

Unitron

Knowledgeable, approachable, and easy to work with, we build personal, trusted relationships with hearing care professionals, giving them the right products, tools, and support to provide an exceptional customer experience and achieve success in their business.



Unitron helps hearing care professionals to create an exceptional patient experience through the ideal combination of style and functionality.

Customer requirements are changing: as empowered consumers, they are looking for more personalized solutions, tailored to their individual needs. Technologies are changing: hearing aids operate in a complex sound environment, combining both acoustic and electronic communication. And the business landscape is changing: independent hearing care professionals are facing competition from discounters, large chains, and internet sales. They need to differentiate themselves through higher service levels and closer, individual customer relationships.

That is where Unitron comes in. We say, “this business is personal,” because it is the personal trust – between us, our customers, and their clients – that drives success. We augment each customer’s experience through solutions that meet real-life needs – building advocacy for the hearing care professional and thus promoting new and repeat business. Our role is to support productive interactions between professionals and their clients throughout the cycle, from initial contact to after-sales follow-ups and upgrades. We package advanced features in attractive, stylish designs, because we understand that a customer’s experience of a hearing aid is aesthetic as well as practical. And we support our products with technologies that give professionals and their clients a unique degree of choice and control: ensuring each user’s hearing experience is optimal, not just at the fitting appointment, but throughout daily life.

Driving in-clinic success

Unitron’s strategy is to help our customers achieve success in their business through delivering an outstanding client experience. In 2015, we invited international hearing care practice owners and clinicians from all three of our sales regions to join us in a range of interactive sessions aimed at providing practical solutions to help them adapt and succeed in the face of competitive, technology, and client change. Customer reactions were overwhelmingly positive, as seen from responses like these: “This conference has reconfirmed we are focusing on the right things with our clients, while providing us with new ideas and perspectives to consider – especially on how we market to our clients.”

“It really is all about changing behaviors. I now have this burning desire to make changes in the way our team interacts with our clients. From the moment they walk through the door to our clinic we can create a truly differentiated experience for them that sets us apart.”

This anecdotal evidence is backed up by numerical surveys. Our global Net Promoter Scores, which measure how likely customers are to recommend Unitron, show that we continue to outpace the average for business-to-business service industries by a wide margin. We have now adopted the Forrester CX Index of customer experience, which assesses customer views about specific aspects of dealing with us: whether it feels easy, enjoyable, and effective. We are pleased to report that our global score is 81 out of 100.

North platform supports clear conversation

Customers want to understand conversations: it is their number one requirement. At Unitron, delivering clear, comfortable conversation is our specialty, and our North product platform makes us even better at it. North supports three key features that combine automatically to classify listening environments, balance the hearing aid’s adaptive features to address each unique hearing scenario, and pinpoint speech from any direction in a noisy situation. The result? Crisp, clear conversation with natural sound, and without the need to adjust anything when the listening situation changes.

In the 2015/16 financial year, Unitron extended its North-based offering by launching the Stride™ family of Behind-The-Ear (BTE) and In-The-Ear instruments to join its popular Moxi™ Receiver-In-Canal models. Stride offers the impressive aesthetics, comfort and intuitive controls that customers find so appealing, with choices of technology level to satisfy every need. Unitron now offers North functionality in its complete range of hearing aids, from the high-power Stride P Dura to the tiny Stride 10A Invisible-In-Canal instrument.

We asked hundreds of hearing care professionals at the 2015 AudiologyNOW! conference to try North’s unprecedented listening experience for themselves by borrowing new Moxi Fit hearing instruments. After wearing them for a day, they were asked to rank their listening experiences using the Net Promoter Score. The score was a remarkable 91%.

Customer-centric design creates award-winning products

All Unitron’s new hearing instruments are designed to achieve the perfect mix of aesthetics, comfort, and intuitive functionality. Our products reflect the friendly character of our brand – promising a simple, enjoyable experience for customers, who can imagine wearing them all day, every day. They also promise comfort, with soft, flowing lines, organic shapes and smooth, high-quality finishes. And they are simple to use: their controls and features immediately make sense to customers and fit seamlessly into their lives.

Our new Stride family breaks the stereotype of BTE hearing aids. Drawing on the unique styling cues that won our Moxi instruments three prestigious international industrial design awards, we rethought every element, from battery door latches to push buttons. The result is Stride M, introduced in March 2016: our smallest BTE instrument ever.

Flex™ and Log It All transform service

Unitron’s intense focus on the relationship between hearing care professionals and their clients puts our Flex concept in the spotlight. Flex allows customers to trial and upgrade to different technology levels without changing their hearing instrument – a feature unique to Unitron since we launched it in 2012. Flex addresses some of the most significant barriers for hearing care professionals: resistance to having hearing loss treated, low uptake of recommended solutions, returns of hearing aids, or general dissatisfaction with the experience. Being able to test with Flex:trial, free of obligation, opens the conversation and improves confidence in the chosen solution. Leaving open a path to higher technology levels through Flex:upgrade, with no change of instrument, helps retain customers and increase personal recommendation.

