

Audéo B Market Survey: High Overall and First Fit Satisfaction Rates

In August 2016, Phonak launched its next generation platform **Belong** and the Audéo B product family, featuring pioneering lithium-ion rechargeable battery technology.

Objective

To evaluate the satisfaction with the performance of the **Belong** platform, Phonak conducted a survey among 342 **Hearing Care Professionals** from the USA, France, Canada and Germany.

Results

Belong platform

Products in general:

77%

rate Belong better*

First fit:

55%

rate Belong better*

Sound quality:

64%

rate Belong better*

Target 5.0
overall satisfaction:

8.8/10

Audéo B / Audéo B-R



Benefits

- ▶ Latest technology from Phonak
- ▶ AutoSense OS
- ▶ Sound quality
- ▶ SoundRecover2
- ▶ Quick to charge (Audéo B-R)
- ▶ No battery hassle (Audéo B-R)



Overall satisfaction	8.5 /10
First fit satisfaction	8.4 /10
(Re-)purchase intention	94 /100
Recommendation	88 /100

Overall satisfaction	8.3 /10
First fit satisfaction	8.4 /10
(Re-)purchase intention	91 /100
Recommendation	89 /100

Acceptance of Phonak rechargeable hearing aids



Audéo B-R perceived superior by **4 out of 5** Hearing Care Professionals compared to other rechargeable solutions on the market

* Compared to the Venture platform