Case Study

Miracle·Ear®

NICE Satmetrix Amplifies the Voice of the Customer for Miracle-Ear

Headquartered in Minneapolis, Minnesota, Miracle-Ear is an industry leader in hearing aid products and solutions. The 70-year old company consists of a network of 1,500+ franchised and corporately-owned retail outlets and is a subsidiary of Amplifon, the worldwide distributor of hearing aids based in Italy.

NICE

CONSISTENT IMPROVEMENT IN NPS®

STEADY INCREASE IN REPURCHASE RATES

CLOSED LOOP PROCESS

CUSTOMER PROFILE

INDUSTRY
Healthcare

WEBSITE
miracle-ear.com

LOCATION
Headquartered in Minneapolis, MN
1500+ franchises and retail outlets

GOALS
- Increase customer satisfaction
- Improve customer retention/repeat purchase rates
- Determine and address specific challenges of individual franchisees

PRODUCTS
- NICE Satmetrix

Case Study

THE CHALLENGE

Timing is everything

Timing was always considered to be everything when Miracle-Ear surveyed their customers as to how satisfied they were with their purchase. The company is keenly aware that immediately upon initial usage of a device, new customers typically experience a sense of euphoria, having shifted from not being able to properly hear anything to being able to properly hear everything. To get a truer understanding of ongoing satisfaction levels, the company would give their customers six months to adjust to their device before reaching out.

The downside to this intentionally-delayed communication was that data pulled from surveys sent at that point only provided a one-dimensional picture, with no insight into the purchasing experience or other segments of the customer journey. If a customer gave a great or a poor rating, the company couldn't really understand what place in the process contributed most to that rating.

In addition, the average hearing aid wearer doesn't typically repurchase for three to five years, which left a long time without customer feedback. The limited scope of any data collected several months after a purchase prevented the company from obtaining a clear indication as to how likely a customer was to return, thus leaving the company in the dark when the number of repeat customers began to decline.

Furthermore, the fact that these restrictive surveys were being sent out on paper via postal mail only presented additional challenges.

These combined obstacles, and the company's overall desire to bring a more-detailed customer experience survey to their franchisees in a manner where they would easily access data in real-time, led to their decision to implement NICE Satmetrix.

THE SOLUTION

Getting the big picture

It quickly became clear that the ease with which the NICE Satmetrix platform can survey customers electronically during several different points of their journey would deliver a significantly wider lens through which to examine operations, identify pain points, and drive specific improvements.

Miracle-Ear now utilizes four surveys to get snapshots of the customer experience at pivotal points. These are branded separately for Miracle Ear (US) and Amplifon (Canada) customers.

- Annual relationship survey in which an email link survey is sent to all customers who have purchased hearing aids in any of their retail outlets nationwide over the last five years. With the buying cycle spanning three to five years, the company is able to capture data not only one year after the initial purchase, but also checks in every year between initial purchase and when it's time to replace the device. This provides a clear look at customer loyalty, customer service, and how likely a customer is to recommend their products, among other insights. The opportunity to observe trends within the span of the purchase-usage-replacement cycle directly drives gains in Net Promoter Scores (NPS®.)

- Purchase touchpoint survey based on the transaction of the purchase of a hearing aid, emailed nine weeks after the hearing aid is delivered in order to track the customer's adjustment to their device. Customers are also asked the likely-to-recommend question at this juncture, enabling the company to compare metrics directly following purchase and how sentiments might be changing over time. Some degradation is expected as the novelty of a new device wears off, but purchase touchpoint surveys have helped drive operational interest and awareness both internally and for their franchisees.

NICE

Miracle·Ear®

- Return touchpoint survey focusing on customers who buy a hearing aid and return it, in order to get a sense of their return experience. Although the company is proud to note that these surveys are rarely warranted, they are cognizant that even though a customer might not want to keep their hearing aid, how they are treated in that return process will impact how they speak about the company and its products overall.

