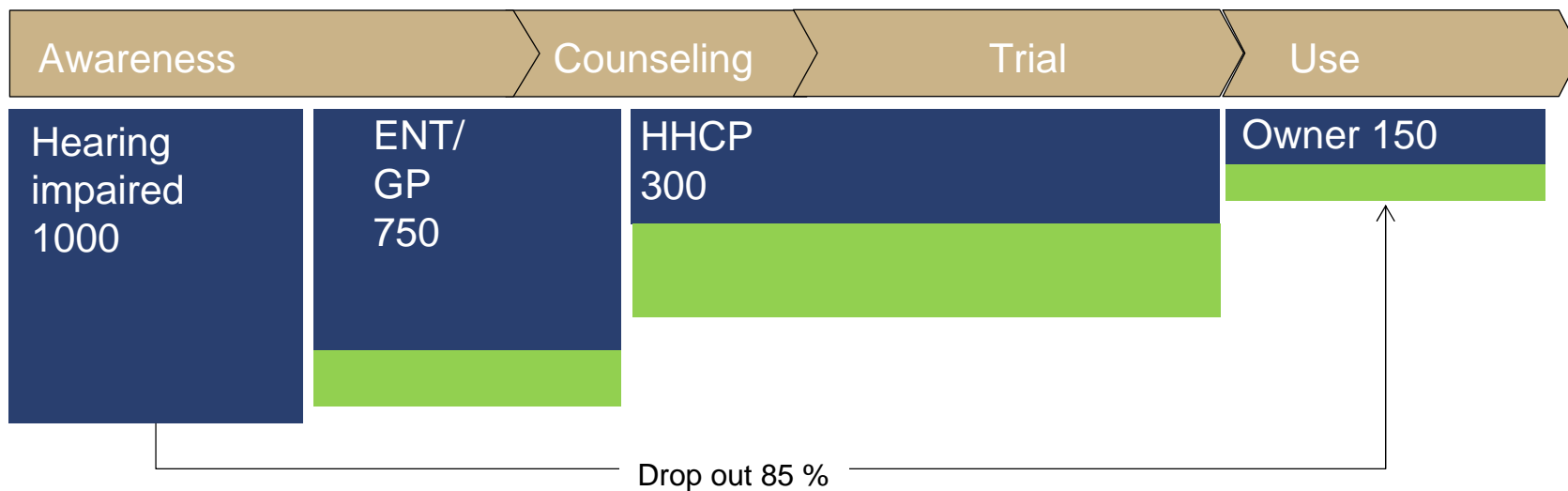


Customer Experience Forum

16. Juni 2011



What's wrong?

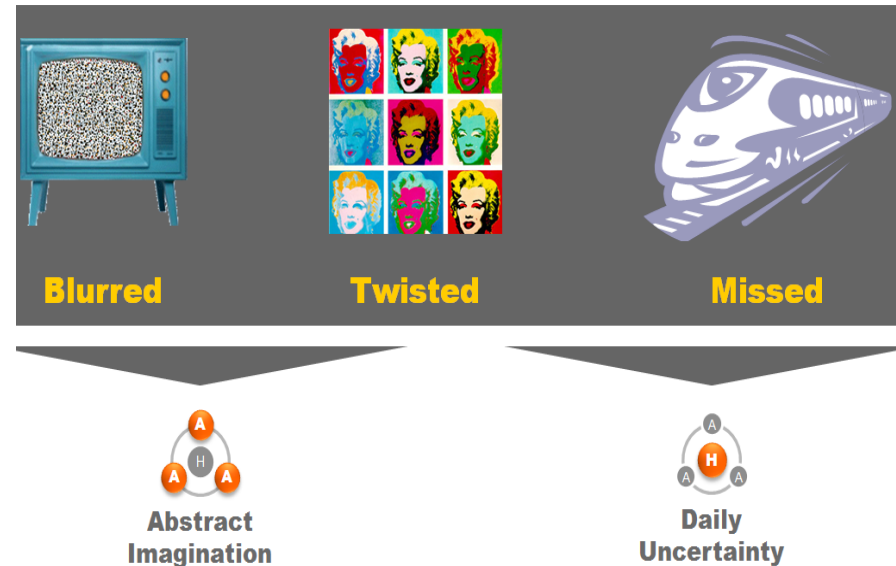


Analyze!

