



WHITE PAPER

Handshake and Starkey Hearing Technologies sound great together



Innovative medical device company uses Handshake's iPad app for their sales team

Starkey Hearing Technologies believe in being innovative in everything they do. It was Starkey Hearing Technologies that first utilized nanotechnology in hearing aids, and made hearing aids moisture and wax resistant. At the Starkey Hearing Research Center in Berkeley California, they invest in Research and Development, discovering new and better ways to improve the quality of life for those with hearing loss.

Starkey's sales teams sell year-round into hospitals and clinics, and their annual Hearing Innovation Expo brings together professionals from across the industry who are looking to grow their practice: last year keynote speakers included Sir Richard Branson; President Bill Clinton and many more. Additionally, Grammy award-winning group Rascal Flatts closed the event as headline entertainer.

In previous years, the Starkey team would write up customer orders at the show, returning after it was over with a huge stack of paper to leaf through and enter by hand. Orders might take a week to be confirmed and for fulfillment to begin. Now, with everyone at the show on Handshake, orders sync back instantly for immediate fulfillment, and are often shipped before the customer even leaves the show floor.

Handshake CEO Glen Coates knows the hidden value of making sure orders get processed as soon as possible when taken in a show environment: *"Starkey recognized the very real cost that comes from writing orders on paper and the gains that can be realized by working with Handshake. The faster orders can get back to the customer service team, the quicker they'll be shipped, the cancellation window will be shorter, and you'll get paid sooner".*

Wherever they are, on the road or in the convention center – Handshake supports Starkey's sales team allowing them to sell more and focus on providing an outstanding, modern customer experience. Starkey run their business with SAP – and Handshake's engineering team worked closely with Starkey to ensure tight integration and eliminate manual order entry for customer service. *"The introduction and implementation of Handshake took our sales experience to a new level for our customers. The ease of use and functionality provided a high-tech integration and image to our customers. Helped us start the year off right —innovative"* said Brandon Sawalich, at Starkey.



Brandon Sawalich

Starkey Hearing Technologies

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Top 5 Reasons Starkey Loves Handshake

1. Quick order entry
2. Speeds up order fulfillment
3. No paper order forms
4. Exceptional customer service
5. Access to all orders at all times with Offline Mode

Starkey Hearing Technologies were also selected as a beta partner for Handshake's brand-new Pitch feature which enables sales reps to send a personalized, tailored selection of products to their buyer; crucial for when you can't get the meeting with your account contact.

The buyer can review, edit and then submit the finalized quote back to their rep online for approval – making the entire quote process beautifully streamlined and paperless.

Starkey is just one of a number of medical instrument and healthcare providers looking for a sales order management solution and working with Handshake. Make sales easier for your team and sell more.

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