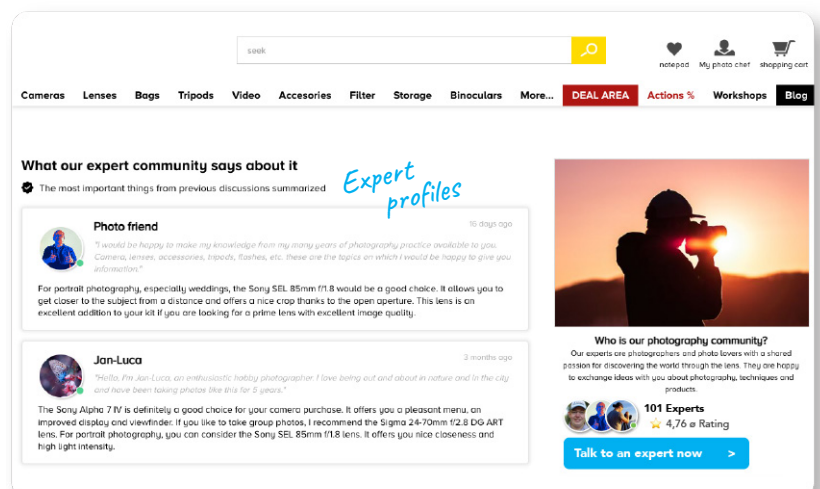
"88% of consumers trust peer recommendations above all other forms of marketing messaging."

Nielsen, Trust Survey

2. Expert UGC automatically extracts meaningful product recommendations from Guuru conversations and displays it on the relevant product pages.



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Detailed recommendations

Expert live conversations