

HEALTHCARE · AUDIOLOGY CENTRES, HEARING AIDS AND AMC

From the appointment to the AMC reminder: hearing care that runs on one process

How more than 15 audiology centres run appointments, hearing assessments, reports, moulds, hearing-aid handover, warranty, AMC and consumables in Stock2Track, and why the next centre usually arrives by word of mouth.



Illustration for this case study. It is not a photograph of the customer.

INDUSTRY

Audiology centres, hearing care

USERS

Owners, audiologists, front desk, service

SCALE

More than 15 centres on Stock2Track

PLATFORM

Stock2Track

SELLS

Hearing aids, consumables, warranty and AMC

CUSTOM WORK

Appointments, findings and reports, moulds, handover, warranty, AMC reminders

The business

The customers are audiology centres, more than 15 of them, each with audiologists whose availability is spread across centres. A patient is seen, tested, fitted with a hearing aid, and then looked after for years.

This is not only a service business. The centres also sell hearing aids, batteries and other consumables, and provide warranty and annual maintenance contracts. The repeat visit for a battery or an AMC service is where a centre's relationship with the patient lives.

The challenge

- Appointments had to be scheduled against an audiologist's availability at whichever centre the patient could reach.
- The findings from a hearing assessment had to become a report, go out for the mould to be made, and be followed by the hearing aid coming back and being handed to the patient.
- After the sale, warranty, AMC and battery replacement had to be tracked per patient, and the patient told in time.
- The centres needed one predefined process that every centre follows, plus proper inventory control across centres.



Illustration: a hearing assessment, with the findings entered and the report generated in Stock2Track. It is not a photograph of the customer.

What CatchUs built

CatchUs customised Stock2Track to carry the whole hearing-care workflow, and then the selling and servicing that follows it, as one predefined process every centre uses.

01

Appointments by availability

Appointments are scheduled against each audiologist's availability across the centres.

02

Assessment, findings and report

The audiologist's findings are entered and become the report, which goes out to prepare the mould.

03

Hearing aid received and handed over

The hearing aid is received against the patient and handed to them, with the sale recorded.

04

Warranty, AMC and consumables

Post-warranty support, AMC and consumable sales are tracked, and patients are informed in time for AMC and battery replacement.

How a patient travels now

STEP 1

Book

An appointment is fixed on an audiologist's availability at a centre.

STEP 2

Test

Findings are entered and the report is sent to prepare the mould.

STEP 3

Fit

The hearing aid is received and handed to the patient.

STEP 4

Care

Warranty, AMC and battery reminders keep the patient coming back.

What changed

- Owners get repeat customers, served in a trusted way through a predefined process set in Stock2Track.
- Patients are told on time about AMC and battery replacements.
- The centres use the full inventory management as well: replenishment, cash-flow optimisation and transfer of items between centres.
- More than 15 centres now use Stock2Track, and new centres come by word of mouth.

Do you sell, service and support the same customer for years?

CatchUs has its own engineering team. We build Stock2Track around your appointments, your reports, your products and your after-sales, so that every branch follows the same process.

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