

Globant 



# A Sound Partnership for **Global Growth**

# Cochlear Empowers People to Connect with Others

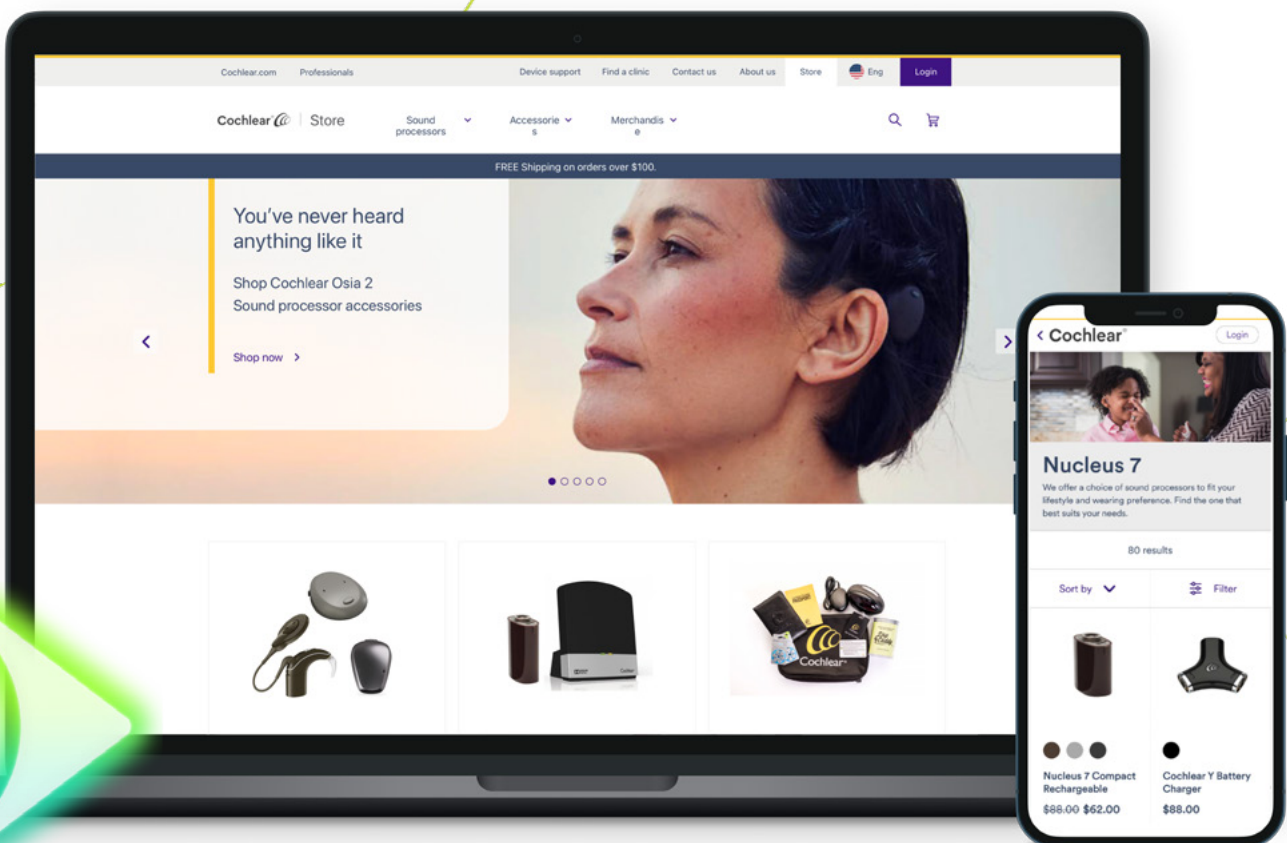
Cochlear empowers people to connect with others. For over three decades, Cochlear has brought the gift of sound to people in over 100 countries.

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 Globant.

