



The power of a live demonstration

Increase hearing aid satisfaction by 20%

Phonak wireless accessories significantly improve listening and understanding in challenging situations for clients with hearing aids. More than 50% of surveyed hearing aid owners¹ indicated difficulties following conversations while on a phone or watching TV.

In order for clients to experience and understand the benefits of using wireless accessories, it is essential that they experience a live demonstration. 60% of clients¹ decided to purchase a wireless accessory after a live demonstration. Providing a demonstration is simple, cost effective and important for positive purchase decisions.

- Clients who own at least one accessory are more satisfied with their hearing aids than consumers without accessories (88% vs 68%)
- 96% of clients¹ who are satisfied with their hearing aids are more likely to repurchase from the same HCP

By providing your clients Phonak wireless accessories, everyday devices such as phone, television, computer, MP3 player, become more of a pleasure to use.

This guide is designed to help you easily set up Phonak wireless accessories for demonstration.

¹ Phonak data collected in North America and Europe in user needs for Accessories (N = 299 hearing aid owners), 2014

Demonstrating the Phonak home phone solution



You can demonstrate the benefits of the DECT cordless phone in a few easy steps.

Required:

- Phonak DECT CP1 for Spice+, Quest hearing aids
- Phonak DECT II for Venture hearing aids

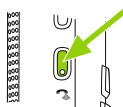


Initial setup:

- Make sure the phone is charged and switched on. No phone line is needed.
- Make sure that the client is wearing compatible wireless Phonak hearing aids.

Client demo:

- Press and hold the green side button for 2 seconds until the test message begins playing.
- Hold the phone like a normal phone to your client's ear (10 cm/4 ").
- The client will be able to hear the test message in both hearing aids at the best possible sound quality.
- Let the client move the phone around their head within a distance of 10 cm/4" to test the stability.
- The test message loops continuously for 3 minutes or until you press the "End" key.



You can also set up EasyCall to demo the phone use case along with a cell phone.

Demonstrating the Phonak music solution



You can demonstrate the listening benefits for music easily with the ComPilot Air II.

Required:

- Phonak ComPilot Air II



Initial setup:

- Make sure ComPilot Air II is fully charged.
- Make sure that your client is wearing Phonak Venture hearing aids.

Client demo:

- Press and hold the main button while switching on the ComPilot Air II. The indicator light will turn pink.
- Clip ComPilot Air II onto the client, max. 40 cm/16" of their hearing aids.
- The hearing aids will automatically switch to streaming mode and your client will hear the ComPilot Air.
- Use ComPilot Air volume buttons to adjust the volume if needed.
- The demo will stop after 3 minutes or when the ComPilot Air main button is pressed.

You can demonstrate the same benefits using ComPilot II.

Demonstrating the Phonak TV solution



You can demonstrate the benefits of watching TV with the TVLink II basestation combined with a Phonak streamer.

Required:

- Any TV
- Phonak TVLink II basestation
- Phonak ComPilot for Spice+, Quest hearing aids
- Phonak ComPilot II for Venture hearing aids



Initial setup:

- Connect the TVLink II basestation to the TV using the instructions (best performance with the optical cable).
- ComPilot II must be charged and paired to the TVLink II before you demonstrate to clients.

Client demo:

- Make sure the client is wearing compatible wireless Phonak hearing aids.
- Make sure ComPilot II and TVLink II are on.
- Place the ComPilot II on the client correctly.
- Turn the TV on and the sound will begin streaming to both hearing aids. Check that the audio indicator light on ComPilot II and TVLink II are solid blue indicating paired devices.
- The client will hear their TV through the hearing aids in excellent stereo sound quality.
- Let the client walk around the room to demonstrate the clear signal - heard up to 30 m/100 feet.
- Demonstrate how the TV would sound like with and without ComPilot II and TVLink II.