Consumer Insights

- 16 % of the population are aware having some kind of hearing issue
- Average time from awareness to first use is 7 years. Average Age of a first time buyer is 69.8 years
- In some markets it takes 3 months to purchase a Hearing Aid
- Out of 1000 people with awareness towards hearing loss only 15 purchase a hearing aid
- Hearing aids are perceived as ugly and clumsy, expensive
- In general stay in Anonymity mild Hearing Loss and bear the pressure of «others» until the psychological strain is too heavy to stand

How is hearing impairment perceived?



Consumer Insights

The way to the clinic: The Coming out to Being old

Forever young!
Prefer coping strategies



Stay in Anonymity with my mild Hearing Loss and bear the pressure of «others» until the psychological strain is too heavy to stand

Being old!
Giving in to age and showing it



Stand by for my Hearing Impairment
Go to the Clinic
Get active

Coming out

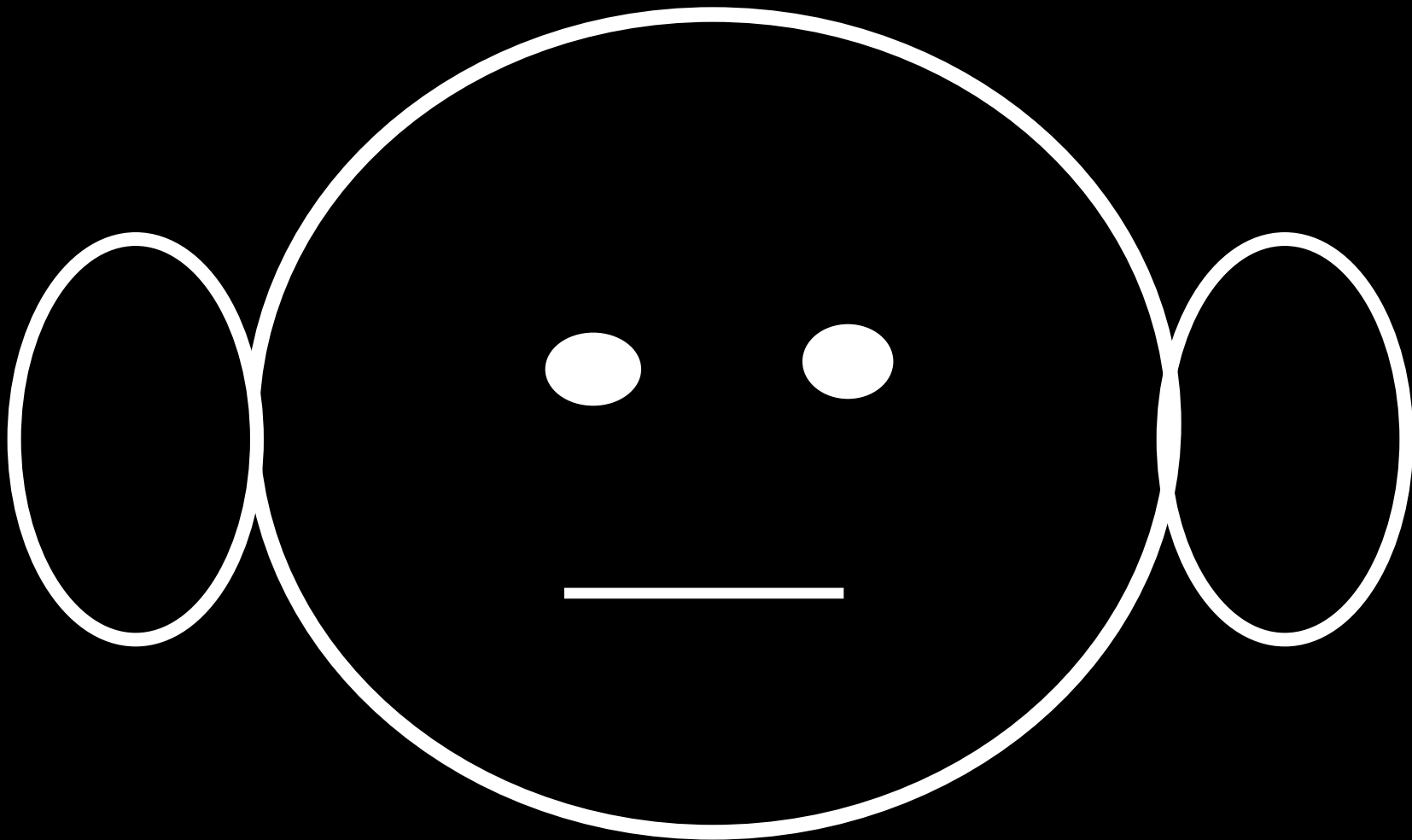
55 +

65 +

75 +

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Moment
of Truth



Visualize!

“Being
relevant”

