



e-Screener Set Up Guide

August 2019

A Sonova brand

PHONAK
life is on

Objectives

1. What is eScreener?
2. How to get started
3. How to activate eScreener
4. Tracking & Reporting
5. Promotions Planning
6. eScreener Best Practice Case



What is e-Screener?

- A online hearing test that can be integrated into any hearing care professionals website.



What is a e-Screener?

- A great lead generation & marketing tool
- Four call to actions - Request for detailed report, call back, to book an appointment or request more info.
- Ability to book an appointment directly within the clinics online booking system
- Works on any device with responsive design
- Can easily be set up by clinician & customised to brand colours, website look & feel
- Ability to set up multiple e-Screeners to target different demographics
- Reporting dashboard & integration with Google Analytics to measure actions and conversions

The score indicates that you may have:

Poor hearing

The tonal test detected fair hearing. You told us you are challenged in all listening situations.

Please be aware that this is not designed to replace a professional hearing test.

This hearing check has shown that we should take a closer look at your hearing. So, we'd love to see you for a free appointment at our practice.

[Request a callback](#)
[Book an appointment](#)
[What next?](#)

Enter your details to receive a call back from us

Frank Inthewood

0123123123

☒ I accept the terms of use.

[Send](#)

[Cancel](#)

Let's get started

(1) Activate e-Screener Access via e-Store User Management

The screenshot displays the Phonak Professionals e-Store interface. At the top left is the Phonak logo with the tagline "life is on" and the text "for Professionals". To the right is a search bar labeled "Search Phonak Store...". Further right, it says "Welcome!" next to a user profile icon. Below this is a navigation menu with links: Home, Products, Store (highlighted in green), eSolutions, Support, Training & Events, Marketing, and Resources. A red box highlights the "User Management" option in the user menu, which is open and shows other options like My Profile, Address Management, Order History, Document History, Device Management, and Log out. Below the navigation menu, there is a banner for "ACCOUNT/PRICING PROGRAM: / Edit" and a "Talk with a product expert: 1800 809 32" link. At the bottom, there is a green section titled "Shop by category:" with icons for various hearing aid categories.

(2) Select which user is to gain access to eScreener

SHOW ACCOUNT

ROLE

USER STATUS

All Accounts

All Roles

All Users

Account Manager: Peter Mulas


SEARCH BY

Enter name

NAME	USER NAME	ROLES	STATUS
Daniel Ricciardo	danielricciardo	Professional	Active
Joe Bloggs	joebloggs	Basic Access	Active
Lewis Hamilton	lewishamilton	Professional	Active

(3) Set permissions to “Yes” for Screener Tool

Permissions

Permission 

Status ☒ Active

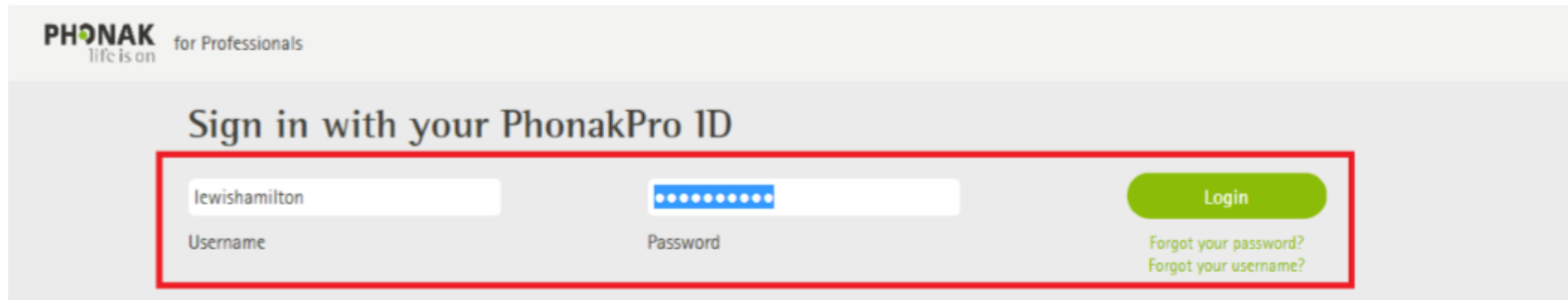
Financial data ☐ No ☒ Yes

Screener Tool Access ☐ No ☒ Yes

Remote Support ☐ No ☒ Yes

(4) Navigate to dashboard phonakpro.com & login

<https://www.phonakpro.com/au/en/home.html>



The image shows the login section of the PhonakPro ID dashboard. At the top left is the Phonak logo with the tagline 'life is on' and the text 'for Professionals'. Below this is the heading 'Sign in with your PhonakPro ID'. A red rectangular box highlights the login fields: a text input for the username containing 'lewishamilton', a password input with blue dots, a green 'Login' button, and two links: 'Forgot your password?' and 'Forgot your username?'.

PHONAK
life is on for Professionals

Sign in with your PhonakPro ID

lewishamilton

Username

.....

Password

Login

[Forgot your password?](#)
[Forgot your username?](#)

Create your PhonakPro ID

Get enhanced service and support from Phonak:

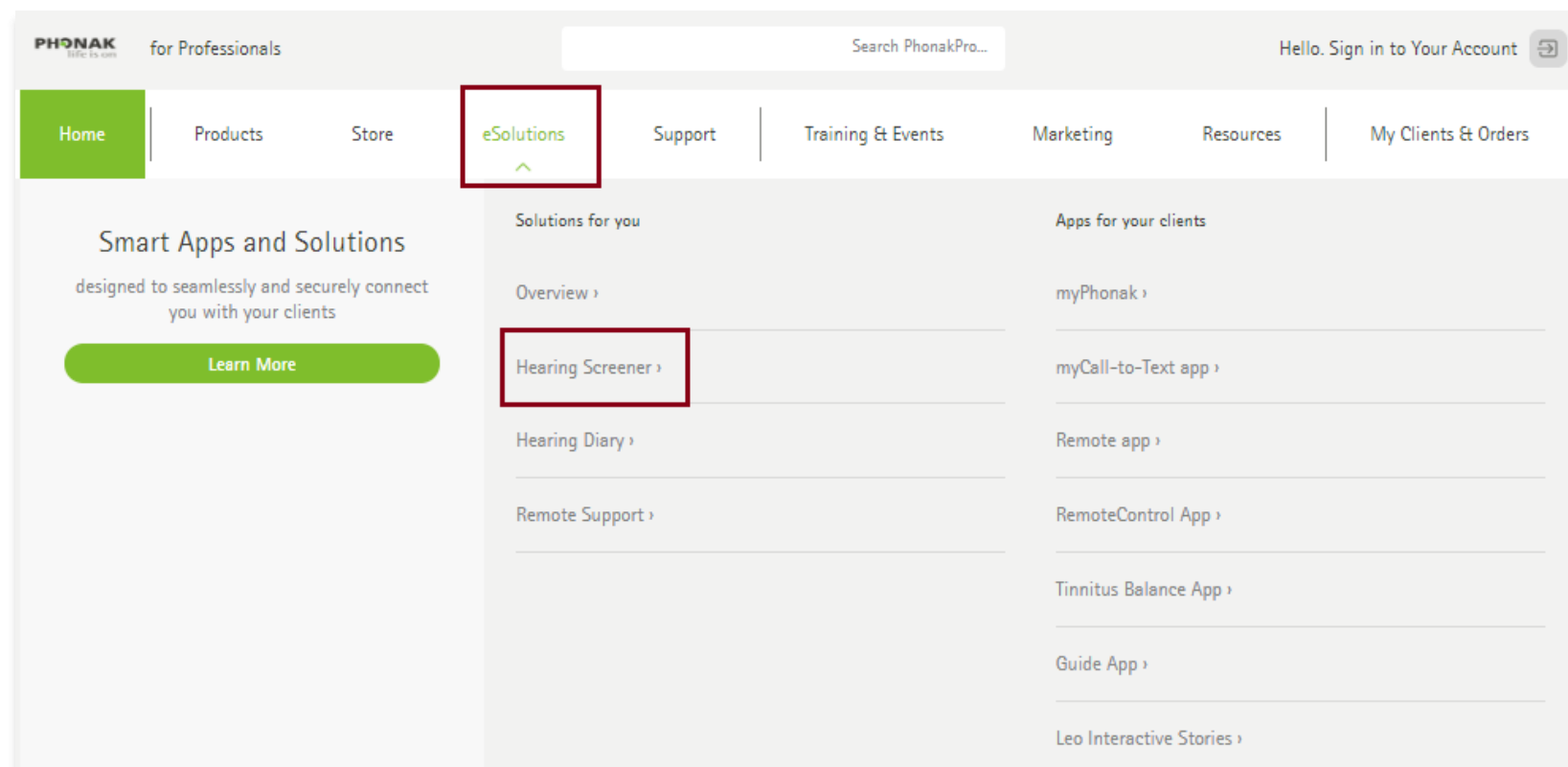
Download images and logos for promotional purposes

