nuance matters
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Our opportunity

We have built a global group of hearing care brands, and collectively, we are a leading player in our industry. This is our great opportunity. Because, rather than adapting to the fluctuations of our market, we can shape it.

To do this, we must come together. We must unite our efforts and build one strong hearing care brand with a common perspective. A brand we can all relate to, and which creates a clear sense of direction.

First and foremost, this requires a shared goal. At Audika, our vision is to help more people hear better. We strive to become the world’s leading brand in personalised hearing care.

To achieve this, we must champion the position of the hearing care expert. In a time when quick fixes and one-size-fits-all prevail, we must demonstrate exceptional competence and leadership to popularise our belief that a hearing loss requires dedicated professionals.

We will do so by taking a stand. We belong to those who believe that nuance matters, because nuance is what makes life worth hearing. This is our standpoint and our expert opinion.

We live this by always putting the individual first, because hearing is as individual as a fingerprint. Consequently, our promise to our customers is to always deliver personalised hearing care to realise their full hearing potential.

To make all of the above count, we must make it an integral part of our everyday affairs. In doing so, our training programme All The Right Things will play a leading role — it will help us deliver the exceptional customer experiences necessary to seize our opportunity.
Nuances make life worth living
Our legacy

Our company was founded by a husband who was determined to help his wife lead a better life. Camilla Demant had a hearing loss which Hans Demant wanted to better. But he didn’t just care about her hearing, he cared about her as a unique individual.

Where others saw clinical and commercial aspects, he could see other nuances. He saw how a hearing loss affects all levels of life. And he understood that by helping his wife help herself, he was not only giving her back her hearing; he was giving her back confidence in life.

Today, we have a long history of making life-changing differences for people with hearing loss. And it is still the passion for helping people hear better, that sets the course for our company.

Audika is part of the William Demant Group, a world-leading hearing healthcare company with more than 100 years of experience. In order to offer the benefits of hearing rehabilitation to most people, the William Demant Group seeks to cover all areas of hearing impairment and hearing healthcare – from research and development, to manufacturing, distribution, wholesale, and retail.
Hans Demant and his wife with their five children, 1902
We want to help more people hear better by demonstrating competence and leadership to champion the position of the hearing care expert.

Because we belong to those who believe that nuance matters, and by making it our habit to think of the individual first, we will find the way to more personalised hearing care for everyone.

This is our brand as a model. Our vision, points of differentiation and position constitute our strategy — the rational and emotional foundation for our brand. Our why, how and what mirrors the strategy and sets the direction for how we can live it, and how it should shape our culture.
Our vision

Help More People Hear Better

At Audika, we strive to become the world’s leading brand in personalised hearing care. Our vision is to Help More People Hear Better.

There is mounting evidence that hearing care is healthcare. Today, we know that hearing rehabilitation reduces dementia and heart diseases.

That’s why our vision is also a social one. The world increasingly needs a company that can address the challenge globally. By making it our shared vision to Help More People Hear Better, we are expanding our good cause.
We want to help more people hear better.
Our position

The Modern Hearing Care Expert

To help more people hear better, we need to come together as one organisation. Consequently, we must define who we are – we need a clear position. This is The Modern Hearing Care Expert.
It is our position that only by embracing technology can we help our customers reach their full hearing potential. This is because the technology in our field is creating ever new ways to perfect every little nuance and make life easier.

It is our position that care has to be individual, because hearing is individual. Progress always begins with empowering the individual. The respect for individual nuances is the most important value we can contribute as retailers.

It is our position that hearing loss should be handled by experts, because understanding the audiological, cognitive and personal nuances of hearing care requires education, dedication, professionalism, and passion.

It is our position that nothing is as subjective and individual as our hearing. It is a part of who we are. For the same reason, a hearing loss is never just a hearing loss. It is a loss in quality of life.
Our points of differentiation

To claim the position of The Modern Hearing Care Expert, we must develop along two parameters. Helping more people will require us to show more leadership. Helping people hear better will require us to reinforce and apply our competence.

Our great challenge will be to unite our two ambitions in one coherent effort: We must excel on a larger scale by cultivating our personal approach. This is why we have All The Right Things; the purpose of the programme is to help us meet this challenge.
To help people hear better, we must excel in every nuance of our care. We always focus on the individual and we never compromise. From the very first time a client calls or visits, we must offer and convey a competent care. We will do our utmost to ensure that every individual with a hearing loss is receiving rehabilitation to reach their full potential. We will not compromise.

This applies to all aspects of our customers’ lives and hearing, from audiological adjustments to psychological implications. Likewise, we embrace the latest technology to make life easier for our clients and help them reach their full hearing potential.

This wide focus on customer care is reflected in All The Right Things. Here, we emphasise everything from the physical examination to creating an environment that supports the empowerment of our clients.

- We champion the position of the hearing care expert
- We are dedicated professionals who strive to make a difference
- We only work with cutting-edge technology
- We deliver personalised hearing care through individualised approaches and customised hearing care solutions
- We train our employees to become hearing care experts

To help more people, we need to make expert hearing care accessible for the many. To do this, we must change how people think of hearing loss. Visiting a hearing care expert must become as natural and obvious an occurrence as visiting an optician or dentist. It is up to us to shape this new norm.

But only by delivering a consistent message and experience across all clinics and regions can we create enough traction to change the culture. We must lead the way by excelling, one customer at a time.