In recent surveys, 84% of our Flex customers told us that it improves the client experience; 83% reported an increase in the number of clients deciding to purchase, while 82% said that Flex:trial helps them to fit higher technology levels. Closure rates are higher, return rates lower, and average client spend rises.

Flex becomes an even more effective tool when combined with the Log It All feature of Unitron’s TrueFit™ fitting software. Launched in March 2015, Log It All takes advantage of every North-based instrument’s ability to log the current sound situation while wearing the hearing aid into one of seven environments, regardless of the technology level the customer has purchased. With Log It All, the hearing care professional has all information about the client’s listening lifestyle immediately available; its insights can start evidence-based conversations for better counseling and fitting. Where customers are using Flex, the Log It All data can pinpoint the areas where the chosen technology level is performing well – and areas where an upgrade could help. In a recent Unitron survey, health care professionals agreed strongly that the combination of these two features enhanced their counseling skills, as well as their ability to build trust with customers and create advocates for their practice.

Ratings put customers in control

Reviews, stars, “likes:” today’s consumers want to be able to provide feedback in real time. One potential source for customer dissatisfaction can be the lack of open channels for expressing an opinion – right now. That is no longer a problem: in another industry first, Unitron has launched Patient Ratings, an e-solution to link the customer’s experience, minute by minute, with the hearing care professional’s expertise.

Based on our uControl smartphone app, Patient Ratings allows customers to rate their hearing instrument’s performance at

the exact moment they are experiencing a positive or negative reaction. The information is transmitted to the hearing care professional’s TrueFit software, where it can be viewed in the larger context provided by Log It All. The result is a total picture: the listening environment, the instrument’s settings, and the customer’s subjective view of the hearing experience are all linked and laid out in a clear form, ready to assist with counseling. In fact, Patient Ratings give hearing care professionals the ability to spot difficulties before they are reported, anticipating customers’ needs and earning their trust.



A SUCCESSFUL PARTNERSHIP

When Eberhard Schmidt describes the division of labor among the managers at the “Hörhaus” audiological store, it sounds like he is describing a government cabinet: “We have a Secretary of State and a Treasury Secretary, and I am the Secretary of the Interior.”

This charming master audiologist and his fellow manager Thomas Wittmann are standing in the inviting reception area of a Hörhaus store in Regensburg; the colors are bright and warm and a carpet muffles any footsteps. The company – “Das Hörhaus GmbH und Co. KG”, to give it its full title – owns ten audiological stores while also running more than a dozen other outlets under the “Hörgeräte Reichel” brand. The audiological range for children in one of its branches is unmatched in Eastern Bavaria.

A key pillar of the company’s commercial success is its cooperation with Unitron: “There’s absolutely no downside”, explains Wittmann. “We’re in constant and close contact.” “We’ve pretty much fallen in love with Unitron technology,” adds Schmidt with a grin. “Trial instruments, personalized service – and we don’t need to have any more stock on commission as the Flex:trial sample devices are freely configurable. When we update the firmware, we can load new product functions without switching out the devices.” Hörhaus takes part in a partnership program offered by Unitron to selected hearing care professionals right across Germany. “We meet up regularly to compare notes; this is unique in the sector,” says Schmidt.

The trust-based partnership with Unitron is also a boon to hearing aid wearers. The first time Günther Christoph entered the Hörhaus store, the calm and generously sized booths for hearing tests put him at his ease immediately. The best thing, however, was that he didn’t have to make a decision straight away, and yet was still able to take away a trial device immediately: Hörhaus offers

Unitron’s Flex:trial service in all its branches. “That was ideal for me,” says Christoph, thinking back. “I had never worn a hearing aid before.”

Two months later, the 78-year-old is back at Hörhaus – for a check-up, this time. The audiologist looking after him is using Unitron’s Log It All to review all the data he needs to give the best advice possible. Using this functionality has made it possible to record how Christoph uses the hearing system (how long he wears it, and what hearing situations he encounters on a day-to-day basis). Is he satisfied? Christoph nods. He organizes show-jumping tournaments and can now hear when a horse’s hoof hits one of the crossbars of a fence again: “What clinched it for me was the service, the technology and the great flexibility. And I was more than satisfied with my experience.”



Eberhard Schmidt and Thomas Wittmann, both managers at the “Hörhaus” audiological store, have been working closely with Unitron for many years. The cooperation is mutually beneficial. Hörhaus also takes part in a partnership program offered by Unitron to selected hearing care professionals.