guuru
Humanize your brand.

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.

Partner 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 community.
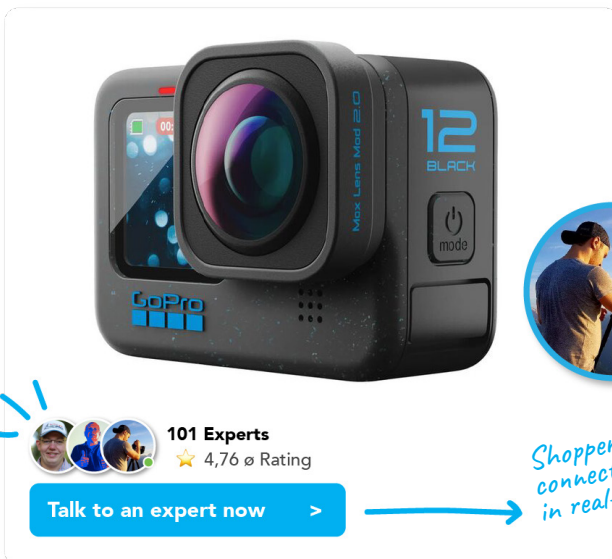
+10 NPS   **x2.6** Higher Engagement   **x38** ROI

HOW IT WORKS

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

Hi! Is the GoPro max lens suitable for underwater photography?

Hi, generally yes. However, you still need a special "bubble" case to film without distortion. Have a look here: gopro-360bubble.com
I'm super happy with it :)

Feedback from a satisfied shopper

"I'm totally thrilled. Previously I have wasted my time forever with AI-assisted searches and in the end Dimitri helped me a lot. Here's to good underwater photos. :D."

Dimitri 👍 2 days ago

101 Experts
⭐ 4,76 ø Rating

Talk to an expert now   >

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. Community Content automatically extracts meaningful product opinions from Guuru conversations and displays it on the relevant product pages.

Community Opinions (2)
✔ from our community chat

Jan-Luca
Hi, I'm Jan-Luca, an enthusiastic amateur photographer. I love being out in nature and in the city and have been taking photos for 5 years.

"The Sony Alpha 7 IV is an excellent choice for you. It is a camera ideal for family, wildlife and landscape photography. The image quality and lens selection are top notch. You will certainly be satisfied with this camera."

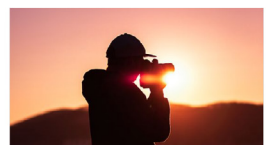2 days ago | Helpful?   👍 👎

Jurgen
I have been at home in analogue and digital photography for many years. Here in the chat I am happy to offer advice, action and passion. 📷

"The Sony Alpha 7 IV is an all-rounder camera with a high-resolution sensor. It is particularly suitable for portraits and indoor sports. For landscape or street photos, I would recommend a standard zoom lens such as the 24-70 or 24-105."

5 days ago | Helpful?   👍 👎

⊙ POWERED BY GURU

Who is our photo community?
Our experts are photographers and photo enthusiasts who share a passion for discovering the world through the lens. They are happy to talk to you about photography, techniques and products.

101 Experts
⭐ 4.76 avg. Rating

Chat and get advice >

REAL
HUMAN ADVICE