GP/ENT

Indication

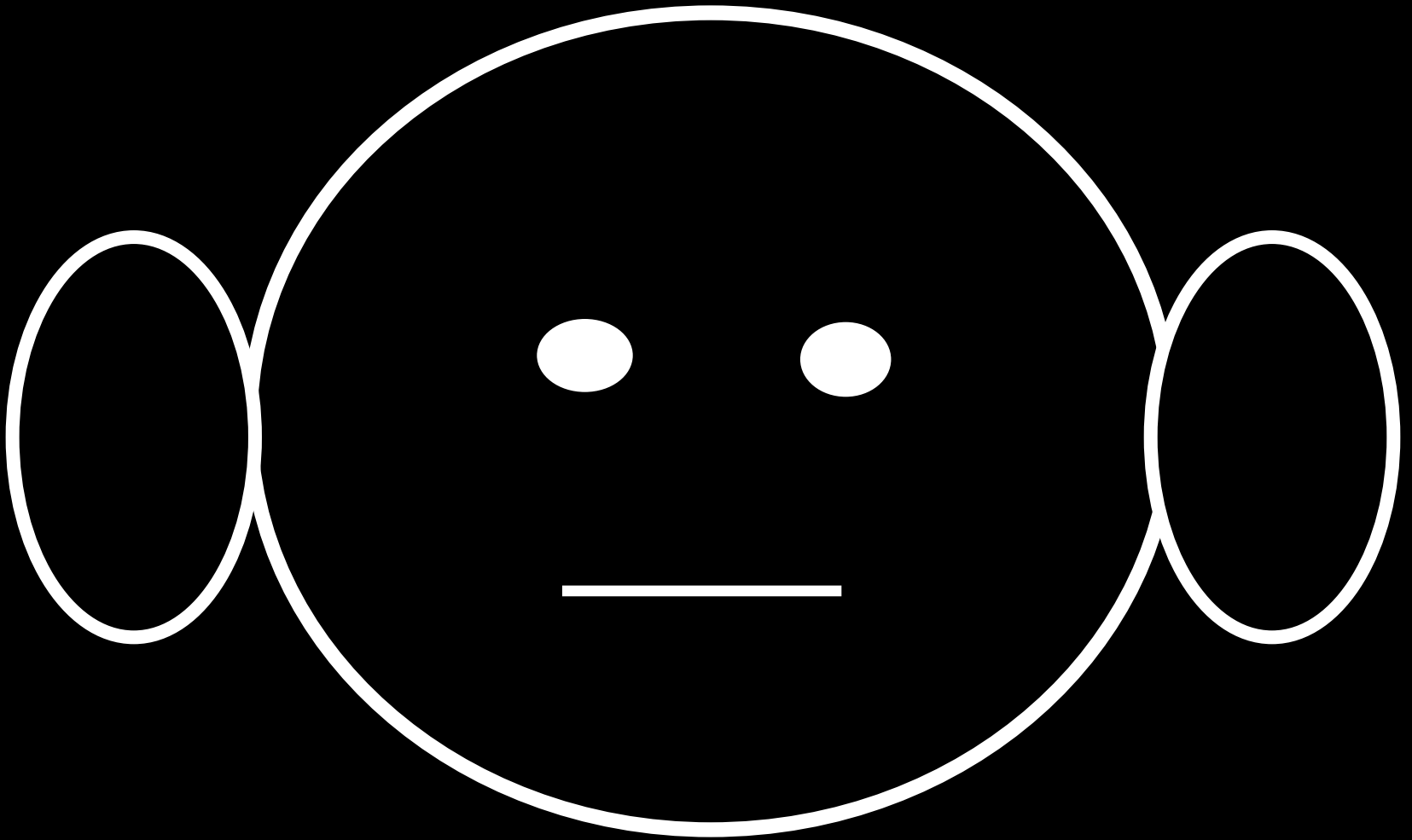
Change Management

“the 1st
time”

“Hearing
Training”

Self

Experience!



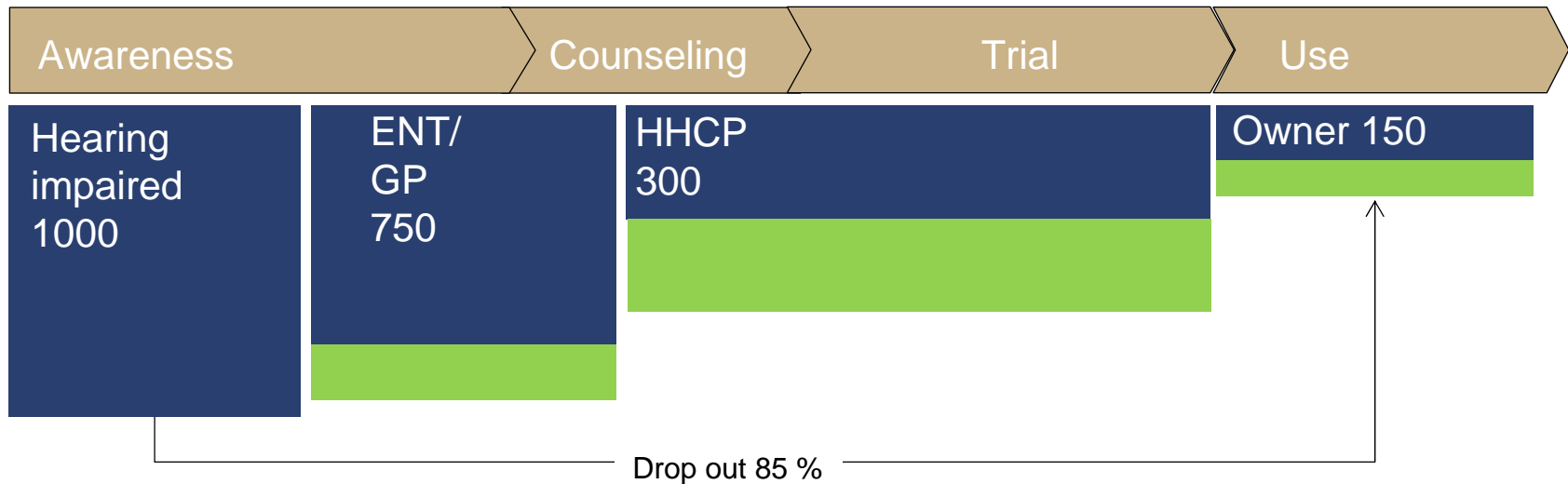
Feel the pain yourself

Get out of
comfort
Zone!

Design the Experience to



Design the customer experience



1. Eliminate existing barriers
2. Address the relevant consumer driver
3. Design the process / tools / allocate resources and monitor
4. Prototype
5. Improve
6. Roll out

