

COCHLEAR

A sound partnership for global growth

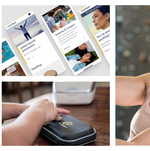
Cochlear empowers people to connect with others

Cochlear empowers people to connect with others. For over three decades, Cochlear has brought the gift of sound to people in over 100 countries. Recognised as the global leader of implantable hearing solutions, the company has brought world-first advances to the industry.

With a focus on growth, Cochlear planned a global online rollout using new commerce technology. Unfortunately, three previous partner engagements were unable to deliver the project to expectations. Cochlear believes that every customer experience should be seamless, consistent, and positive. As a result, Cochlear sought out a technology partner to reflect these values. That partner was eWave.

Following the global rollout and a solid five-year relationship with eWave, Cochlear wanted to innovate further. eWave was again chosen. This time, eWave would design more seamless experiences, refine the customer journey, and support emerging business needs.





CHALLENGES

Cutting-edge commerce to meet evolving needs

01

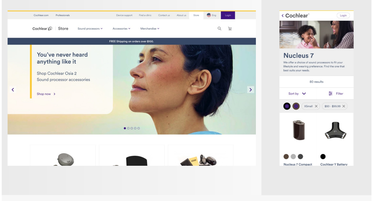
Cochlear needed a re-platform of commerce technology to support evolving business needs. For years, the company sold its products to clinics in a traditional B2B model. But, Cochlear wanted to build direct connections with end customers through a D2C (Direct to Consumer) model. This approach posed unique challenges.

02

Children and the elderly are key demographics within the D2C channel. So, the online experience had to support carers who order for young and elderly recipients. Personalised and simplified customer journeys would be crucial to improving the customer experience.

03

Consolidated product and data management across all regions were also critical. Products have unique upgrades and accessories, and stringent healthcare legislation and compliance had to be met, such as HIPAA.



STRATEGY

eWave delivered a modern Salesforce Commerce Cloud (SFCC) solution

The implementation created a single global reference architecture with tailored regional and country storefronts. Consolidation of the back-end also enabled Cochlear's strategic operational improvements and centralisation of resources.

eWave brought a first-of-its-kind healthcare platform with SFCC to match Cochlear's pioneering spirit. Healthcare data and products have unique requirements. For example, the Health Insurance Portability and Accountability Act (HIPAA) safeguards personal health information. To meet legislative and HIPAA compliance needs, eWave applied specific data solutions. This included PII/PHI security, which separates personal identifiers and health data.

EXECUTION

eWave developed a complete technology platform to support Cochlear's global growth.

The solution process encompassed discovery, customer journey mapping, UX and UI, technology re-platforming, and multi-region rollouts.

Throughout the 12-month project, eWave enriched the digital capabilities of Cochlear, including:

01

Tailored shopping experiences. It's now easier to view products eligible for health insurance reimbursements. Product upgrade customers also have customised journeys, and carers can find and order products on behalf of device recipients.

02

CareCredit payment-enabled transactions. CareCredit is a health and medical expenses credit card used by over 11 million cardholders.

03

eWave delivered multiple country storefronts with a single back-end to provide consistent shopping experiences across all touchpoints.

04

A live chat facility, Salesforce Live Agent, to engage and communicate with site visitors in real-time.

05

eWave provided a seamless hybrid team using its Inside Agency model. The Inside Agency team blends with Cochlear's in-house resources to extend capacity and capability.

eWave's innovative approach has elevated the customer experience, reflecting a key Cochlear value of empowering people to connect. The sound partnership with eWave has already delivered solutions across 14 countries that will add value to Cochlear's global growth strategy well into the future.

SERVICES

Exceptional customer experiences

Strategy ST

- Consulting
- Customer Research
- Competitor & Market Research
- Business Case Analysis
- Technology Selection
- Ecosystem Design

Experience EX

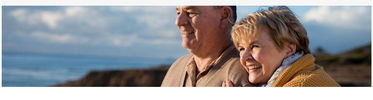
- Service Design
- Customer Journey
- UX Design
- UI Design

Delivery DE

- Commerce
- System Integration
- Middleware
- Infrastructure

Growth GR

- 24/7 Care



RESULT

The US market for cochlear is now twice the size of the Australian segment.

Expansion of Cochlear's global D2C model

•

Enhanced customer experiences across all touchpoints

•

Innovative solutions to address industry, global, and regional requirements

> We chose eWave for their deep digital commerce expertise. The team built a solid platform foundation that enables us to scale for ongoing growth and expansion into new markets.
>
> **Tony Chubb, VP IT Business Partnering Services, Cochlear**

Unlock faster online growth for your brand

Schedule a 30-min discovery session.

BOOK A SESSION

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