In All The Right Things, we address this in a number of ways. The Morning Huddle, our Wellness Programme, and Block Scheduling are all routines that can help a clinic to show leadership and drive the cultural change every day.

- We put hearing care on the healthcare agenda
- We raise awareness about hearing care
- We believe every individual should have an annual hearing test
- We deliver consistent brand experiences, quality of service, and customer outcomes
- We’re enabling a world-class aspirational and rewarding culture in our business
At the heart of our strategic identity is our mindset; our emotional ‘Why.’ We call it Nuance Matters.

In a market where individual nuances are often sacrificed, we want to be the exception. We are not just making a living, we are making a statement.

We are here to say that respect for individual needs matters; that every little nuance in the way we hear matters; that every time a customer invests in expert hearing care, it matters.

Nuance matters, because nuance is what makes life worth hearing. It is our expert opinion and our point of view. We want to share this with more and more people every day. But it begins with us.

Nuance Matters must shape our way of life. It is an expert’s mindset that we all need to adopt to position ourselves as hearing care experts.
By demonstrating competence and leadership, we will set ourselves up for claiming the position we strive for — The Modern Hearing Care Expert. To ultimately claim it, we must come together as one organisation. In our work and communication, we must focus on the value that only we as hearing care retailers can provide.

Our four focuses

**Psychological nuances**
We strive to understand our customers as individuals, through discussions of their lifestyle, personality and motivation.

**Audiological nuances**
We conduct our hearing evaluations through an examination of the ears (otoscopy), a pure-tone air audiometry, a pure-tone bone audiometry (oscillator) and masking.

**Cognitive nuances**
We conduct a cognitive evaluation through speech audiometry and word recognition.

**Subjective nuances**
We identify the personal preferences for sound, comfort, fitting, hearing aid style, features and accessories. Furthermore, we identify personal goals, motivations and wants.

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**Our How**

**Individual First**

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Our solutions have to be as unique as the people we meet. That’s why our promise — our ‘What’ — is to provide Personalised Hearing Care.

When people lose their hearing, they also lose touch with a huge part of their identity. To begin replacing what they have lost, no quickfix or one-size-fits-all will do. That’s why, a hearing aid is not the only value we have to offer. Our commitment to build lasting partnerships with our customers is just as important.

In order to realise their full hearing potential, a solution is as much about caring as it is about hearing. Because if we can’t empower the individual, there is no solution. We must help our customers to want to help themselves.

Value propositions

Cutting-edge technology
As part of the William Demant Group, we always have access to the newest hearing care technology. We continuously familiarise ourselves with new opportunities that can make our customers’ lives easier.

Personal
Our way of organising and running our clinics ensures that we’re always able to meet our individual customers on their terms and give the time and advice they need.

Full hearing potential
By striving to understand the psychological, audiological, cognitive and subjective nuances of our customers’ lives and hearing, we’re able to create a perfect fit for everyone, so they can reach their full hearing potential.

Ongoing care
Our individualised approach extends to all our customer touchpoints. We deliver an ongoing service to help every customer continuously fulfil his or her hearing potential.
Personalised hearing care is a result of our joint efforts. Every one of us contributes our part, behind the scenes or in a multitude of different touch points. However, in the end it is experienced by a single individual. That’s why, it is critical to understand ourselves from our customer’s perspective – from the individual’s perspective - and see ourselves as nuances of a whole.

To us, ‘Hearing care’ is the whole experience, that surrounds finding a hearing care solution, so customers should sense that we have thought of every important nuance. They should feel they are in the hands of Hearing Care Experts. Whether it is over the phone, in person, or in an advertisement, our expertise should come across – and trust should always be deepening.

In All The Right Things we dive into a range of routines that will help us create this experience. Because, while much of this may seem straightforward, it is vital we’re all on the same page, so every client experiences the same excellent hearing care, every time.

Even minor details can make a major difference, because they underpin the competence and leadership associated with a hearing care expert:

- Do we listen and find out what matters to them, or have we heard it all before?
- Do they trust us to tell them what they need to hear and not just what they hope to hear?
- Do they feel assured by the confidence in our voices on the phone?
- Do we let them know they matter and get up from our chair when they enter?
- Do we make them feel more empowered as individuals or just more dependent on us?
- Do we let them know they are talking to a real person and not just a sales script?
- Do they let them know they are unique but not alone?
- Do we follow up with a phone call when a customer isn’t quite sure?
- Do they understand the value of our Wellness Programme?
- Do they see our attention to details all the way down to the plants in our waiting area?
- Do we offer them a safe place to bring their unique personality out?
- Do we listen and find out what matters to them, or have we heard it all before?
Audika

Customer experience

Our customers should feel inspired when they look at us:

Because

We always strive to be the best version of ourselves.

We believe passionately in our mindset: ‘Nuance Matters’.

We are committed to the ongoing process of reaching their full hearing potential.

We care deeply about helping more people hear better.

We embrace modern technology and know how to use it to get the most out of life.

We are confident and won’t compromise on the things that matter in life.

We listen with genuine curiosity to every single person we meet.

We are a team of individuals who are not afraid to bring our own personalities to work.

Customers should experience how we are different. They should feel that our process is centered on them as individuals, and that our solutions take their entire lifestyle into account. They should feel that we care about who they are - not just what their hearing loss makes them.