- "No sale" survey following instances where customers come in, take a full hearing test, and are diagnosed with a fitable loss. The company surveys those who have a fitable loss and who have chosen not to buy at that time to collect valuable insight for future marketing initiatives.

Measurable Results Lead to a Brighter Future

Armed with the valuable data revealed by their surveys, the company turned to educating their franchisees on how to leverage it to implement real change in day-to-day and long-term operations. Over time, Miracle Ear has seen the following results with no end in sight to their positive growth:

- Consistent improvement in NPS®
- Steady increase in repurchase rates
- Closed loop processes

Net Promoter Score, Net Promoter, and NPS are trademarks of NICE Systems, Inc., Bain and Company, Inc., and Fred Reichheld

"With NICE Satmetrix, we can now **understand customer satisfaction** throughout different points in their journey."

JANINE VESPER
OPERATIONS MANAGER
MIRACLE-EAR
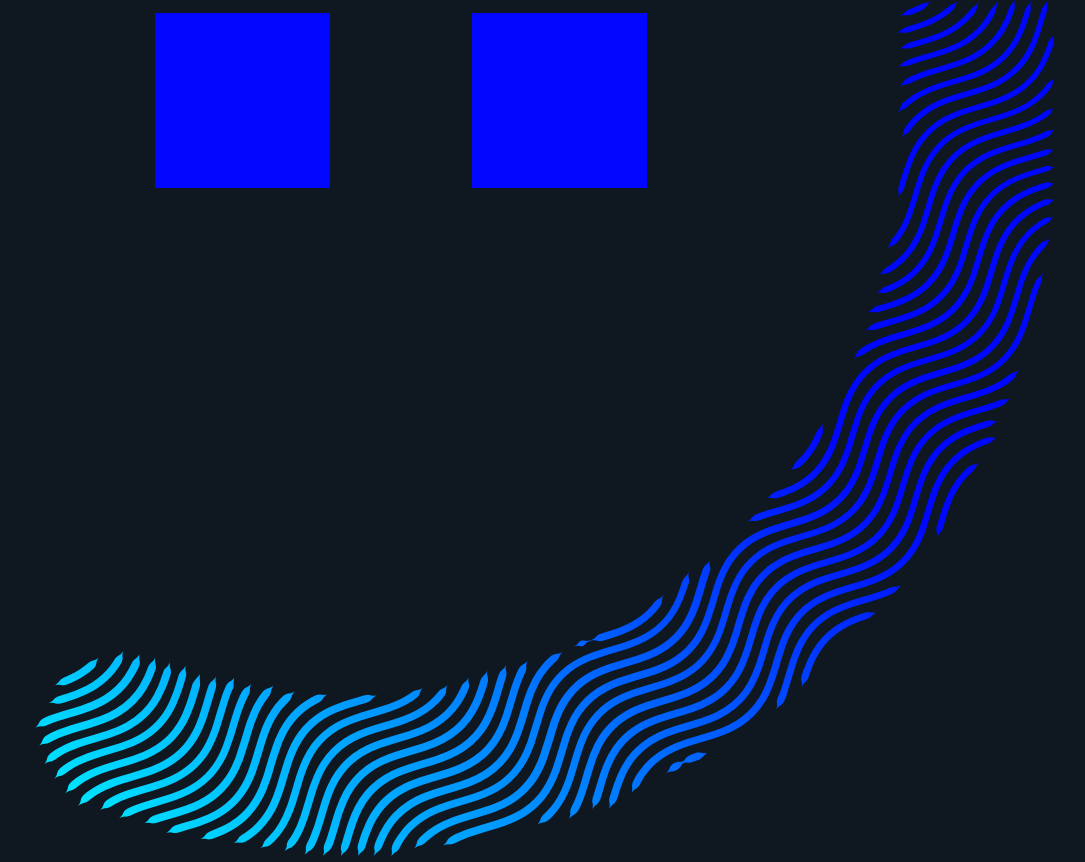
About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center— and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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