



The Client

Starkey is a manufacturer and distributor of high-quality hearing aid products serving the professional audiologist and consumer markets.



Pain Points & Challenges

- ⇒ Competitive need to develop an Ecommerce direct to consumer business segment for entry-level products
- ⇒ Need to craft and design effective business processes for the Ecommerce market segment
- ⇒ Utilize best practices
- ⇒ Need low-cost and streamlined processes
- ⇒ Need quick process cycle times
- ⇒ Desire to upsell consumers needing more sophisticated products to professional audiologists
- ⇒ Desire to outsource fulfillment and logistics to a reputable 3PL

“Pragmatek provided us with superior process development expertise we needed to rapidly develop leading edge processes for our new Ecommerce strategy.”

–Doug Reynolds, Chief Information Officer, Starkey Hearing Technologies

Pragmatek Solutions

- ⇒ Served as best practice process advisor guiding client team to develop next generation of Ecommerce supporting processes
- ⇒ Brought our in-depth knowledge of leading Ecommerce process models
- ⇒ Designed and carefully documented new process flows with critical process requirements for rapid deployment
- ⇒ Advised Starkey on the selection of qualified 3PL partners to consider in outsourcing decisions

The Payoffs

- ⇒ Discovered all of the root causes of control system failures
- ⇒ Attacked and corrected the root causes of product defects
- ⇒ Implemented a sustainable and pre-emptive failure analysis process the client is using to obtain six sigma standards for all products – less than 3.4 Parts Per Million defect rates
- ⇒ Reduced recurring rework costs by \$13 Million in the first six months after project deployment