



Enhanced Sales through a Unified Experience for Global Producer & Distributor of Hearing Aids

About the Customer

Our client is a leading global online retailer of hearing aids. The organization, established through a merger of 2 of the largest players in the hearing aid industry, is a global pure play producer of hearing aids and accessories with 170+ years of experience. They exclusively develop, manufacture and sell leading-edge hearing aids under several brands.



Business & Technology Drivers

The client wanted to embark on a Digital Transformation journey in alignment with the business expansion mode. While technology up-scaling and modernization was the primary focus for the organization, providing a **unified experience across all channels** was the key requirement to ascertain the successful realization of the digital transformation for the enterprise.

- After the merger, there was a vast amount of unstructured customer data at hand. The organization aimed at having a **unified view of the customer** by consolidating the available data available.
- With numerous products available, the customers had different products under different brands, hence the organization aimed at creating a digital universe that combines all content and services relevant for hearing aid professional to do business with the company and its end customers under the **1XP (1 experience) program** by creating a uniform customer experience irrespective of brand origins.
- Enable the **sales organization with a unified front** for clinics, stores and eCommerce operations.
- **A unified experience across the different channels** for their affiliates and customers alike.

Technology Solution

Sonata delivered a unified experience by creating a platform in line with its proprietary program – 1XP. This was implemented seamlessly for sales effectivity, marketing efficiency, and brand integrity through system consolidation, content rationalization and search optimization.

The technology solution developed by Sonata was powered by Microsoft technology delivering capabilities such as:

- **Microsoft Azure Stack:** the different capabilities of Azure like Azure Cosmos DB, Azure App Service, Azure Service Fabric, and Azure DevOps was utilized for customer application development which led to a rise in the overall Azure consumption.
- **Sitecore:** the digital experience platform for the web content management.
- **Power BI:** smooth integrated the business analytics platform from Microsoft to existing systems, helping to get business insights on real-time basis.
- **Sharepoint:** the web based collaborative platform hosted the organization's intranet and enterprise network seamlessly.

This Collaboration significantly contributed to a rise in the overall Azure consumption and resulting customer experience across channels.

Implementation Approach

Sonata facilitated the organization with the technological platform to help them realize their digital agenda through:

- **Design thinking and point of view approach** to identify and address customer experience issues
- **Enhanced digital processes and business scalability** through systematic integration implemented uniformly
- **Global template application** was developed to gather relevant data from all their customers globally and was stored in a unified format



Business Benefits

- **A uniform experience across channels** for customers and affiliates. The customers now had a consistent experience while using varied products under a single brand.
- **The entire enterprise technology landscape was reimaged** through a unified system. This helped in seamless reporting and disclosure through the new system.
- **Single standalone system** that unified several discrete system modules such as training, remote services, repair and customer service. The integration allowed the teams to focus on critical tasks adding value as opposed to working in silos earlier.
- **The organization realized faster time to market** through comprehensive consolidation of various products available separately. This led to assisting the business units deliver products under a unified brand at the right time at the right place.



WHY SONATA?

Sonata helps clients unlock value and growth through platforms with Sonata's proven Platformation™ services. We also help enterprises in shaping their Digital Agenda, Platform thinking and in reimagining Platform business models and ecosystem.

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience (CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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