Instantly share evidence and literature with clients & colleagues

Create Your ID

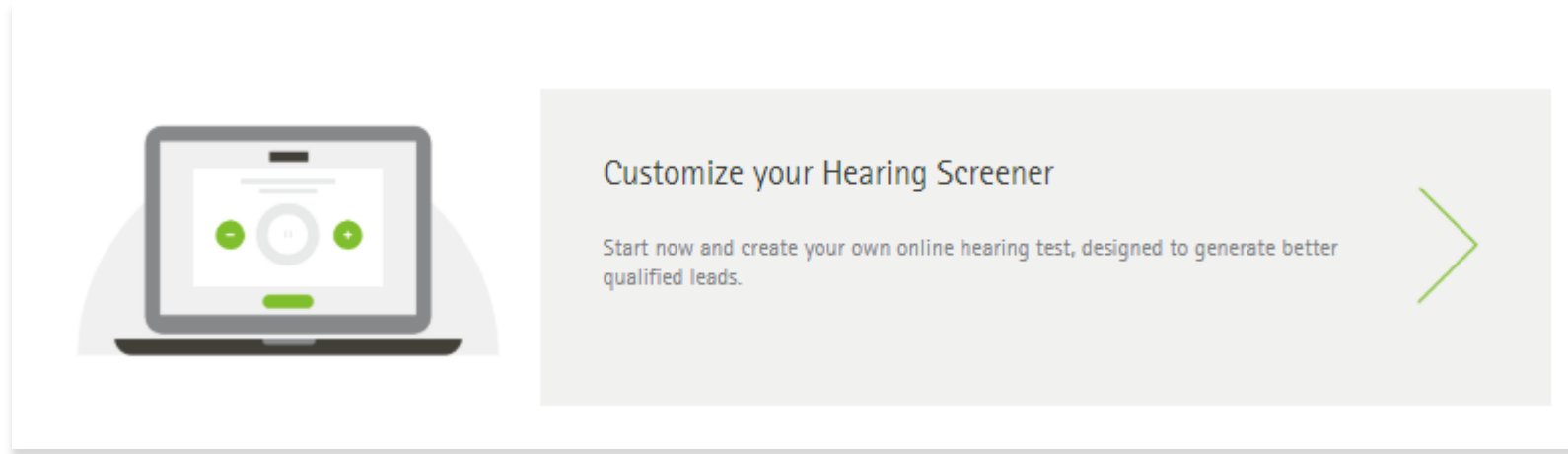
(5) Access the eScreener

- Navigate to the eSolutions tab and select the Hearing eScreener



(6) Access Phonak eScreener Dashboard

- On the eScreener page, scroll down to locate this banner and click on it to access the eScreener dashboard.



Or access directly via this link:
<https://dashboard.phonakpro.com/screener>

(7) “Settings” section

- Start by clicking the ‘Setting’ tab on the top right.

PHONAK for Professionals
life is on

Search PhonakPro...

Welcome! Nikki Ozeken

Home | Products | Store | eSolutions | Support | Phonak Learning | Marketing | Resources | **My Clients & Orders**

Phonak Screener

Welcome to the Dashboard of the Phonak Screener tool

Welcome | Report | **Settings** | Help

With this tool you can create your own online hearing tests and use them in your marketing campaign

You can start with a default screener and afterwards customize it according to your needs. You can match the visual appearance of the screener to your company's design by adjusting the colors, fonts, images and even by uploading your own logo.

Additionally, you can configure how you want to capture leads and embed the screener in your CRM system.

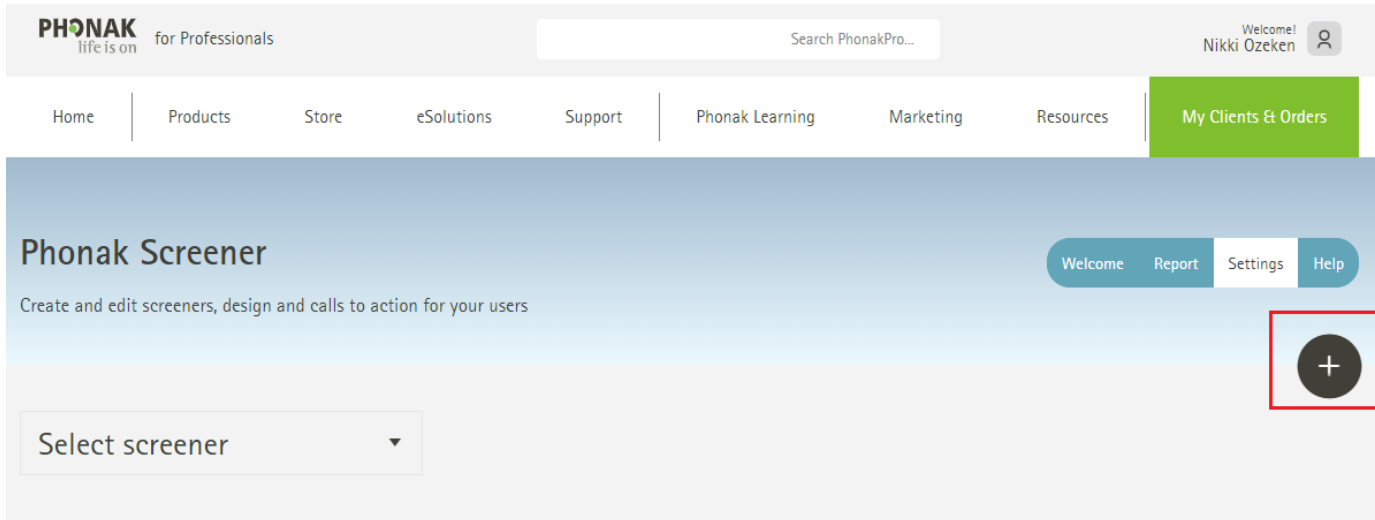
Note that the Phonak Screener does not permanently store the leads you capture. Once they are sent to you, any personal information of your potential clients gets deleted from the Phonak Screener system.

Version 1.10.1 - latest new features

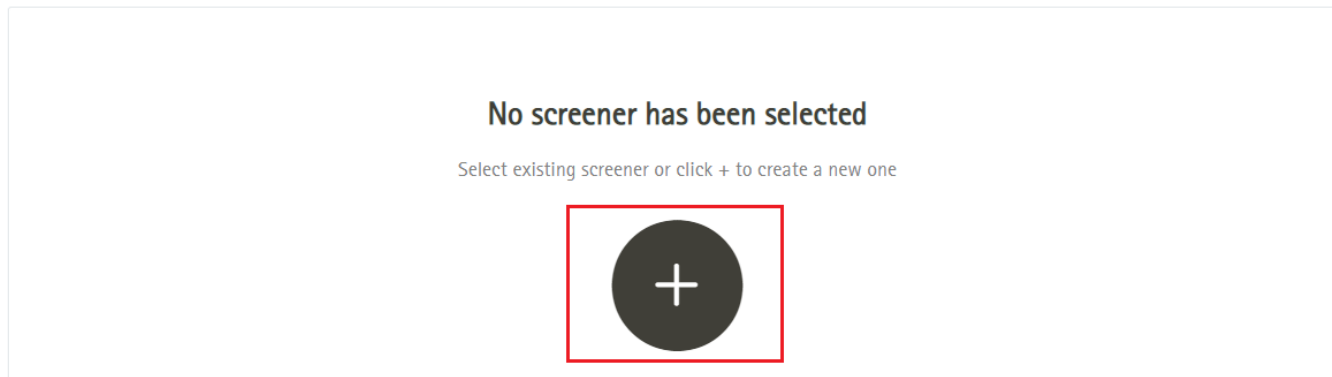
The following new functionality has been added to the Phonak Screener tool during the past months:

- Spanish localization for Dashboard and Screener
- Localised Screener URLs for French, German, and Spanish
- Custom URL prefix

(8) Start building the eScreener



- This is where you can start to build your eScreener.
- Start by clicking the ‘+’ button.



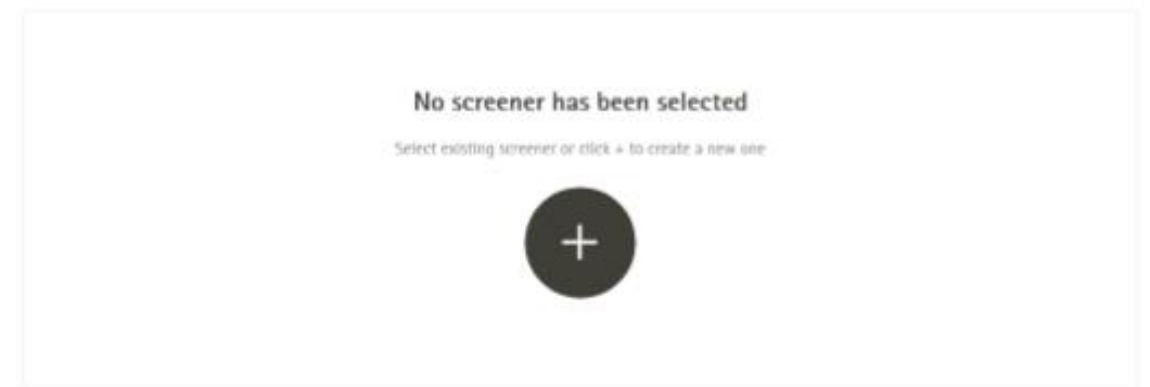
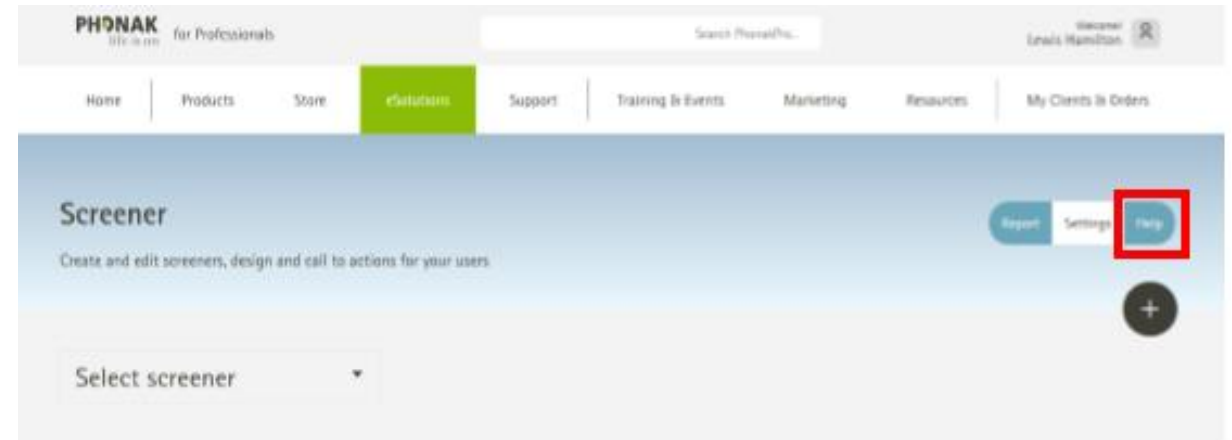
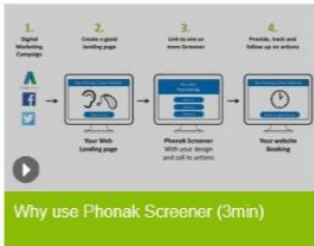
(9) Help

- Navigate to the “Help” section to access e-Screener tutorial videos to help add, design and manage eScreener pages.



