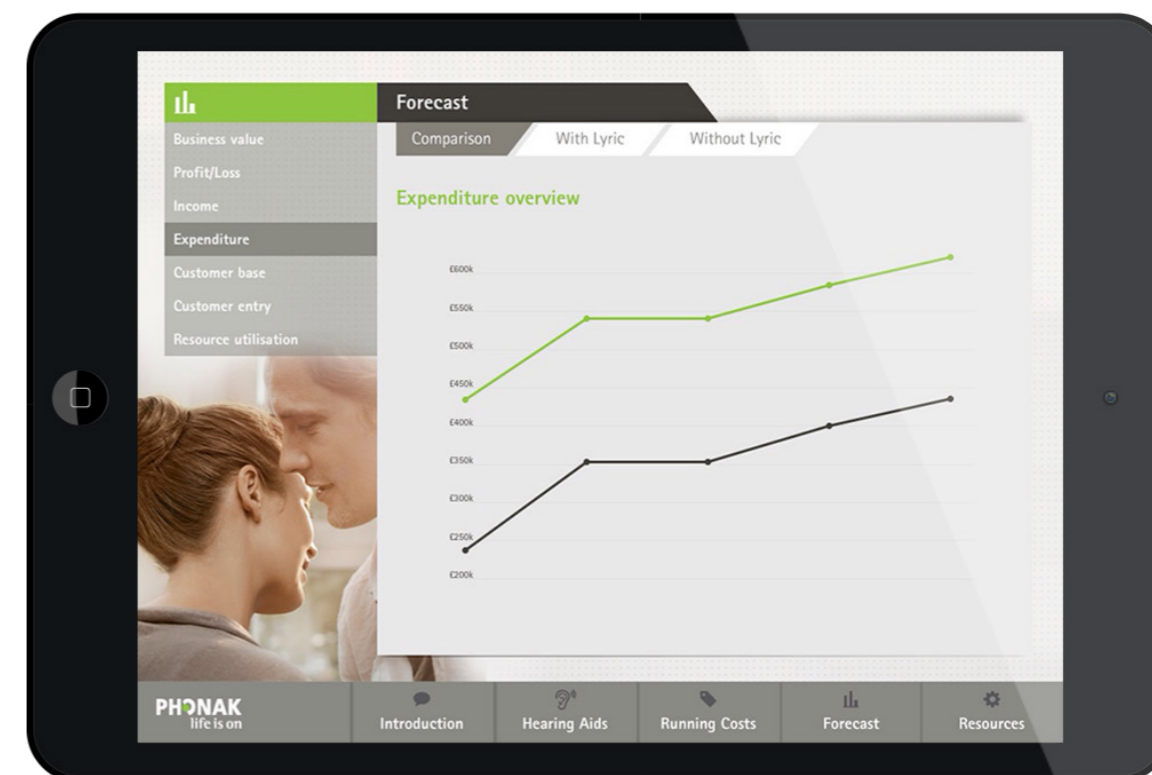
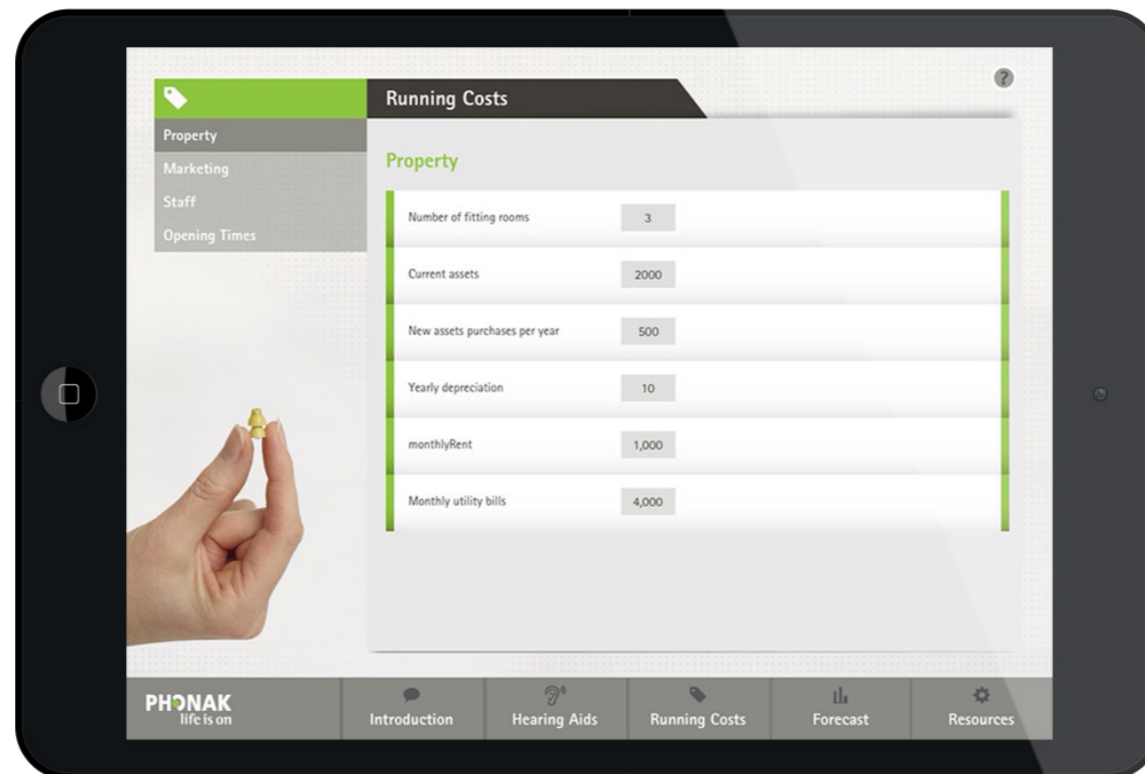


Case study: Phonak Sales Demonstrator App, Phonak

Phonak hearing products are sold globally through a reseller network of clinics. After creating an innovative new product for the hearing aid market, they had to demonstrate the viability of a new business model to help clinics sell it.

They required a presenter style app that demonstrated both the commercial, and patient benefits, of adding temporary hearing aids on renewable subscriptions to their range of hearing products offered.

Clinics needed to be able to live test how adding the products to their range and selling and supporting the products would effect their business.



Built for



Case study: Phonak Sales Demonstrator App, Phonak



“Our time-lines were met and the final result exceeded not only our expectations but also those of our customers.”

Director at Phonak

Services

- User Experience (UX) Design
- User Interface (UI) Design
- Excel prototype development
- iOS Development

Results

- Functional and effective iPad app allowing clinics and resellers to forecast the effects of stocking and selling Phonak temporary aids.
- The app is now a key sales tool for Phonak and has been used to demonstrate the commercial benefits of the new product and new business model across several countries.