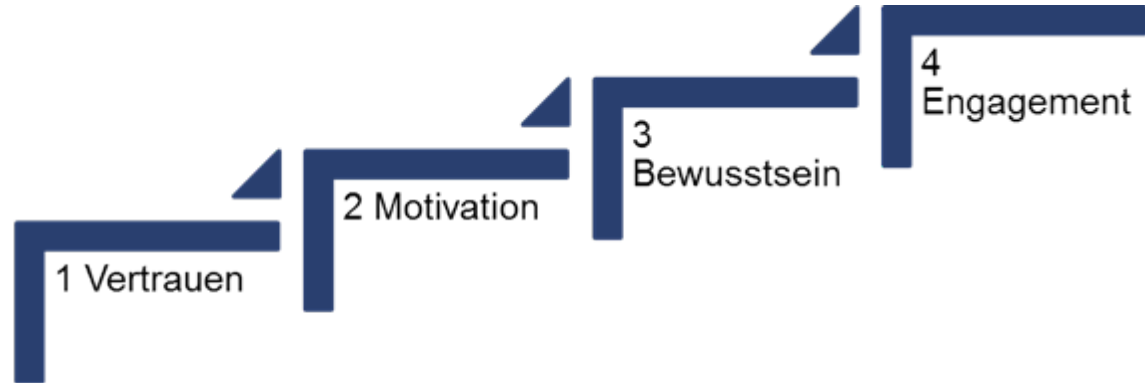
Prototype!

Exempel 1.
«Und wir verstehen uns»

Exempel 1.

«Und wir verstehen uns»

Für ein glückliches Leben mit Hörgeräten, bedarf es einer Verhaltensänderung



1. In der ersten Phase in einem „Leben ohne Hörgerät“ wird die Hörminderung geleugnet und abgelehnt. Nur über des Vertrauen gelingt es uns, die Motivation für die nächsten Schritte zu fassen.
2. Im zweiten Schritt gilt es die Ursache zu erforschen. Über die Ursache können wir Perspektive aufzeigen, erleben lassen und Leidensdruck nehmen.
3. Über die erlebte Hörperspektive gewinnen wir das Bewusstsein für die eigene Situation und richten den Blickwinkel auf Hörziele, die wir erreichen wollen
4. Persönliches Engagement für einen Neustart für zu einem glücklichen Leben mit Hörgerät.

Exempel 1.

«Und wir verstehen uns»

Jedes Marketing-Mix Element orientiert und unterstützt integriert diese Kundenphasen und richtet sich konsequent an den Etappenzielen aus.

	1. Vertrauen		2. Motivation			3. Bewusstsein			4. Engagement	
Etappen Ziele	NHO zum POS	Bereit darüber zu sprechen	Motivation Hörtest	Eigene Hör-Situation	Hör Perspektive erleben	Testwoche	Abschluss woche	Hör-Training	Hör-Service	Hör-Pflege
Zeitachse:	7 Jahre	10 Min	30 Min	30 Min	1 Woche	1 Woche	4 x 45 min über 4 Wochen	3 x Reinigung & Wartung	1 x HNO & Hörtest pro Jahr	

Procedere

Tools

Resources & Training

Produkt & Services

Promotion & Brand

Services

Organisation & Controlling

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Exempel 1.

«Und wir verstehen uns»

Quantitative	Qualitativ
<ol style="list-style-type: none">1. Signifikante Verkürzung Versorgungszeit auf durchschnittlich 4 Wochen2. Senkung der Abbruchrate durch Mitarbeitercoaching und Hörtraining. Abschluss-Rate 90 %3. Binaural-Rate auf 90 % steigern4. Steigerung ASP auf 1600 Euro durch Hörtraining & Service5. Steigerung Wiederkaufsrate durch Kundenlebenszyklus 2.5 Käufe bei 90 %6. Steigerung der Empfehlung durch Hörtraining. 80 % Weiterempfehlungsrate	<ol style="list-style-type: none">1. Jeder Kundentermin ist vorbereitet2. CRT-Anteil erhöhen, Mehr “offen” Anpassen – im Sinne des Kunden: entweder früher zu uns oder modern versorgen3. Wir sind immer präsent am POS4. Audiologische Kompetenz ausbauen5. Hörtest- und Sprachtest als Grundlage für jede Beratung

Exempel 2
«Simply better hearing,
guaranteed»

Consumer motives in Belgium that will be addressed by the new store concept:

(1) control / information

I want to be able to make an informed decision because I'm going to spend a lot of money **(8.67)**

I like to feel in control **(8.28)**

(2) security / cost control

HI are expensive and I don't really know which benefits I can expect for my money **(6.31)**

I feel insecure about spending lots of money for something I don't know. How do I know that I get a fair and reasonable price? **(7.03)**