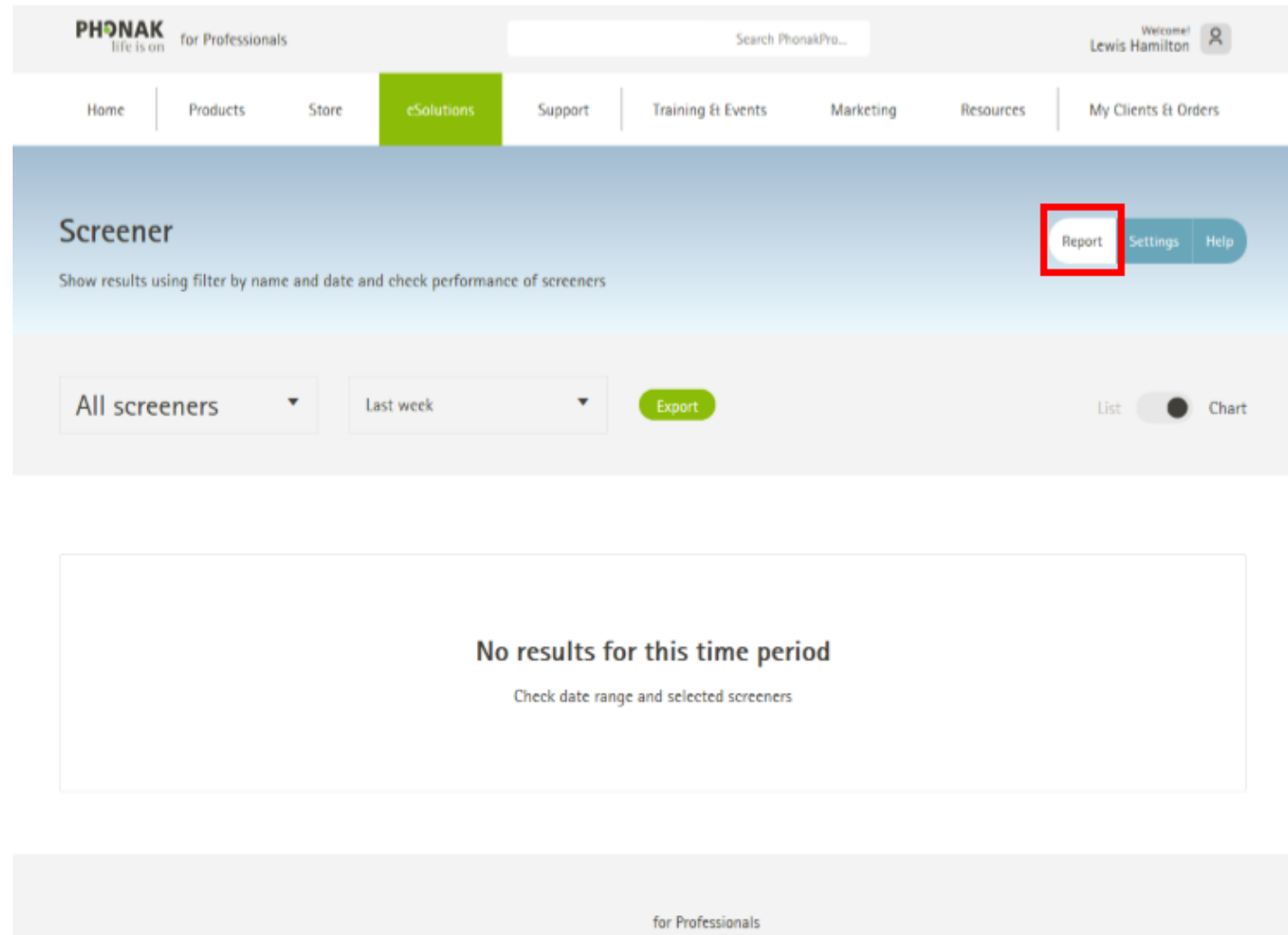
eScreener tutorial videos

Phonak Screener is a customizable online hearing test, helping you to offer more meaningful services on your website for your customers - especially new ones. These are all relevant instruction and tutorial videos showing why and how to do it.



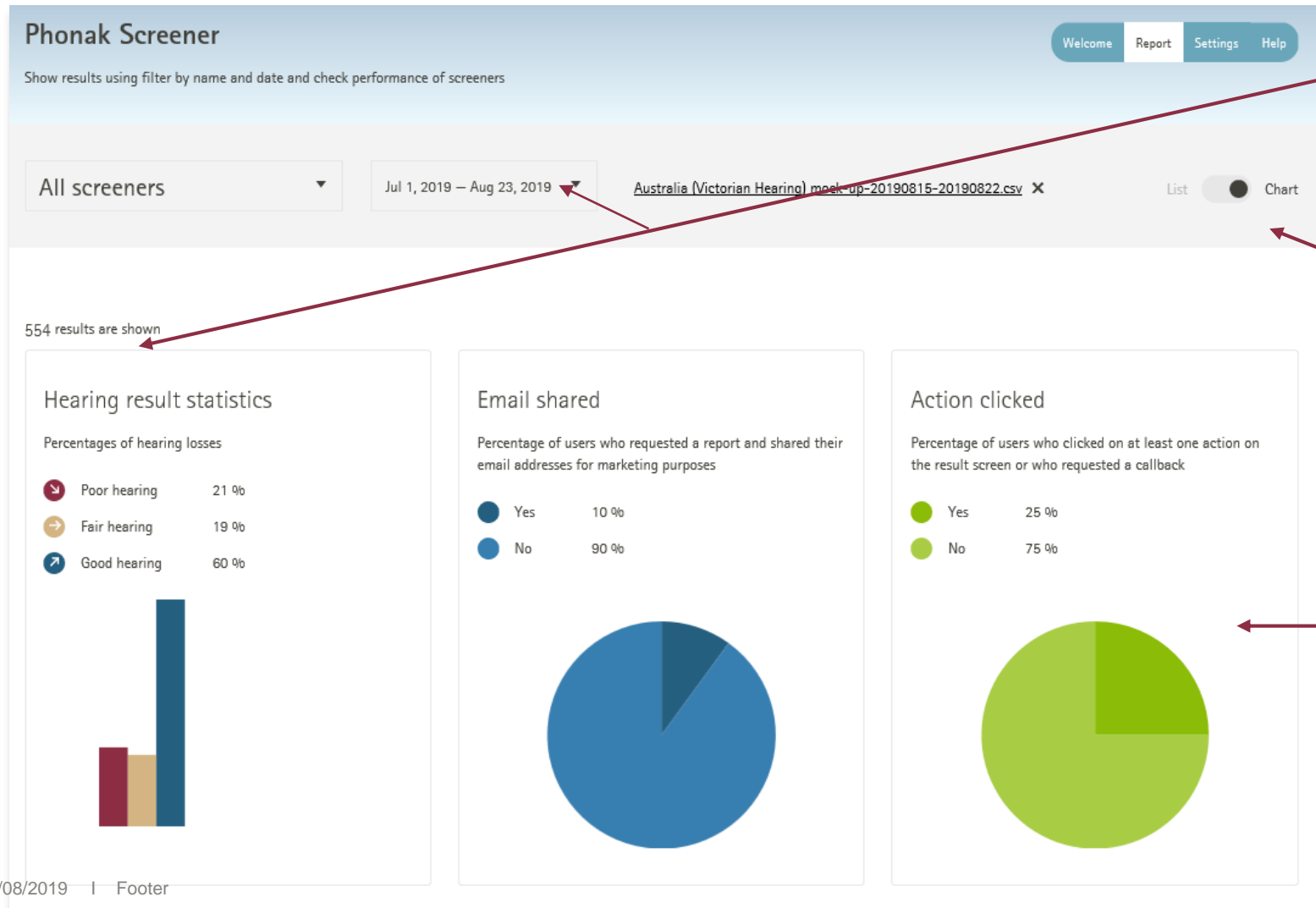
(10) Report section

- “Report” shows existing e-Screeners
- On initial login this section will show no results



