HEARING PLUS

Hearing Plus is an organization that provides services to those who are suffering from speech and hearing impairment. It is an organization run wholly and solely by professional Audiologists who are trained to diagnose and treat individuals with hearing problems. Hearing Plus houses more than 70+ professional audiologists working under one roof.

Owned by the Bengal Speech and Hearing Pvt. Ltd., which is in operation since 2006, Hearing Plus provides an array of diagnostic tests to analyze individuals with hearing loss both for children and adults. Presently, Hearing Plus owns its dedicated center's not only in Kolkata but also across several districts of West Bengal, Orissa, Bihar, Jharkhand, Assam, Maharashtra (Mumbai) & Delhi.

Industry- Medical

Hearing Aids Market Size will reach $9.78 billion by 2022 from $6.97 billion in 2017 at a CAGR of 7.0% during (2017-2022) driven by the high prevalence of hearing loss, rising geriatric population, and technological advancements in hearing aids;

Kazma is as one of the Top SMEs in IT Consulting and Applications support to one of the leading Hearing Aids products & consultation services provider Hearing Plus.
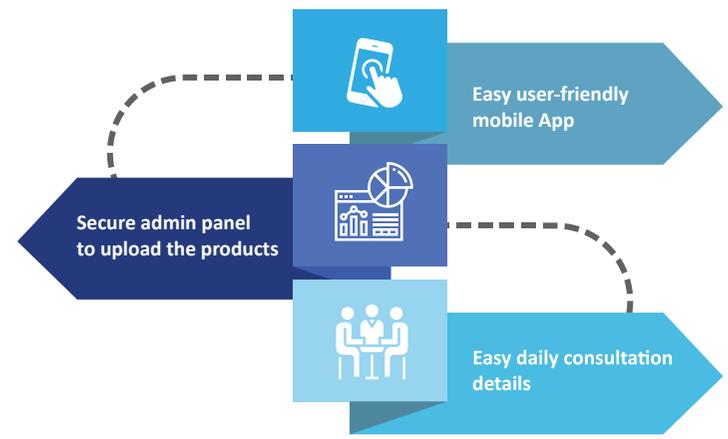
BUSINESS ISSUES AND OBJECTIVES

HEARING PLUS 360-degree hearing solutions **+** **Kazma** Technology Pvt. Ltd.

CHALLENGES

E-Commerce Market Penetration

Very User-friendly UI& UX Creation

Product & Consultation Clubbing Together

SOLUTION

Easy user-friendly mobile App

Secure admin panel to upload the products

Easy daily consultation details

OUTCOME

10000 + downloads

High user satisfaction rate

1000 of monthly sales

CHALLENGES

India has an internet user's base of about 475 million as of July 2018, about 40% of the population. Despite being the second-largest user base in the world, only behind China (650 million, 48% of the population), the penetration of e-commerce is low but is growing at an unprecedented rate, adding around 6 million new entrants every month.

At Hearing Plus we need to sell the hearing aids and the target audiences are deaf people which is very challenging in terms of UI & UX. We need to be very specific with app design where they can easily find all the solution they are looking for and be satisfied with the experience and return to app for future purchase.

SOLUTIONS

The Hearing Plus App is a one-stop-solution to avail diagnostic and rehabilitative services for a person suffering from hearing loss. Through this Hearing Aid App, one can reach out to the best audiologists, over 70 of them enlisted with Hearing Plus, for a hearing check or a hearing test. Hearing plus App is a very helpful App for the deaf and hard of hearing as people can fix appointments for a check-up, or find various hearing devices that they might need at any of the Hearing Plus center. With this Hearing Test App for Android, one can request services like Audiogram tests, Tympanometry tests, Hearing Aid trials, Speech therapy, and other tests and services related to hearing in a jiffy.

OUTCOMES

Hearing Plus get more than 10 thousand plus downloads and able to generate thousands of product sales

App Technology

Android OS support: 4.2 to 6.0
Development: Java using Android
          Studio 2.3

User App

https://play.google.com/-store/apps/details?id=com.kazma.hearingplus

GET IT ON
Google Play