

# Unitron

Unitron stands for exceptional customer experience: life-changing products backed by outstanding service to build strong, lasting professional and personal relationships.



Moxi Kiss – Powered by the new North platform, this award-winning hearing instrument provides the ideal combination of style and functionality.

In celebrating our 50<sup>th</sup> anniversary, Unitron can look back with pride on a rich heritage of technical innovation and close, trusting links with hearing care professionals. We deeply believe that this business is personal, just as we did half a century ago. We take our customer's success seriously, so we are especially excited about how our new offers – new products, software, and solutions – are transforming their businesses and how favorably they respond to us, year after year.

## Fifty years, one mission

Founded in 1964 by three German immigrants to Canada, Unitron began its journey with high hopes, good ideas, and a simple, enduring business model: treat the customer as one of the family. Since then, Unitron has played an important role in every technical revolution in hearing aids, including digital processing and open platform technology. Through all those revolutions, we kept one purpose always in mind: to make a real difference in the lives of hearing aid wearers. Our business model has also remained unchanged: our customer's problem is our problem; our success depends on our customer's success.

As part of Sonova, we benefit from the technologies shared with other parts of the Group, while preserving our unique promise to the market. With the right products, software tools, and support, we help hearing care professionals in markets around the world offer an exceptional customer experience, thus building lasting success for their practices one relationship at a time. We look forward to the next fifty years with great excitement.

## Driving in-clinic success for our customers

Customer experience has always been at the heart of our brand. We want the hearing care professionals whom we deal with to be delighted and enthused, so we support our relationships with them through specific promises – what we call the Unitron Way: every interaction is easy and personal; we listen to and act on our customers' input; and we ensure we have the best people on our team, each one of whom is dedicated to the customer's success.

In 2014, we sharpened this customer focus onto the specific issue of in-clinic success. As a close partner of hearing care professionals around the globe, we know how important it is

for them to be able to create a positive first impression with their clients. Acknowledging hearing loss, seeking advice and counseling, making the decision to wear a hearing aid, choosing the appropriate technology, and finally becoming an advocate referring new customers to the practice – these are all stages in which the human side of the experience is just as important as the technology.

We therefore develop advanced, easy-to-fit products designed from the outset to help build trust between professional and their client by delivering outstanding customer experience. Our Flex solution (see below), unique to Unitron, allows an immediate positive response to the great majority of customer concerns. Our TrueFit fitting software is easy and intuitive to use, so that the hearing care professional can concentrate on the counseling conversation with their client – and it includes a patient-view mode, also unique to Unitron, that lets their client take an active role in the fitting process. Our uHear v2.0, an app that allows for in-home hearing evaluation, provides the next generation of Unitron’s original uHear app, the most widely downloaded and used hearing test in history.

### Flex – Winning customers

An industry first when it was introduced in October 2012, the Flex solution remains unique to Unitron, allowing people with hearing loss to make their own informed decisions about the hearing aid technology they want to use in their daily lives. The idea is simple but powerful: the hearing care professional can easily program a given performance profile directly into any Unitron hearing aid and let their clients take it out on trial to see how it performs in real life. Flex also allows their clients to upgrade an already-bought hearing aid to a new technology level by simply bringing it in to the clinic to be reprogrammed.

Hearing aid wearers are delighted with these features. No other brand gives them the opportunity to “test drive” the hearing aid, trying out the exact combination of advanced features they might need. This delight translates into improved conversion rates, lower returns, and greater adoption of higher technology levels, building a loyal referral base for the hearing healthcare practice.

Flex acts as a key differentiator and as an excellent introduction to hearing care for the “baby boomer” generation, who are just beginning to experience age-related hearing loss. These are savvy, informed consumers who are used to being shown the full range of a product’s options immediately and expect to have the chance to use it on trial, whether it’s a car, a set of golf clubs, or a hearing aid. Thousands of hearing care professionals are using Flex:trial on a regular basis. In Germany, 78% of Unitron customers report that they use it with the majority of their clients, and 80% say that it leads to improved customer experience and higher sales conversion when added to the consultation process. As one of our US customers put it, “we have to continue to differentiate ourselves and there’s no better way than Flex.”

### New products, new platform

Meeting the needs of every customer in every market depends on a broad portfolio of effective, attractive, comfortable, and easy-to-use products. That’s why every Unitron product and feature is focused on creating the best possible listening experience.