Reporting

- Track and follow up on actions using the report dashboard



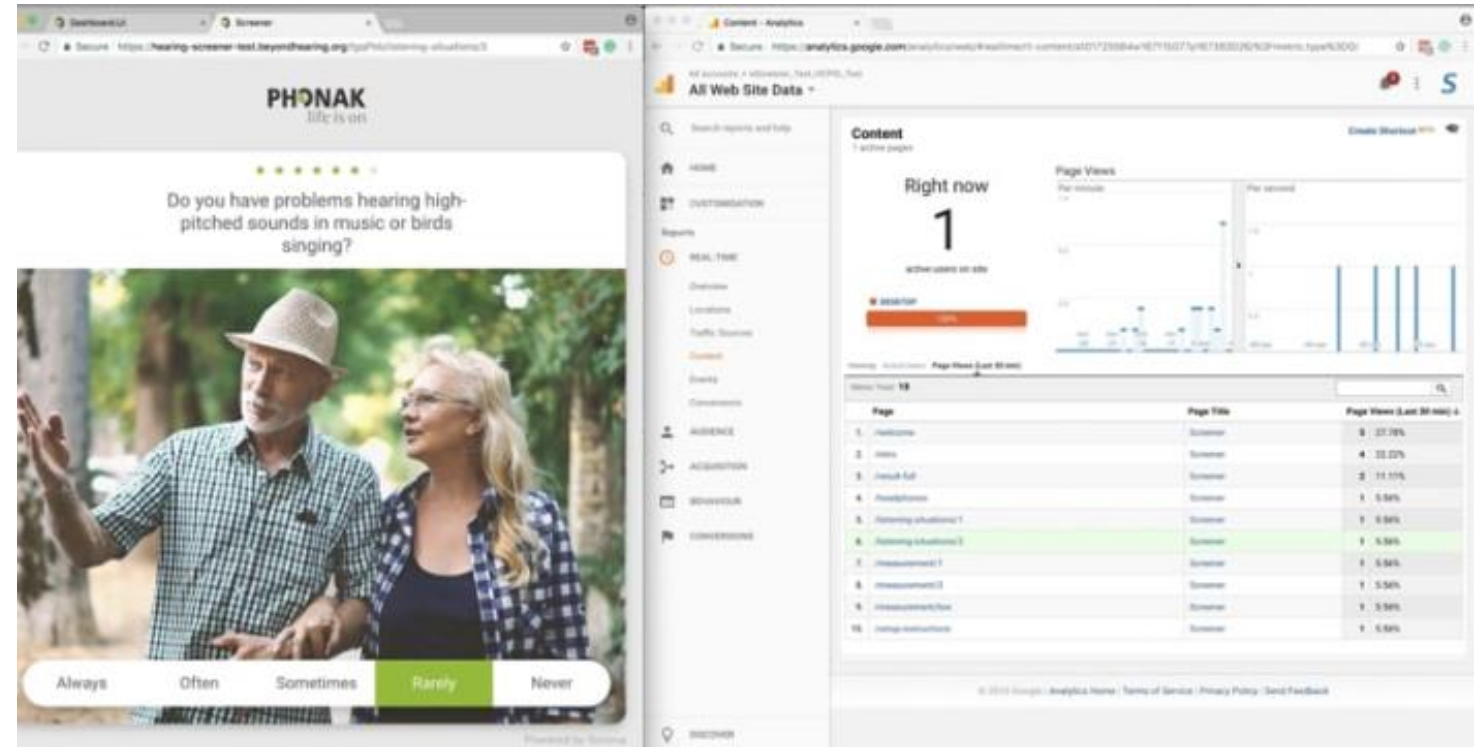
Amount of users that reached the screener in the set period of time

You can view in list or chart view.

Of the amount of users these are the results. You can drill down into the results in the list view.

Measuring the success of your campaigns

- Add your Google Analytics (GA) Account Web ID into the eScreener set-up page to track page views (content) and call to actions (event category 'CTA')
- If you are not familiar with GA, then your developer or marketing agency can provide you with your GA Web ID number for you to add to the eScreener set-up.



In settings, you can add your Google Analytics web ID here.

Google Analytics

Insert your Google Analytics Web ID here.

UA-xxxxxx-x

eScreenener Promotion

Step 1 – Build Digital Marketing Plan

- Work with your digital marketing agency to build a digital marketing plan

**Digital
Marketing
Campaign**



Online Hearing Test

Search

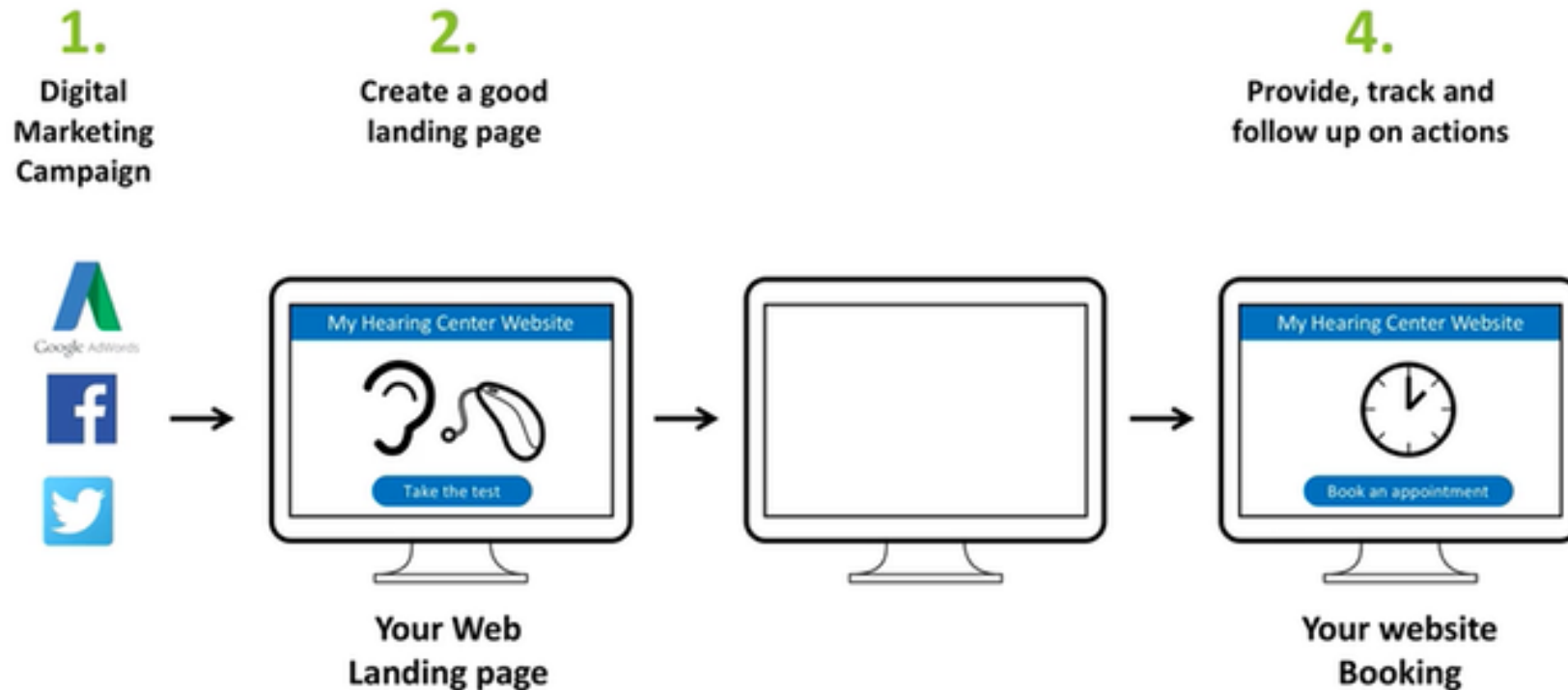
**Provide, track and
follow up on actions**



**Your website
Booking**

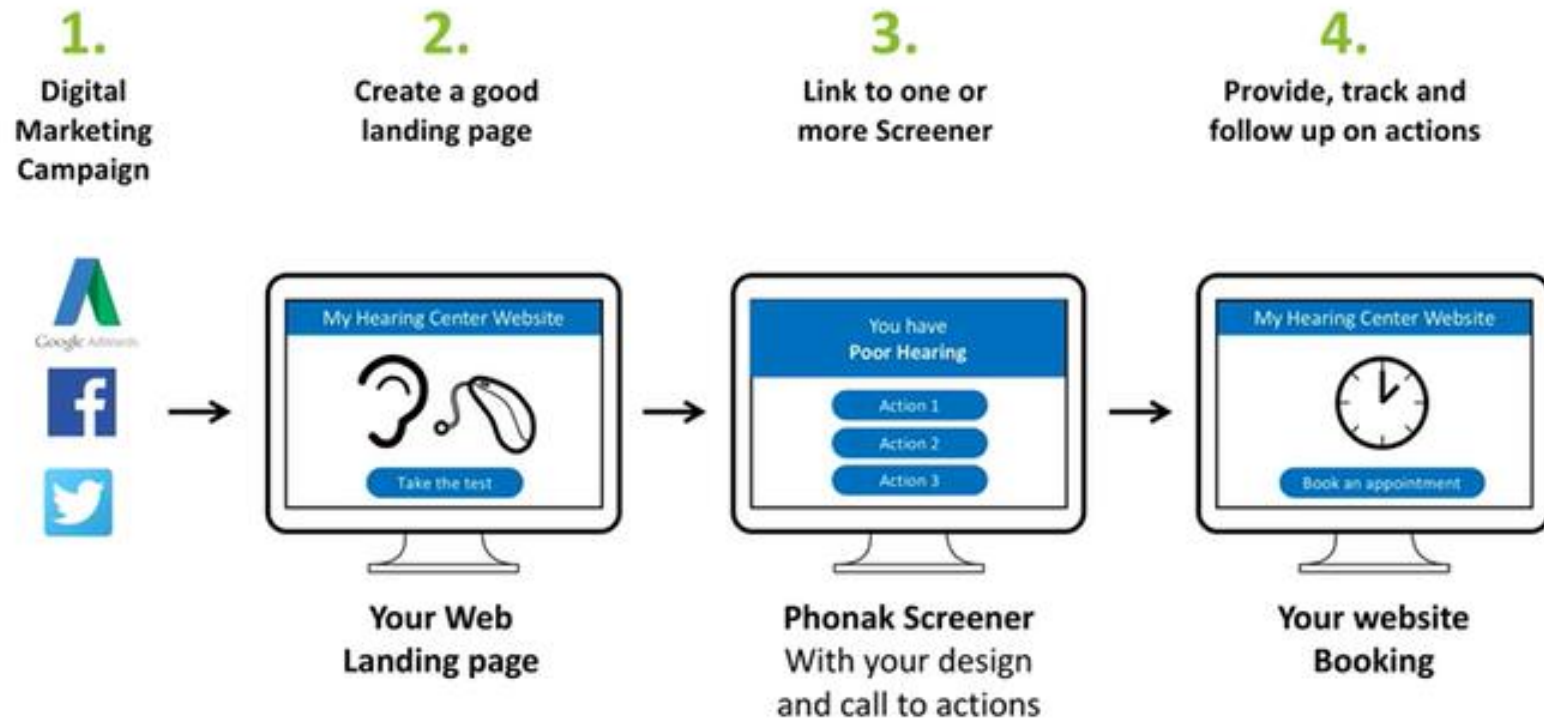
Step 2 – Build Landing Page

- Work with your web developer to build a landing page for your digital marketing campaigns to link to. A well built landing page will improve organic search visibility & your quality score.



