

AMPLIFON

FINDING A NEW WAY TO LISTEN TO CUSTOMERS

THE CHALLENGE:

CREATING NEXT-LEVEL CX FOR HEARING AID USERS

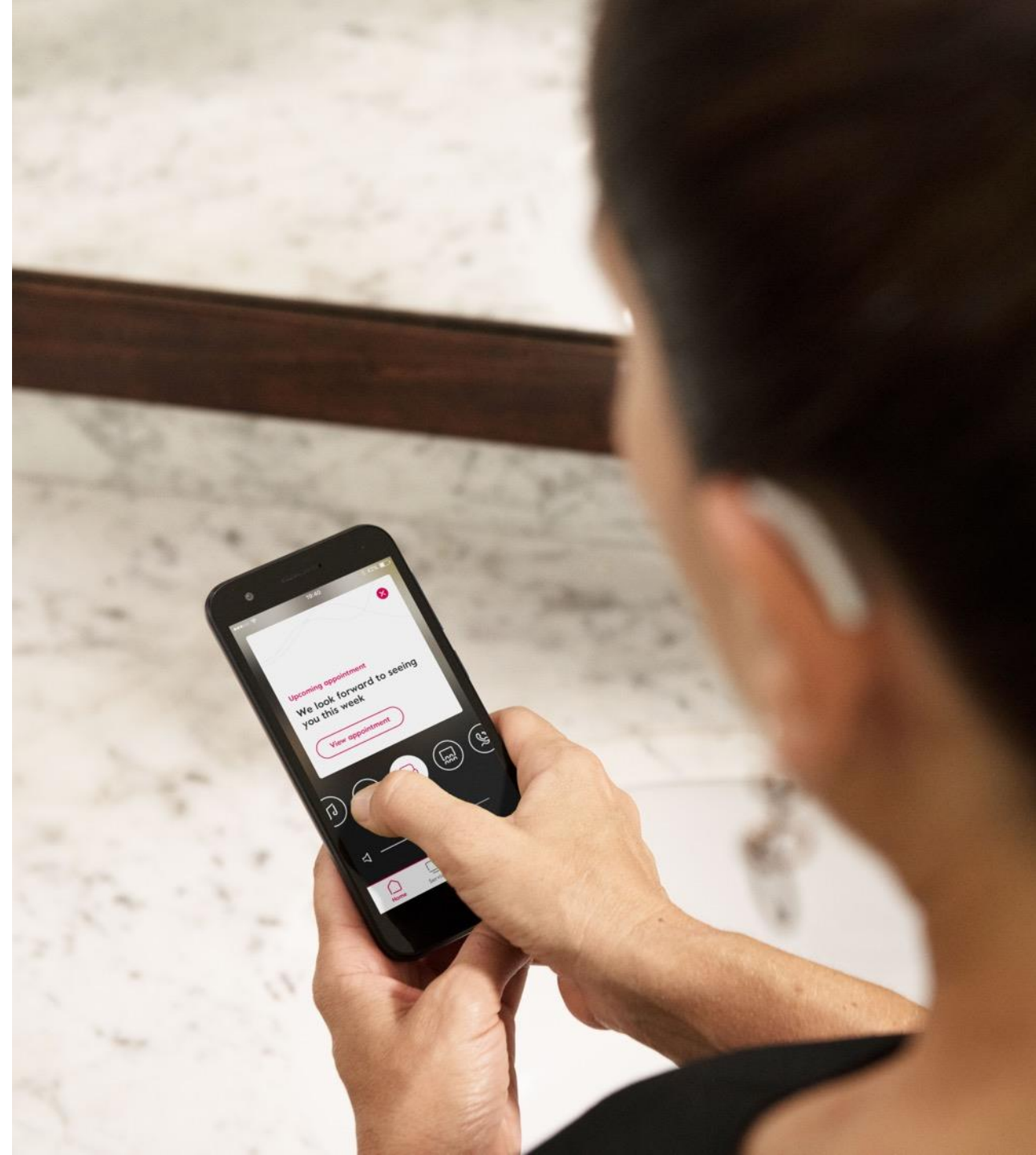
- Amplifon, the world's retail leader in hearing care, was looking to reassess its customer experience (CX) as part of a broader digital transformation of its business.
- It wanted a better way for users to quickly adjust their hearing aids in different ambient noise conditions (outdoors, noisy public places, etc.) – a process which can be intrusive and distracting in the moment.
- It also wanted to revamp its Digital Ecosystem offering a range of new UX and support features, and building a much closer connection with its customers through the multi-country roll-out of the new Amplifon Product Experience (APE).



HOW WE HELPED

A MODERN CUSTOMER-CENTRIC SOLUTION FOR WEB AND MOBILE

- Accenture helped Amplifon create a new mobile app – the first of its kind to connect to an Amplifon hearing device via Bluetooth connectivity – enabling customers to quickly and comfortably adjust their hearing device settings via their phones.
- Amplifon App, as part of Amplifon Product Experience (APE), offers a range of preset programs for different noise environments (indoors, outdoors, restaurant, theater, etc.) plus the ability to connect to compatible devices (TVs, smart speakers, etc.), book appointments with an audiologist, and browse tips and tricks, product information and video tutorials.
- Accenture also revamped the brand’s entire Digital Ecosystem, implementing Adobe® Experience Manager to support a consistent multichannel CX and a range of new web features (online bookings, hearing tests, etc.).





THE RESULTS

STARTING A NEW KIND OF CUSTOMER CONVERSATION



About 50% increase in active users in under a year.



Around 100 interactions with the app each month by each user on average.



Innovative two-way digital customer experience that goes far beyond competitive offerings.