

BEFLEX CUSTOMER SURVEY 2016

beflex:

The 3in1 Trial System

bernafon[®]

Your hearing · Our passion

An industry-first

BeFlex is a unique fitting and counseling concept that revolutionizes the hearing aid fitting protocols. It's a flexible 3in1 trial system to program multiple performance categories into one single device at the same time – again and again.

BeFlex helps reduce any hesitation your clients may have about whether they are buying the most suitable hearing aid. Plus, it can ease your counseling process in an effective and efficient way.

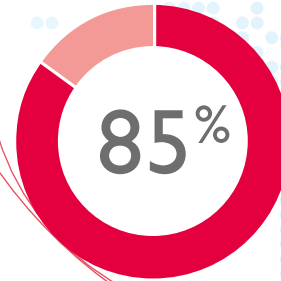


We asked your colleagues around the globe about their experiences with BeFlex. Here's what they had to say.

ABOUT THE SURVEY

- Number of participants: 148 hearing care professionals
- Countries: Canada, Germany, France, The Netherlands, Switzerland
- Time period: May – June 2016
- Method: Quantitative online survey

A proven success story in fitting and counseling

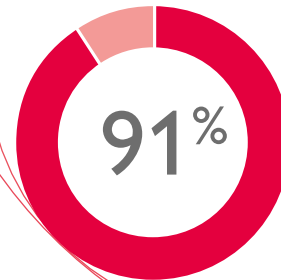


of BeFlex customers around the globe say that they are satisfied to **totally satisfied** with this fitting and counseling concept

A better try-before-you-buy approach

A true comparison of hearing aid technologies is possible only with BeFlex. It is the only trial solution with which your client can test up to three hearing aid technologies in one device at the same time.

- Incorporate the full range of Bernafon technology levels within one hearing instrument
- Compare between different bandwidths and feature sets simultaneously

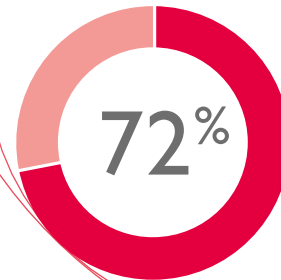


of BeFlex customers program at least **two performance categories** allowing their clients to test and compare different hearing aid technologies at the same time

A convincing comparative fitting tool

BeFlex helps you in the counseling process, and supports your recommendation for which product is most suitable for your client.

- Let your clients experience the differences in performance categories in real-life situations
- Expose your clients to options that were not previously considered, including higher technology levels



of BeFlex customers report that clients **hear significant audible differences** between performance categories

9

JUNA 9

7

JUNA 7

5

SAPHIRA 5

3

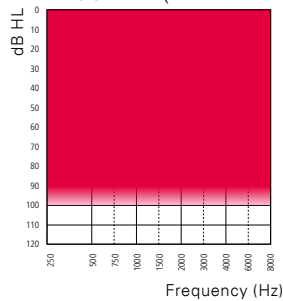
SAPHIRA 3

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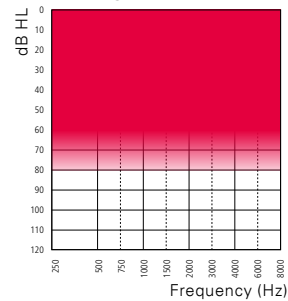
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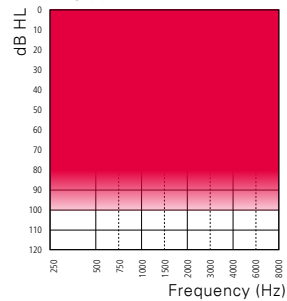
PICO RITE (WITH 100-SPEAKER)



NANO BTE



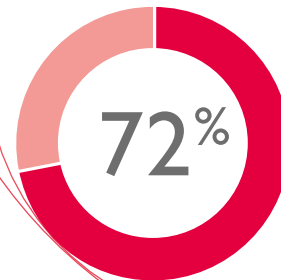
POWER BTE



A timesaving opportunity

Selecting the ideal hearing aid can be a demanding process for both you and your clients. Provide your clients with BeFlex and reduce the time it takes to bring a sale to a successful conclusion.

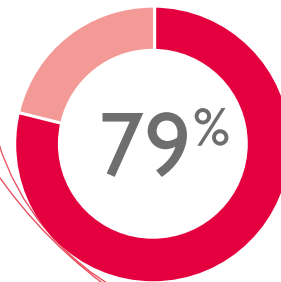
- Minimize your efforts in explaining the differences between performance levels
- Reduce any hesitation your clients may have to choose the hearing aid that best suits their lifestyle and listening needs



of BeFlex customers report a **shorter purchase decision time**

Increase your business success

There is nothing like BeFlex in the industry. BeFlex gives you the opportunity to establish a relationship built on trust and confidence. Increase client satisfaction, boost the number of your fittings, and create a win-win situation.

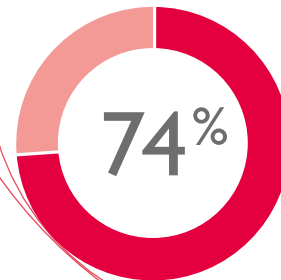
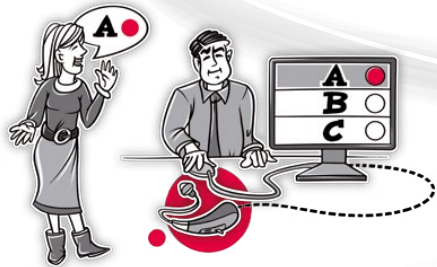


of BeFlex customers report an **increase in the number of clients purchasing hearing aids**

Simplicity at its best

With BeFlex, it only takes a few steps from a hearing aid trial to a successful first fit for your clients:


- Program one, two, or three performance categories into a single device and send your client home to experience the different Bernafon technology levels in their own listening environments
- Use Data Logging to see which performance category your client has used most
- Easily and quickly transfer the fitting data from a BeFlex instrument to a new, purchased product




of BeFlex customers report that clients appreciate the trial concept and **find it easy to use**

What your colleagues say about BeFlex


// The efficiency of comparable fitting and a transparent comparison of different power classes is fantastic."

 BeFlex customer


// The choice for the hearing care professional as well as for the end user will become simpler and clearer."

 BeFlex customer


// The product from the competition is by far not as unique as the Bernafon one."

 BeFlex customer

// BeFlex is sensational and I don't want to miss it. The handling works super well, easy and straightforward. Conclusion: absolutely great!!"

 BeFlex customer

// BeFlex reduces stock inventory and therefore cost."

 BeFlex customer

Bernafon Companies

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SWISS 
Engineering

bernafon®

Your hearing · Our passion