Step 3 – Set up & link to e-Screener

- Activate e-Screener via PhonakPro site (see following instructions)
- Create your e-Screener by following the instructions in the e-Screener tutorials and link your landing page to the hearing test.
- Add the hearing test link to your home page



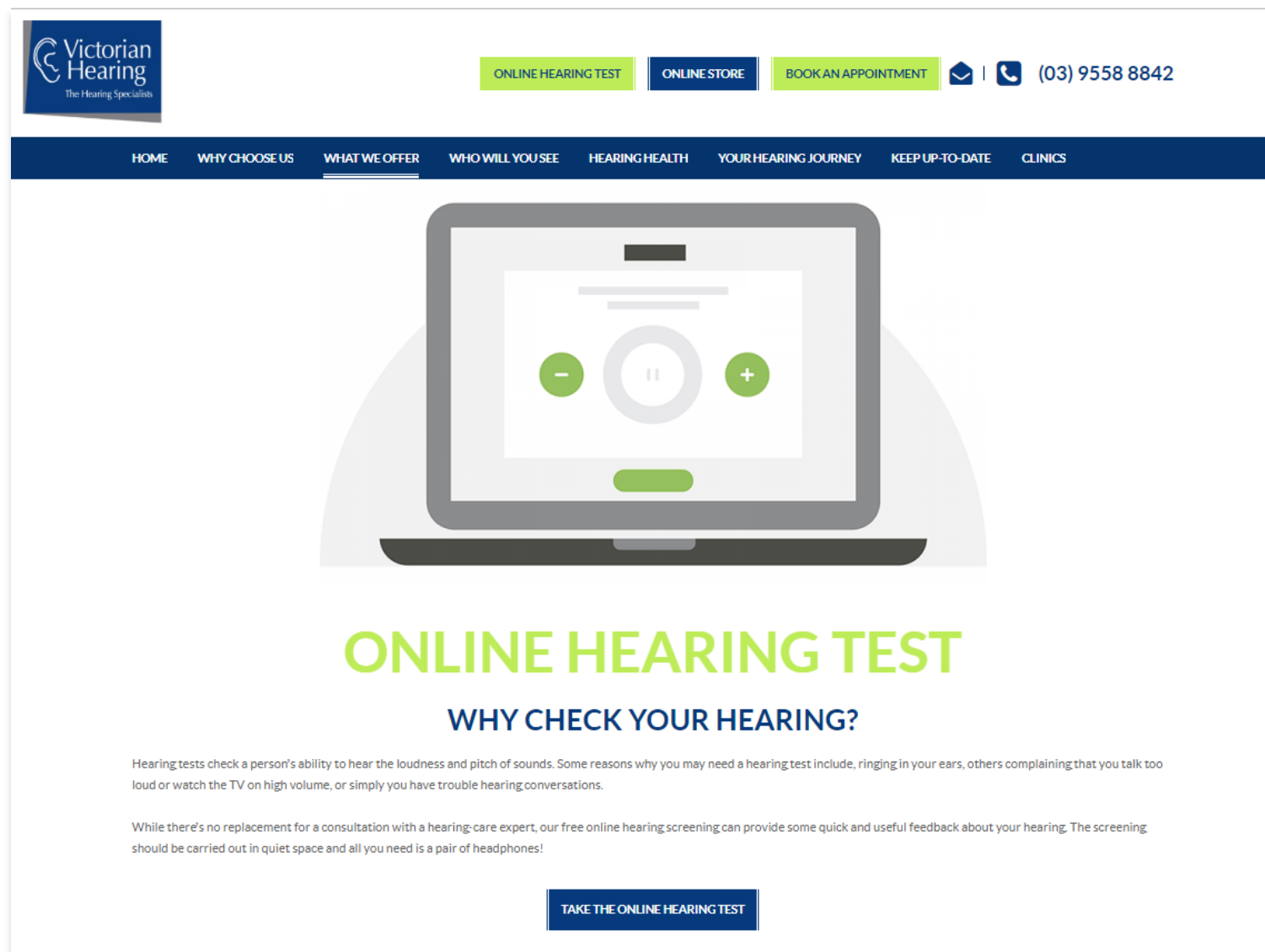
Step 4 - Activate marketing campaigns



eScreenener Best Practice Case

Victorian Hearing Pilot

- Phonak worked in partnership with Victorian Hearing to pilot the eScreeners (Hearing test) on the Victorian Hearing website.
- The following plan will take you through how we planned, built and promoted the eScreeners on the Victorian Hearing site.



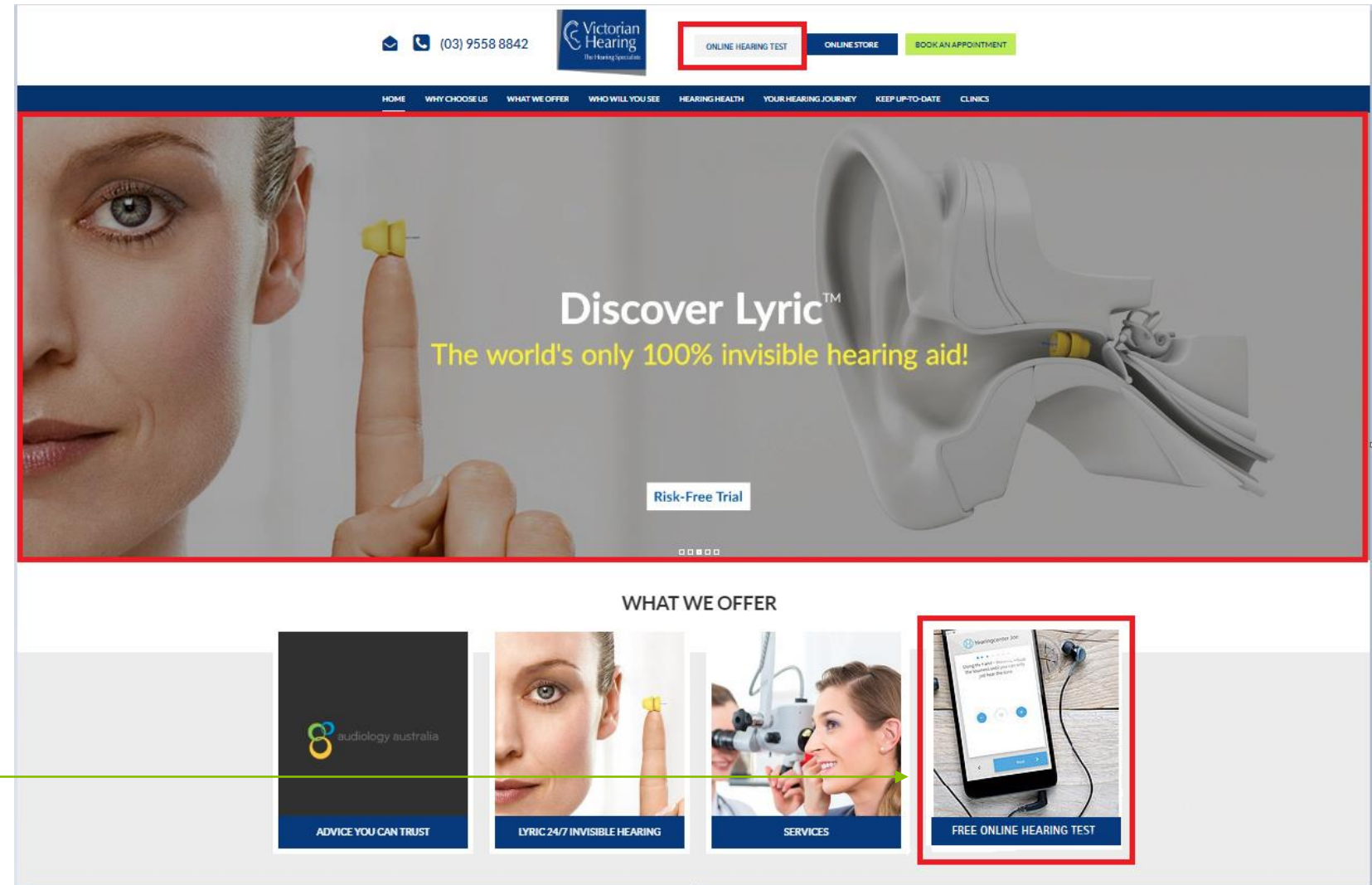
Homepage Updates

The aim is to make the online hearing test a prominent service offering utilising key positions on the website.

