

More than design

Connect Hearing Pilot Store

Top 10 innovations
in a nutshell



Customer experience

The King Concept

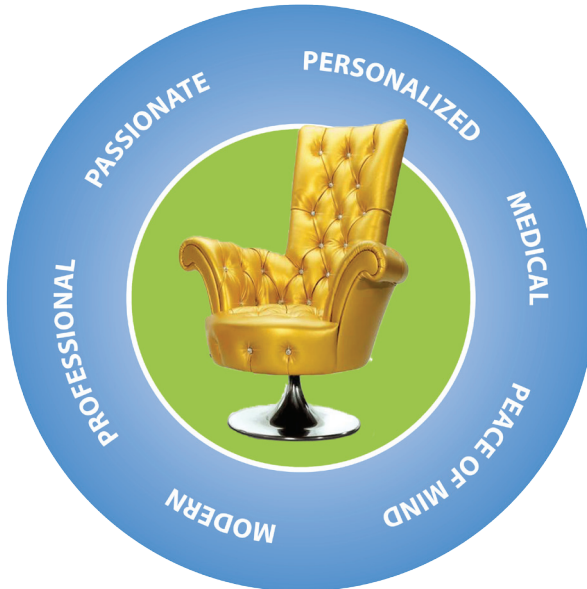
Our guests are kings. In our Connect Hearing stores kings are always in the middle - of any and everything.

Customer experience

A visit in a Connect Hearing store becomes a 360 degree experience. Modern retail must provide a quality of experience, our design becomes an expression of the brand message - received with all senses.

- Light concept
- Sensory Marketing
- Scent Marketing
- Story Telling

Connect Hearing guest is in the middle
360 degree concept to touch with all senses



Lobby



Area to welcome

Creating an innovative and multifunctional space combining customers “waiting” with the possibility of relaxing while enjoying a quality coffee and some cakes, in a classy and original environment.

Warm and multi-sensorial environment which eases and optimizes treatment and advanced use of new technologies.

Preparation

During “waiting” our guest have the possibility to get prepared for their appointment with the Hearing Care Professionals.

Modern multifunctional space

Relax and enjoying coffee

Preparation for appointment

Solution room



Solution Room

An “all-in-one-room” was our goal. Here we do all measurements, the fitting and the counseling. The most important part is, that we banished any claustrophobic sound booths and made the whole room sound proof.

100% more space in rooms

The current fitting rooms in most countries are too small. We changed this to enrich the working area by giving our employees and our customers a comfortable and spacious experience.

No soundbooth

Medical room-in-room concept

100% more space for customer



Three steps of better hearing

From sales training into customers language

The “cycle of sales” was trained to all employees during the last months. We transformed the “cycles of sales” into a customer language. The outcome is a perfect according perception of counseling by customer and professionals.

Three visible steps

To be very transparent to our customer we show them at any touch point in the store at which level of the process they are.

Our approach

Every aspect of the hearing aid evaluation revolves around the customers story.

According perception for customer and employee

Three steps at any touch point

Transparent and target-oriented

Story wall



Open customer's mind

With the story wall we want to “open our customer’s mind” by celebrating our testimonials stories on a wall. Pictures, personal item such as gold clubs, sea weeds, skydiving goggles shall touch the customer’s fantasy to start thinking on their own story.

Living room atmosphere

A book shelf next to the story wall communicates a living room atmosphere and peace of mind.

Opens customer's mind

Creates a feeling of peace of mind

Living room atmosphere

Phonak moments

Phonak Moments

The “Phonak Moments” are the link between the new consumer brand Connect Hearing and the super brand “Phonak”. It demonstrates best performance, high-tech and highest quality at the customer’s point of need.

Phonak Desk

This is “the point of sales” for hearing aids and so this moments has to be linked with Phonak.

Phonak Digital Mirror

The first impression of the new hearing aids which the customer gets is supported by Phonak.

Phonak sound system

A professional sound simulation of hearing situations creates an unforgettable moment and wow-factor.

Professional link between two brands

On the point of need

Wow-factor and unforgettable moments



Tell us your story



iPad recording

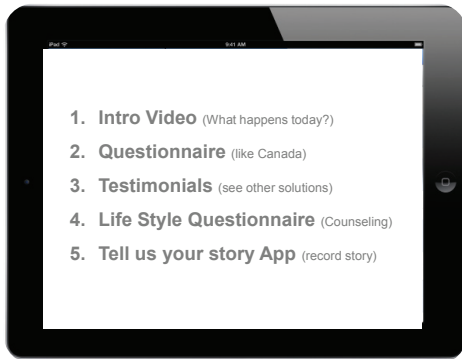
After the trial period we ask our customers to record their story of positive changes after using hearing aids. So we have the possibility to bring these stories to a big audience in the internet and demonstrate other customers that they are not alone with their problem and Connect Hearing is providing always a solution for better hearing.

The start of a worldwide unique platform

The "Better hearing starts with a story. Tell us yours" communication platform gives Connect Hearing the opportunity to communicate the great hearing stories of our customers while differentiating us from our competitors.

Great stories for a big audience
Differentiation from competitors
Passionate interaction with customers

Work flow and roles



Flow & optimized role setting

With optimized role setting between PCC and Hearing Professionals and the help of modern devices (tablet PC) we can design a professional and fluent customer data flow in the store and during the whole process. Also a different work wear between PCC and Hearing Professionals gives our customers a better orientation.

Digital Store

An iPad (tablet PC) given to each customer in the lobby can help to make a perfect and fluent customer data flow and can also be used for the whole «tell us your story» communication platform.

1. Intro Video (What happens today?)
2. Questionnaire (medical questions)
3. Testimonials (see other stories and solutions)
4. Life Style Questionnaire (Counseling)
5. Tell us your story App (record story)

Optimized workflow

Professional role setting

Transparent and modern presentation

Visual merchandising



The art of celebrating

The whole amount of messages and stories we tell the customers is divided into small pieces and is matched with our “cycles of sales” and the customer experience.

Modern ways to attract attention

We attract people’s attention by emotions through well light LED window displays. Inside the store we immerse step by step in the cycle of sales. All focus is concentrated on the customers story. In the solution room we finally come to the hero – the best hearing solution by presenting them like jewel on a plate. We celebrate the way to the best solution.

Strict policies

We have to feed the customer with these small pieces so he gets hungry for more and remembers all content.

- Strict flyer policy
- Strict poster policy
- Strict product and accessories placement

celebrate the way to solution

strict policies

Corporate scent



Scent opens mind

Smell is more sophisticated than any other sense as scent receptors in the nose connect directly to the section of the brain responsible for memory and emotion - the nose is believed to affect 75% of our daily emotions.

Positive emotions by right scent

The right scent can subtly prompt consumers to spend more time in the store and make them feel happy, relaxed or satisfied. That opens a positive discussion basis for the lifestyle questions and for the later sales.



Unique Connect Hearing scent

Connect Hearing has a corporate design. Connect Hearing has a corporate sound. And now Connect Hearing get a unique corporate scent.



Open customers mind
Maintain positiv feeling
Creats a relaxing atmosphere