(3) promptness of service

Time is an issue. When I'm ready to have my hearing checked, I don't want to lose another minute **(7.55)**

If there was a product that is easy to get, hardly visible and not too expensive, I might try it out **(7.79)**

(4) simplicity / access

Getting a hearing instrument should be more simple and easy **(6.59)**

As far as I know, the whole process of getting a HI is complicated **(5.22)**

Most important features of the new store concept:

Hearing tests at own stores (83%) and at Opticians (39%)

Mobile Hearing Tests: visiting hours in the premises of the family doctor (**44%**) or in mobile hearing tests in fully equipped buses, parked at a central location (**36%**)

Figures in brackets: Consent, Top 2 Boxes (“very likely” and “rather likely”). Research results Belgium Jan 2011, Anovum.

Satisfaction Guarantee: money back guarantee (**22.7**)

Figures in brackets: MAXDIFF. Research results Belgium Jan 2011, Anovum.

Best Price Guarantee: match prices in Belgium (**16.0**)

Figures in brackets: MAXDIFF. Research results Belgium Jan 2011, Anovum.

Complete Cost Control: no hidden fees (**21.0**)

Figures in brackets: MAXDIFF. Research results Belgium Jan 2011, Anovum.

Prompt service, no waiting: “Time is an issue. When I’m ready to have my hearing checked, I don’t want to lose another minute” (**7.55**)

Figure in brackets: Average agreement to statement on a scale from 1 (don’t agree at all) to 10 (fully agree). Research results Belgium Jan 2011, Anovum.

Upgradeable product (13.6)

Figures in brackets: MAXDIFF. Research results Belgium Jan 2011, Anovum.

Lapperre and the *new* Connect Hearing differ fundamentally

	Lapperre	<i>new</i> Connect Hearing
Positioning	<ul style="list-style-type: none"> ▪ Hearing “Best in Class” ▪ Medical and audiological demanding solutions 	<ul style="list-style-type: none"> ▪ simply better hearing. guaranteed. ▪ Easy, risk-free hearing solutions
Success Factors	<ul style="list-style-type: none"> ▪ Competence, Quality, Service 	<ul style="list-style-type: none"> ▪ Product, Price, Processes
Process	<ul style="list-style-type: none"> ▪ Medical procedure ▪ average of 6 weeks sales cycle ▪ medical & audiological experts 	<ul style="list-style-type: none"> ▪ Smart Shopper procedure: “Hearing to go” ▪ average of two weeks sales cycle ▪ sales experts
Service	<ul style="list-style-type: none"> ▪ services are included / free ▪ additional services: payment plans, hearing training 	<ul style="list-style-type: none"> ▪ services (repair, control, insurance) cost extra ▪ no additional services
Customers	<ul style="list-style-type: none"> ▪ all kinds of hearing losses, from mild to profound 	<ul style="list-style-type: none"> ▪ Focus on mild to moderate hearing losses. Medical demanding clients will be referred to Lapperre.
Distribution	<ul style="list-style-type: none"> ▪ network of own shops 	<ul style="list-style-type: none"> ▪ one concept store (per area) ▪ network of “shop in shop” satellites at opticians ▪ mobile services (clinics, rest homes, house calls)
Product range	<ul style="list-style-type: none"> ▪ Focus on First and Business ▪ full product range from hearing protection to hearing implants 	<ul style="list-style-type: none"> ▪ Focus on Basic and Economy ▪ small product range, focus on open fittings (BTE, CRT/RIC)
Brands sold	<ul style="list-style-type: none"> ▪ Lapperre private label 	<ul style="list-style-type: none"> ▪ Sona (300/500/700/RIC), Seven, Unitron (Next, Yuu)
ASP	<ul style="list-style-type: none"> ▪ 1’500€ 	<ul style="list-style-type: none"> ▪ 990€
Promotion	<ul style="list-style-type: none"> ▪ Lobbying with ENT & clinics 	<ul style="list-style-type: none"> ▪ Authorities & Testimonials plus ENT

Brand: Connect Hearing
Positioning Platform: Smart Shopper



simply better hearing. guaranteed.

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Design the Experience to



Change of
Mindset!