guuru

Turning your customers into sales and support agents

What kind of support do your online visitors want?

While shopping online, website visitors expect fast and clear answers to their questions. Otherwise they leave to shop somewhere else. This is why live chat is by far the fastest growing and most preferred digital communications channel on websites and apps. Live Chat significantly improves sales conversion by keeping visitors engaged on the website for longer.

Leveraging the know-how of your customers!

To give customers the accurate and timely answers to their live chat questions requires very knowledgeable customer service agents and a strong support system. This is guuru Ltd's core competency/ greatest strength – the guuru chat solution enables companies to leverage their most savvy customers to answer incoming chat inquiries via a remote live chat app. These expert customers are called GUURUS.

Rule of thumb: Per 100,000 monthly online visitors, 10 GUURUS per language are required to run the chat service.

How does guuru work?

Incoming chats inquiries are sent via push notification to selected GUURUS via their smartphone or desktop. The first GUURU to accept the chat enters the chat room to answer the question. At the end of the chat, the user rates the quality of the answer provided by the GUURU. The GUURU is compensated based on this user rating, with only good rated chat sessions being compensated.

Benefits

Use of the guuru chat tool provides savings of up to 50% when compared with standard chat tools. Together with the «always-on» status of the GUURUS, guuru enables companies to offer 24/7 support to their customers. In addition, chat tools like the one of guuru can lead to an increase in sales of up to 20%.

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

Eric Grignon, CEO, Sky

GUURUS: how to find them

With the assistance and support of the guuru chat solution, you control the process of defining the access criteria for savvy customers to become GUURUS. Typically you identify candidates via your CRM system and/or loyalty program. We work closely with you and gladly offer our experience and support in selecting the right GUURUS.

Successful GUURU recruitment campaigns have included the use of corporate newsletters, websites, social media, flyers, and other communication channels.

Rule of thumb: Per 100,000 monthly online visitors it is recommended to reach out to 1,000 potential GUURU candidates.

100% transparency

The guuru dashboard gives you real-time access to all chats, users, and KPIs.
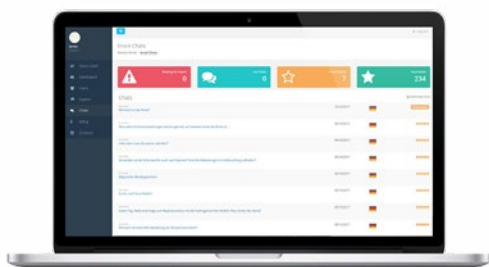
Securing top-quality

The delivery of high quality answers by the GUURUS is a top priority of the guuru chat tool. In order to achieve this, guuru applies the following rigorous quality control procedures:

1. **Selection:** Closely coordinated selection of strong candidates from existing customer pool
2. **Training:** Online tutorial covering FAQs and product(s)
3. **Testing:** Entry test (e.g. multiple choice test)
4. **Monitoring:** Real-time surveillance via dashboard
5. **Coaching:** Share feedback and best practices to improve performance
6. **Updates:** Provide latest information on new products and services

The guuru chat tool automates the management of the GUURUS' performance, resulting in no incremental time or effort from you.

Why not try before you buy?

For your risk-free proof of concept call +41 79 428 88 24 or send an email to hello@guuru.com

🔵 guuru

hello@guuru.com I guuru.com