

CASE STUDY

DRIVING SMARTER CONVERSIONS AND OPERATIONAL EXCELLENCE IN HEALTHCARE

HOW PARTNERING WITH PONTICA
DELIVERED HIGHER EFFICIENCY, COST
OPTIMIZATION, AND A 34% UPLIFT IN
CONVERSION PERFORMANCE

Our Partnership

A **global leader in hearing care solutions**, offering advanced products and services across personal audio, audiological care, hearing aids, and cochlear implants. Recognized among **the most innovative companies in Europe in 2025**, the organization operates in 100+ countries and continues to set new standards through innovation and scale.



Goals

- **Strategic externalization of internal teams** by transitioning customer-facing operations to an expert long-term partner
- **Strengthen lead generation activities** to support pipeline growth and ensure a steady flow of qualified prospects
- **Optimize conversions across the full funnel** – from lead qualification to appointment setting
- **Achieve cost optimizations** through streamlined operations, improved productivity, and a flexible partnership model
- **Deliver high-quality customer engagement and satisfaction** with consistent, empathetic, and compliant communication
- **Exceed performance targets and enhance processes with new technologies**, including automation, reporting, and quality monitoring tools.

Our Solution

- **Optimized end-to-end lead management and booking workflows** to increase conversion efficiency
- **Introduced structured qualification processes** to ensure accurate appointment types and durations tailored to each customer's needs
- **Streamlined CRM utilization and aligned operations with store schedules** to minimize booking errors and strengthen coordination across locations
- **Established continuous optimization through performance monitoring and iterative process enhancements**, driving ongoing improvement in service quality and conversion outcomes
- **Delivered tailored mandatory trainings** (GDPR, sales excellence, process understanding), with materials that are now on a company-wide level, ensuring standardization and long-term knowledge alignment.
- **Built and delivered tailored trainings**, including GDPR, Conversion & Sales Excellence, and Customer Generations - several of which were adopted by other teams and integrated into the client's onboarding program.

Results and Impact

94% QA SCORE

34% UPLIFT IN
CONVERSION
PERFORMANCE

20+ PROCESS
IMPROVEMENTS
IMPLEMENTED

92% TEAM
ENGAGEMENT
RATE