In 2014 we completed our next-generation product portfolio based on the Era technology platform, with products at all technology levels. Starting in March 2014, we supplied our markets with the premium-level Moxi<sup>2</sup> Pro Receiver-In-Canal and Quantum<sup>2</sup> Pro Behind-The-Ear instruments. The Pro level includes industry-leading enhancements such as SpeechZone 2, the next evolution in binaural spatial processing, automatically and seamlessly providing superior results for speech in noise.

And in March 2015, we introduced a new family of Receiver-In-Canal instruments using our all-new platform: North. Based on Sonova’s third-generation technology, North extends the boundaries of the possible in delivering natural sound. With best-in-industry dynamic range, clean signal processing, and tightly integrated algorithms, North shapes sound in a way that is unique to Unitron.

It’s all about the number-one concern of people with hearing loss: conversation. Being able to chat easily with family and friends, whether in quiet or noisy environments, in small groups or in crowds, is critical for a natural hearing experience. North enables three all-new technologies, SoundNav, Sound Conductor, and SpeechZone 2, working in harmony to let people with hearing loss seamlessly and automatically experience optimal speech understanding in conversations across a wide range of background sounds while maintaining natural sound quality.

North and its market-leading capabilities are available in a new Moxi product family, continuing the award-winning design pedigree of these popular Receiver-In-Canal instruments with three styles and five technology levels. These are supported by practical and easy-to-use accessories, providing versatile tools to support the natural hearing experience that people want.

For the hearing care professional, North enables powerful new uses for the Flex solution. The new Log It All feature lets both the Flex:trial and already purchased instruments communicate with the fitting software to show the time the client spent in each of the seven listening environments for which the North technology is optimized. This gives the hearing care professional essential evidence-based insight that can be used in counseling, making it possible to suggest appropriate configuration and technology levels for each client’s individual lifestyle. No other provider can do this. It is a powerful way to deliver Unitron’s unique strategic focus on in-clinic success.

## Customer satisfaction

We continue to expand into new markets, bringing our experience to yet more customers. But wherever we go, our culture remains the same, summed up in the four principles of the Unitron Way. Helping our customers succeed is embedded in everything we do: in the regular surveys we run, Unitron stands out in customer service and people skills. So we are pleased to report that our Net Promoter Score, which measures how likely customers are to recommend us, has grown by 10% from the previous year; that our Customer Satisfaction Index continues to rise, reaching 84/100 globally; and that the German Hearing Aid Industry Association (BVHI) survey ranked us first for products and (with Phonak) first for overall satisfaction.



## FOCUSING ON RELATIONSHIPS

Unitron's reach is truly global – with products supplied to 70 countries, 20 international offices and an extensive network of partners. What makes Unitron unique is their decidedly local approach to developing and nurturing customer relationships. Jan Metzdorff, Vice President Unitron of Sonova: “Throughout all the phases of Unitron's growth, neither management nor the employees have ever lost sight of their mission – to design and deliver high-caliber products that help our customers to succeed. We give top priority to our customers' needs and requirements – we are totally committed to building strong, long-term relationships.” Unitron's success story began 50 years ago in Canada, and the brand's presence in the USA dates back four decades.

Peggy Phillips, Customer Care Group Lead, has been on board almost since the company began to develop its business in the USA. Phillips has known many of her customers since the early 1980s and she maintains personal relationships with each and every one. Back then, twelve employees were responsible for the entire American market. With a laugh, Peggy comments: “Customer service is very close to my heart. I think some people are born to take on this sort of career.”

Two hundred employees now work for the business in the USA, and Unitron numbers among the nation's leading hearing instrument brands. Unitron's success is underpinned by a constant flow of new and innovative products that are focused on achieving customer acceptance and satisfaction. To take one example: Moxi Kiss, a stylish, discreet and comfortable hearing instrument with natural, hi-fidelity sound has won two prestigious awards for its cutting-edge design. Moxi Kiss met with a very positive response from the American market.

Also successful in the US market, Unitron's unique Flex:trial solution. With Flex:trial customers can try out a hearing instrument that is programmed to their requirements – free of charge, with no obligation to decide to purchase it immediately. The customer's first visit to the store already creates a sense of achievement because he or she can take the trial instrument home right away.

“Our aim is not merely to sell a product,” Peggy Phillips explains. “The focus is on relationships.” She recounts how close friendships have developed over the years. “I know exactly what a customer's requirements are – but I also know how his or her family are doing.” This is the only way to create the basis of trust during consultations that accounts for Unitron's success. Vice President Metzdorff notes: “We know how important personal relationships are in this business. That's why it's so important for us to be present on the ground. Our success story in the USA is a prime example of this.”



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