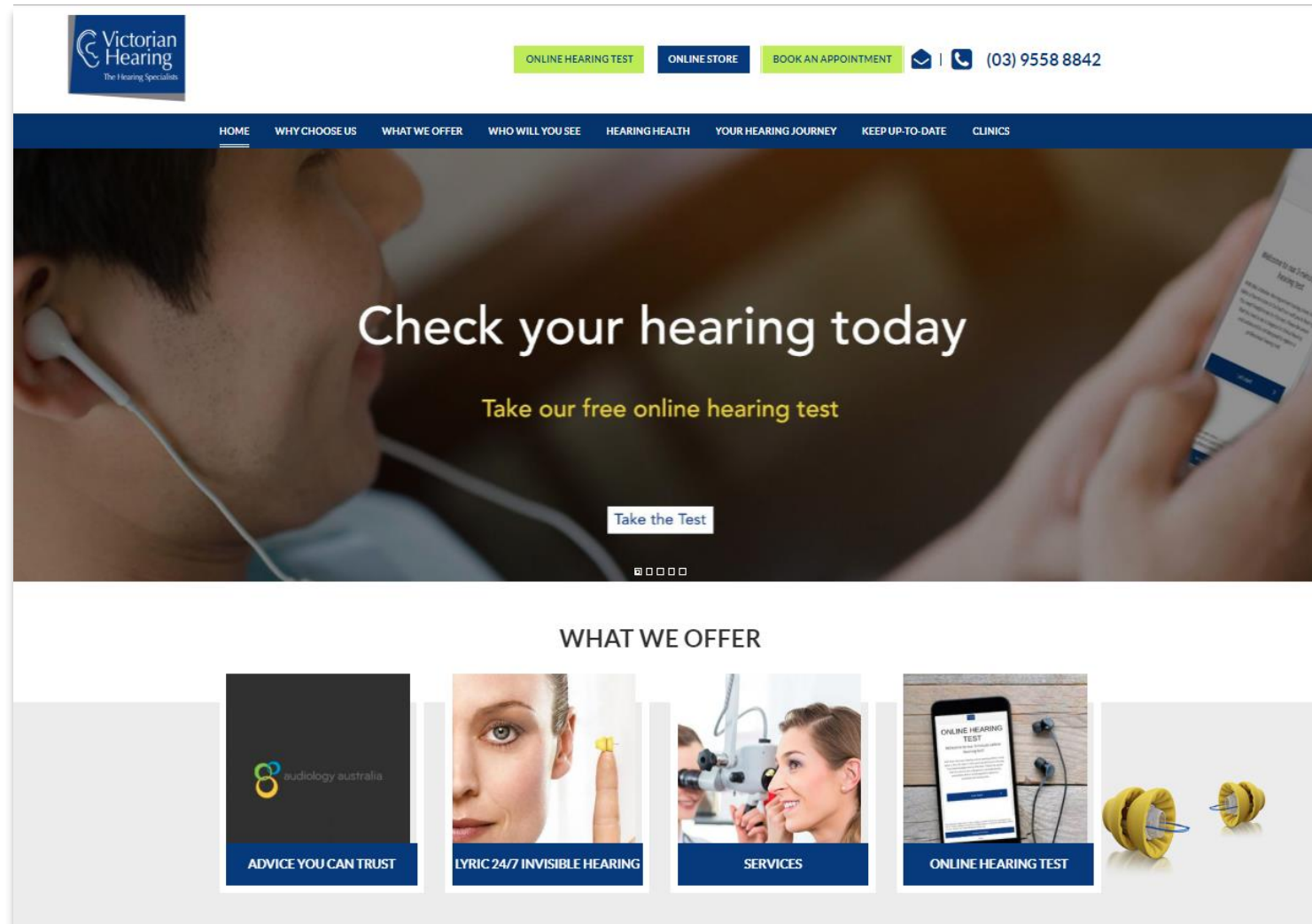
Carousel banner →
Recommend to run during digital marketing campaign.

Tile banner →
Permanent

Top Link – Permanent

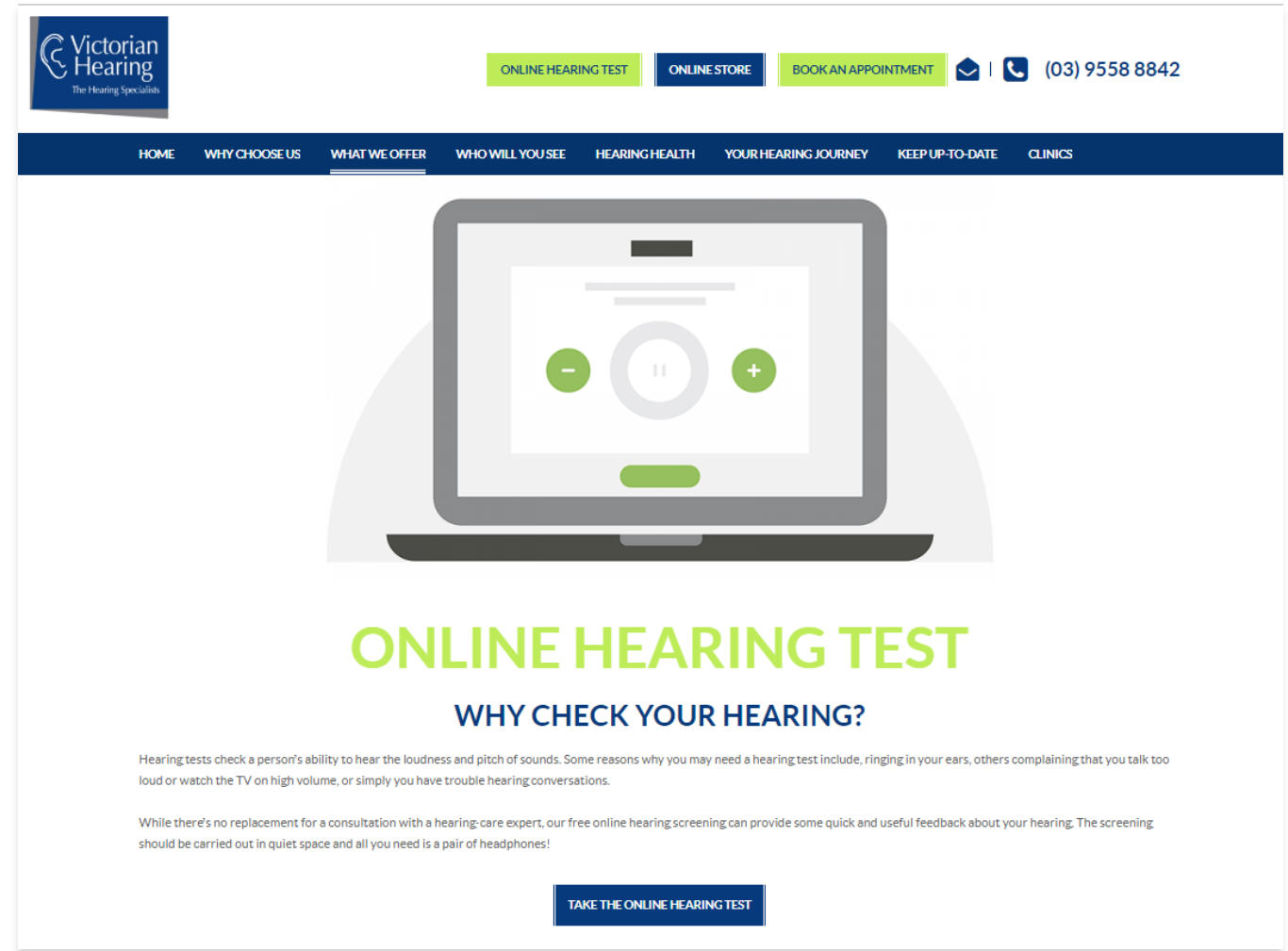


<https://www.victorianhearing.com.au/>




Dedicated Landing Page

- We also highly recommend building an online hearing test landing page where you can drive your search and social campaigns to.
- To gain good organic search activity, the page should contain interesting, relevant content regarding the importance of having hearing checked & an overview of your services.

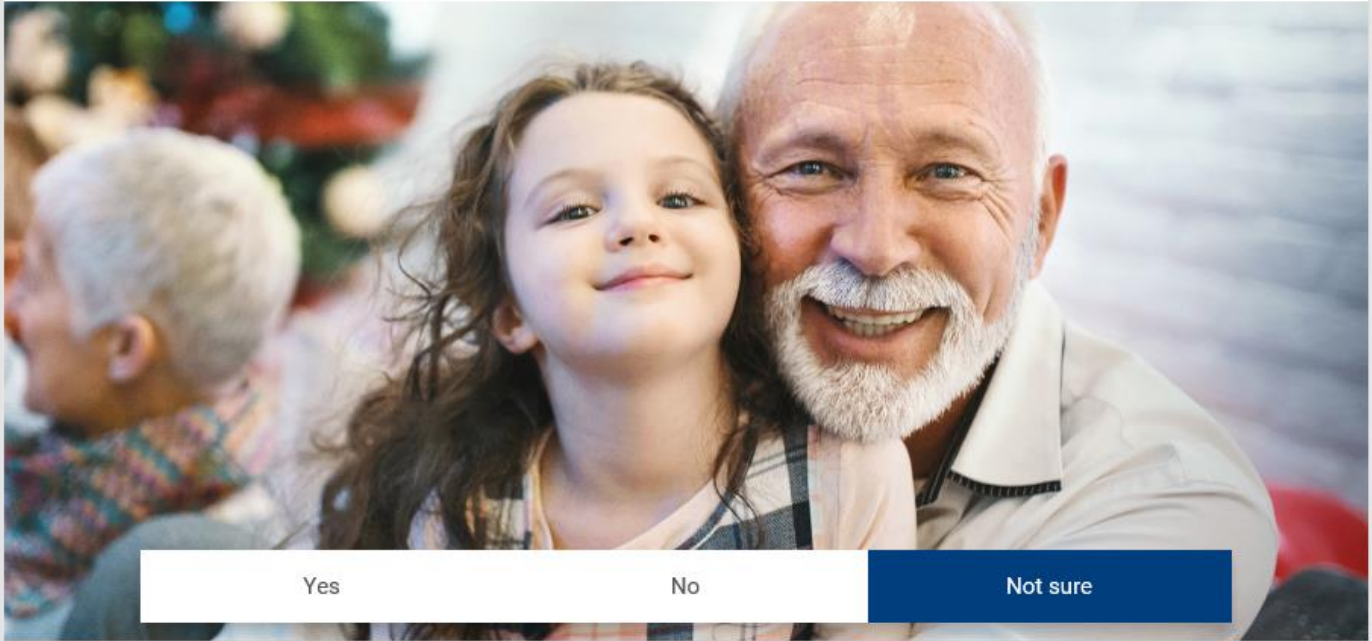


eScreeners Customisation

- The eScreeners images, buttons and colours can be customised to suit your brand.
- There are over 10 image theme sets to choose from.