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





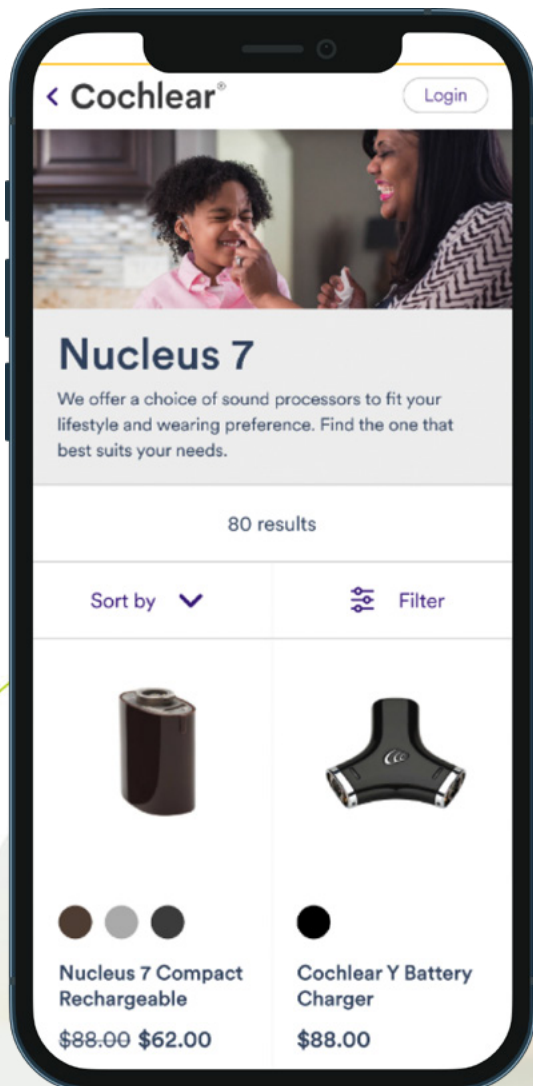
# The challenge

## 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.

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.

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.**





## The **Strategy**

### **Globant delivered a modern Salesforce Commerce Cloud (SFCC) solution**

Globant 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.

**The Commerce Studio 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, the Commerce Studio applied specific data solutions. This included PII/PHI security, which separates personal identifiers and health data.



# Execution

Globant 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, the Commerce Studio enriched the digital capabilities of Cochlear, including:

- 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.

- Globant 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.
- CareCredit payment-enabled transactions. CareCredit is a health and medical expenses credit card used by over 11 million cardholders.
- A live chat facility, Salesforce Live Agent, to engage and communicate with site visitors in real-time.
- Globant delivered multiple country storefronts with a single back-end to provide consistent shopping experiences across all touchpoints.







## Conclusion

Globant's innovative approach has elevated the customer experience, reflecting a key Cochlear value of empowering people to connect.

The sound partnership with the Commerce Studio has delivered solutions that will add value to Cochlear's global growth strategy well into the future.





## Services

### Strategy

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

### Experience

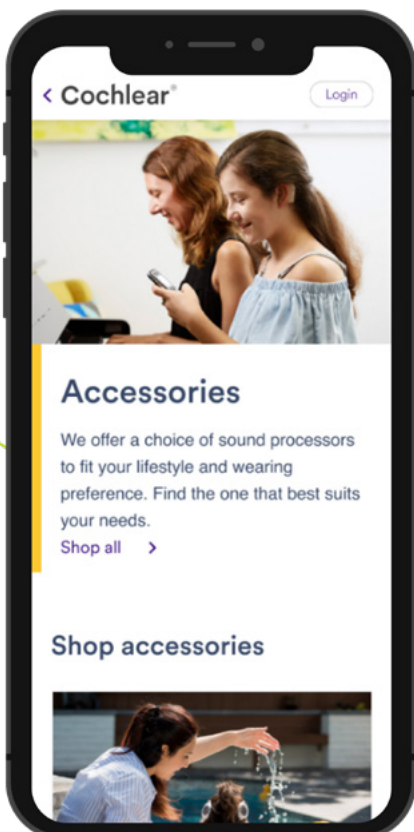
- Service Design
- Customer Journey
- UX Design
- UI Design

### Delivery

- Commerce
- System Integration
- Middleware
- Infrastructure

### Growth

- 24/7 Care



## The Results

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 Globant for their deep digital commerce expertise of building 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**



# About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 25,924 employees and we are present in 21 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

For more information, visit

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