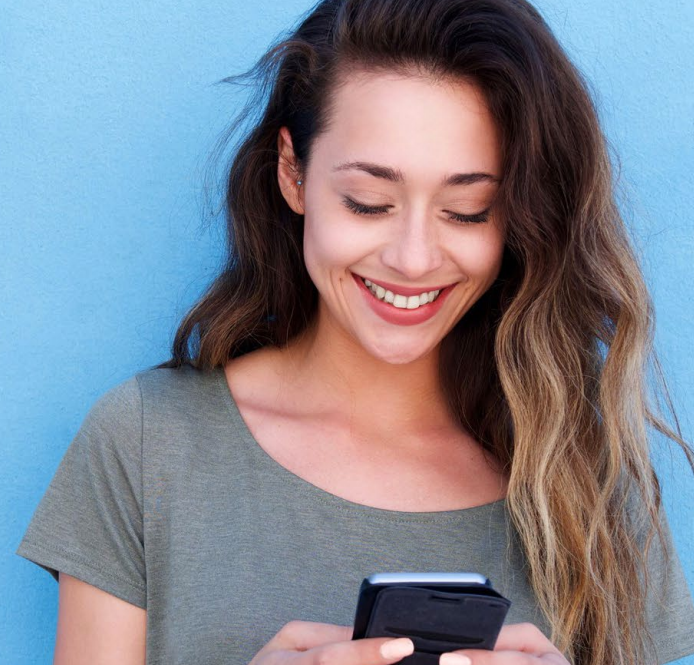




CUSTOMER SUPPORT 2.0

Turning Your Community Into Live Chat Supporters



Winner Public Voting
E-Commerce
Germany Awards
"Best Customer
Communication Tool"

Challenges

Support for always-on consumers

Today's always-on online shoppers expect quick answers to their questions via their preferred communication channel. Yet, providing 24/7 support is very costly for companies.

Support for huge product ranges

Customer service agents struggle to provide in-depth product support for the ever-growing number of online products, resulting in low customer satisfaction levels.

Support during peak times

The volume of incoming customer service inquiries is highly volatile, hence very difficult to predict. As a consequence, customer service resources are often either underutilized or not able to process the inquiries on-time.

Opportunity

Turn fans into supporters

Within your customer pool, you have highly experienced product users who are willing and able to help other customers. These expert customers typically have in-depth knowledge about your product and are excited about your brand. Moreover, unlike call center agents, they are available on-demand - anywhere, anytime.

Solution

Live chat powered by experts

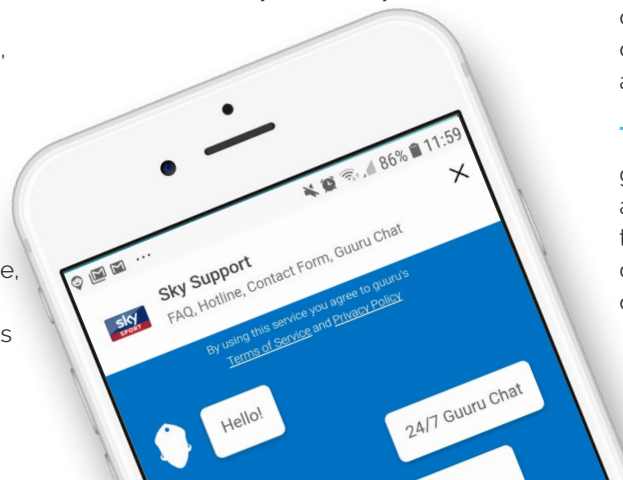
guuru provides a turnkey solution by allowing qualified product users to answer customer support inquiries via live chat, Facebook Messenger or other channels.

Complementing agents with experts

guuru allows you to complement your existing customer service resources on-demand with external experts to overcome peak volume and off-hours availability gaps.

Turning chats into customer insights

guuru transforms your chat transcripts into actionable insights, giving you a powerful tool to constantly feel the pulse of your customers and improve your product offering.



By using the guuru chat tool, we see a massive cost reduction in serving our customers while maintaining high quality and providing 24/7 service.

Eric Grignon, CEO, Sky



How it works

Incoming live chat inquiries get redirected to the smartphones and computers of qualified and available experts or your agents via push notifications. The first expert or agent to accept the chat question enters the chat room to help the user who initiated the chat.

At the end of the chat the user is asked to rate the quality of the answer provided by the expert or agent. This rating decides whether the expert gets compensated or not. The compensation of the agents is at your discretion.



Trusted by:

sky

bexio

geschenkidee^{ch}

ifolor.

BRACK.CH

Switzerland.
get natural.

FREITAG

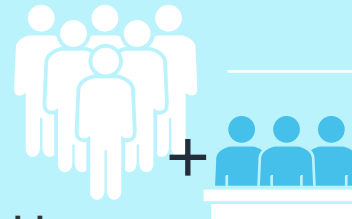
INTER
SPORT

Plans



Basic

Qualified experts from your customer pool answers chat questions. Question topics that are not suitable for external experts get re-directed to customer service.



Hybrid

Customer service agents as well as qualified expert customers answer your chat questions based on your allocation rules, question topics, and scheduling.

Benefits



Unlimited support

With guuru you get a 24/7 real-time customer service channel that never sleeps at up to 80% lower costs.



Top-notch service

Speedy, high-quality support around the clock leads to increased customer satisfaction and higher sales.



Better agent utilization

The option to overflow chats to an external on-demand workforce allows you to better allocate your internal human resources.



Rich customer insights

As all chat transcripts are getting analysed you get access to actionable customer insights to improve your product offering

Try before you buy!

For risk-free proof of concept, call +41 41 530 04 64 or send an email to hello@guuru.com

Meet us at:

MWC
Barcelona

CCW

OM3

K5

DM
EXCO

ITB
BERLIN