Do you feel like you have hearing issues?




Yes No Not sure

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Let's start!

Customisation



• • • • •

Using the + and – buttons, adjust the loudness until you can only just hear the tone

–

||


+

<

Next

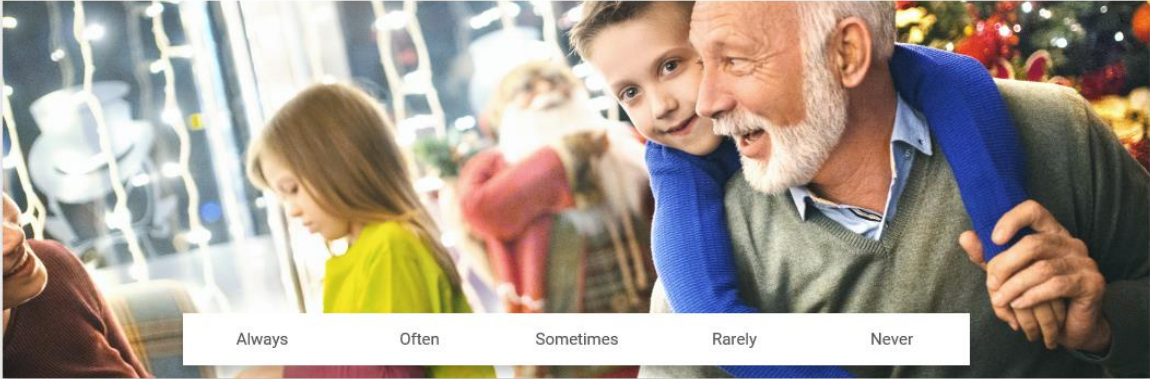
>

Pow



• • • • •

Do you have trouble understanding people in noisy environments?



Always

Often

Sometimes

Rarely

Never

<

Next

>

Powered by Sonova

Marketing Opportunities

- **Request a call back** – Opportunity to book an appointment
- **Book an appointment** – Integrate directly into your online booking calendar. Ensure you follow up and confirm the booking.
- **What next** – can lead to a contact form to receive more information or lead to the homepage.
- **Get report** – An email is sent with results and repeat of call to actions.
- **Email addresses** – Opportunity to add email address to your marketing database for future re-marketing or follow up.

The screenshot shows a web interface for Victorian Hearing. At the top is the logo. The main content area has a dark blue header with the text 'The score indicates that you may have: Good hearing'. Below this, it states 'The tonal test detected good hearing. You told us you have no or only little hearing challenges.' A disclaimer follows: 'Please be aware that this is not designed to replace a professional hearing test. If you would like us to take a closer look at your hearing, you can book an appointment with a hearing care professional.' There are three blue buttons: 'Request a callback', 'Book an appointment', and 'What next?'. Below these is a section for 'Get your detailed hearing screening report', which includes a text input for 'Your email' and a checkbox for 'I accept the terms of use.'. There are two buttons: 'Get report' (disabled) and 'Skip'. At the bottom of the page is a blue button labeled 'Tell us your opinion'.

Email Report

Is this email not displaying correctly? [View it in your browser](#)



Your hearing check results

The results indicate that you may have a good hearing. However, this quick check is not a substitute for a professional hearing check. So although the results suggest your hearing is good, if you have any concerns please feel free to book an appointment.

Request a callback

Book an appointment

What next

Tone results

What does this result mean?

We tested your hearing with low, mid and high pitched tones. Then we evaluated the differences between a low tone and two higher pitched tones.

Why do we do this test?

This tone check helps you determine the sound threshold your ears can detect for three tones. Over time, or if you've been regularly exposed to loud sounds, it's normal for high frequencies to be less obvious.

Your results

We have found no differences between low and mid. This tells us your hearing is good for mid pitched sounds.

Low tone  Mid tone
Shorter bars are better

We have found a slight difference between low and high. This tells us you may have a mild hearing loss for high pitched sounds.

Low tone  High tone
Shorter bars are better

Question results

Why do we do this test?

The questions help us understand if there are common everyday situations you struggle with day to day, regardless of your hearing capability.



Do you have problems understanding conversations one on one?

Your answer was rarely. However, it's worth knowing that those who experience difficulty understanding speech may ask people to repeat often or avoid social situations because they are missing important speech sounds.



In conversation, do people seem to mumble ?

Your answer was rarely. It's worth knowing that those who struggle hearing important mid and high pitched speech sounds (d, g, f, s, etc.) may feel speech sounds are mumbled or unclear.



Do you have problems hearing high-pitched sounds in TV, music or like birds singing?

You reported rarely. However, it's worth knowing that those who miss important high frequency sounds can have trouble understanding speech, especially with children and women speakers.

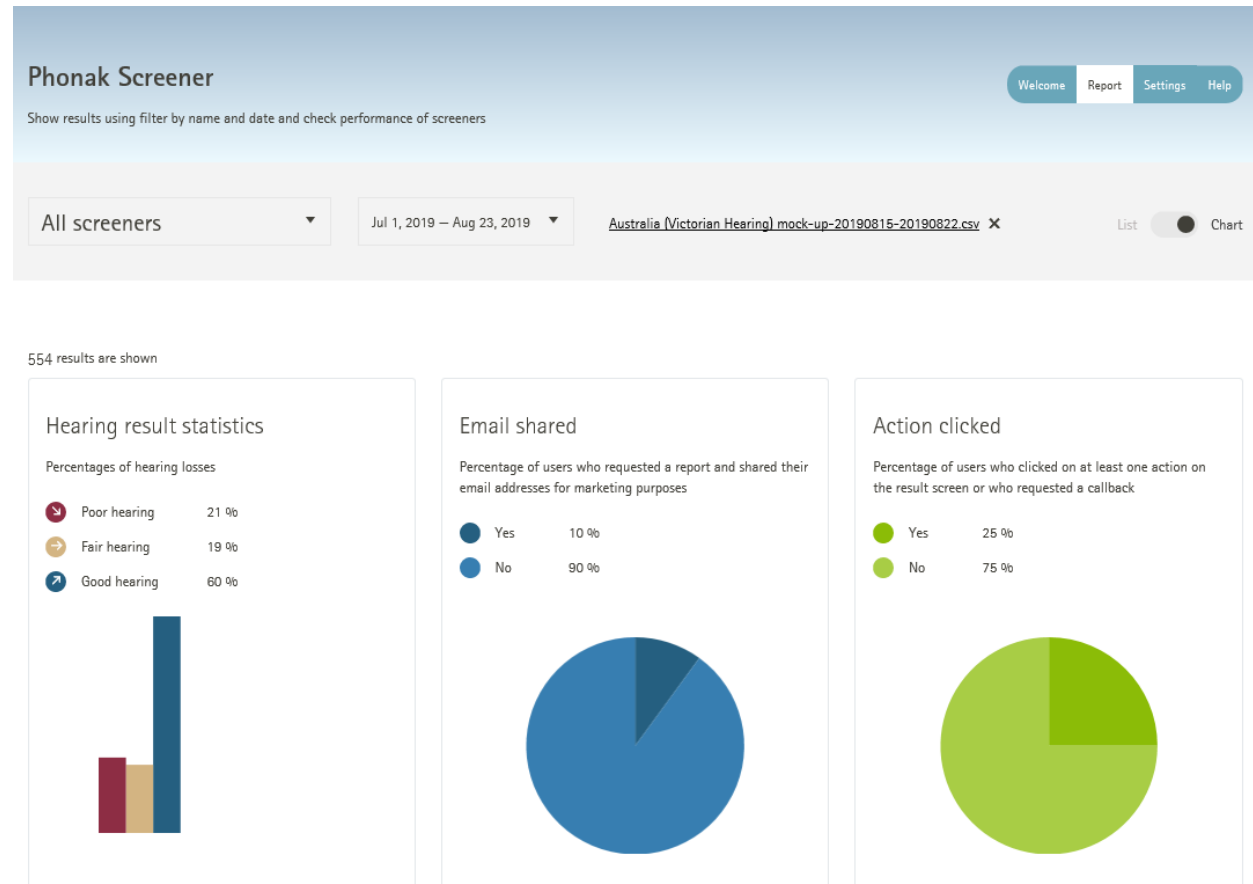


Do you have difficulty understanding people in noisy environments?

Your answer was rarely. However, it's worth knowing that those who have difficulty hearing can have trouble understanding speech in the presence of background noise and therefore avoid social situations.

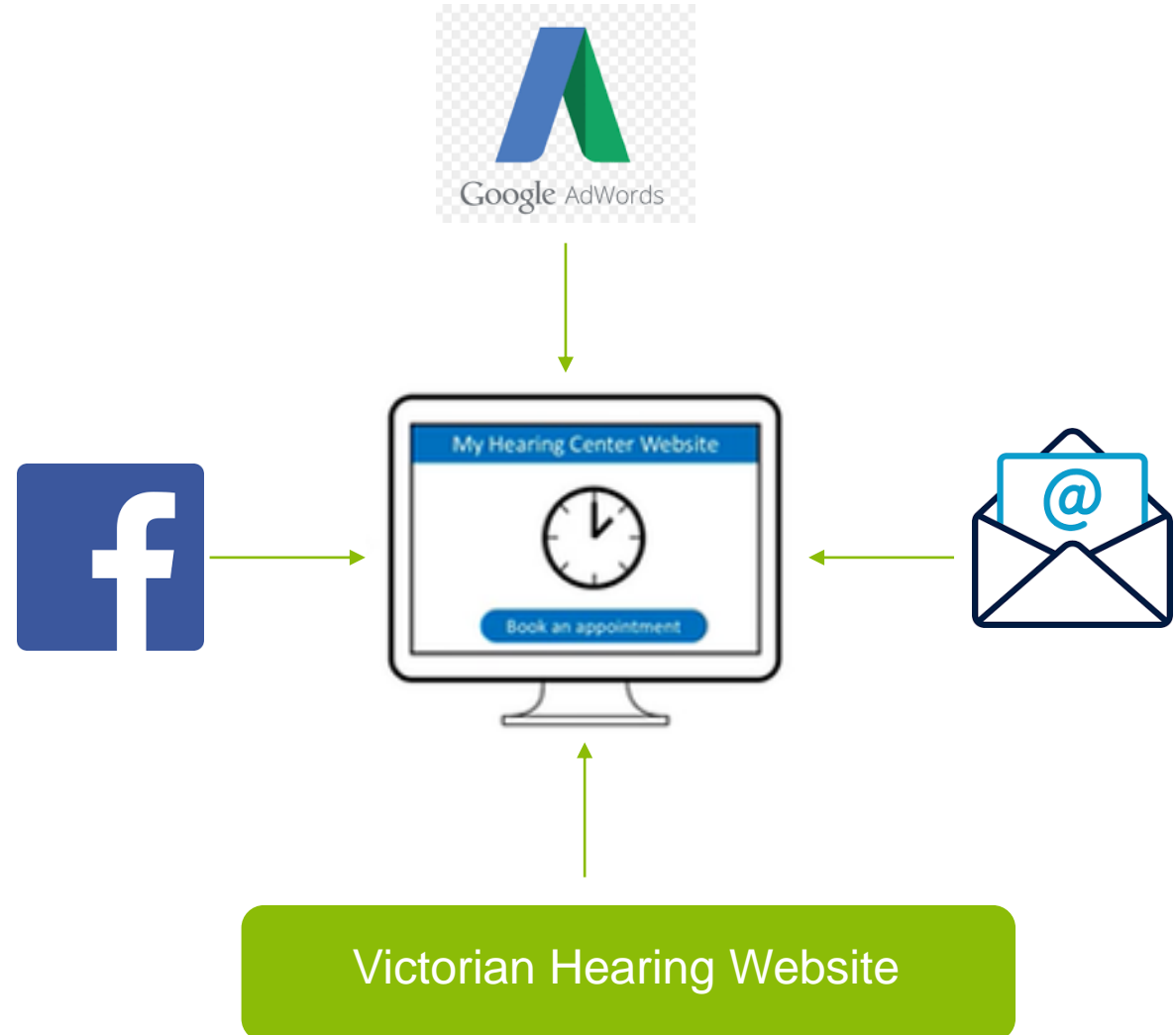
Tracking & Reporting

- As part of eScreener you have access to the reporting dashboard to track user responses, hearing results, email addresses and actions.



Digital marketing campaign

- An integrated marketing campaign is recommended.
- Utilise the Facebook, Email and Adwords channels to drive traffic to the landing page.
- If you have any print advertising, it is also recommended to promote and provide the hearing test page URL



Google Analytics

- Measuring engagement and conversion is key to a successful campaign
- We recommend adding your Google Analytics Web ID in the eScreener settings page to track page views (content) and call to actions (event category 'CTA')

The image shows a survey interface on the left and a Google Analytics dashboard on the right.

Survey Interface:

- Header: Victorian Hearing (with logo)
- Progress: 5 dots, 4th dot active
- Question: "Do you have trouble hearing high pitched sounds, like parts of music or birds singing?"
- Image: A man and a woman looking at each other.
- Response Options: Always, Often, Sometimes (selected), Rarely, Never
- Navigation: < Next >

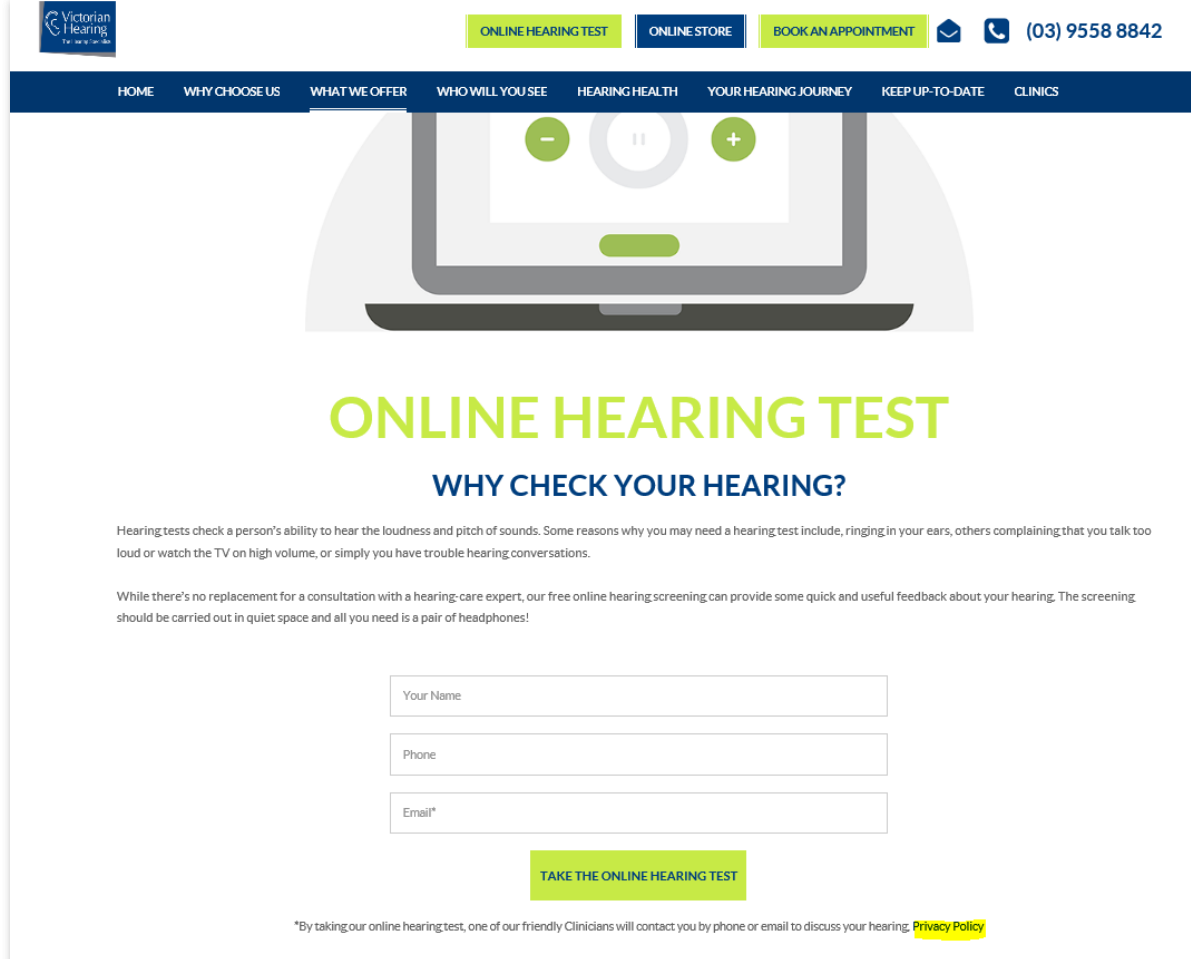
Google Analytics Dashboard:

- Page: All Web Site Data
- Section: Content
- Right now: 1 active users on site
- Page Views: Per minute, Per second
- Table: Page Views (Last 30 mins)

Page	Page Title	Page Views (Last 30 mins)
1. Home	Home	5 (27.26%)
2. Video	Home	4 (22.22%)
3. Health hub	Home	3 (15.79%)
4. Health stories	Home	1 (5.26%)
5. Hearing evaluation 1	Home	1 (5.26%)
6. Hearing evaluation 2	Home	1 (5.26%)
7. Assessment 1	Home	1 (5.26%)
8. Assessment 2	Home	1 (5.26%)
9. Assessment 3	Home	1 (5.26%)
10. Setup instructions	Home	1 (5.26%)

Refinement

- We are currently testing an email capture form which has been added to the Victorian Hearing eScreener landing page.
- This is to test whether people will continue through to complete the test by first providing their email.
- By capturing emailing addresses, it gives your clinic another touch point to start a conversation and continue engagement.
- We will monitor the results and it's effect on the number of tests completed.
- **Please note:** If you are going to add an email capture form, you **MUST** add a link your privacy policy.



The screenshot displays the Victorian Hearing eScreener landing page. At the top, there is a navigation bar with links for HOME, WHY CHOOSE US, WHAT WE OFFER, WHO WILL YOU SEE, HEARING HEALTH, YOUR HEARING JOURNEY, KEEP UP-TO-DATE, and CLINICS. Above this bar, there are buttons for ONLINE HEARING TEST, ONLINE STORE, and BOOK AN APPOINTMENT, along with a phone number (03) 9558 8842. The main content area features a large graphic of a laptop displaying a hearing test interface. Below the graphic, the heading "ONLINE HEARING TEST" is prominently displayed in green, followed by the subheading "WHY CHECK YOUR HEARING?" in blue. A paragraph explains that hearing tests check a person's ability to hear the loudness and pitch of sounds, and lists reasons why one might need a hearing test, such as ringing in the ears or trouble hearing conversations. Another paragraph states that while there is no replacement for a consultation with a hearing care expert, the free online hearing screening can provide quick and useful feedback about your hearing. Below this text, there is a form with three input fields: "Your Name", "Phone", and "Email*". A green button labeled "TAKE THE ONLINE HEARING TEST" is positioned below the form. At the bottom, a small disclaimer states: "By taking our online hearing test, one of our friendly Clinicians will contact you by phone or email to discuss your hearing. [Privacy Policy](#)".

Together,
we change lives