

# Signia Reps Access and Share the Right Content at the Right Time Using Allego



INDUSTRY: Medical Devices | LOCATION: Denmark

## The Challenge

At Signia, a leading maker of hearing aids, the sales reps needed to more easily access and share content with clients and colleagues in the field, regardless of whether they had a Wi-Fi connection.

## Solution

- Signia adopted the Allego platform to enable reps to access, organize, and share content with peers and customers – from anywhere at any time. With Allego, salespeople can prepare for meetings while still in the field and instantly share relevant sales content with their customers – before, during or after personal and virtual conversations.
- Meghan Peschiera, an outside sales rep, says, “Allego has helped me be more organized and in the moment. When I get to an appointment ... and something comes to mind, I can very easily search my Allego app and find exactly what I'm looking for very quickly. Pull it up and show them. Content is also textable via my iPad or my iPhone.”
- Emily Burakiewicz, a clinical education specialist, likes to favorite channels, or favorite the documents she wants to share. “And I don't have to worry about the access to Wi-Fi or the internet to have content at my fingertips. I can also share best practices with my colleagues and find out what they're doing that works for them and what I can do to make my job go a little smoother.”

“In a given customer interaction, when a customer asks me for a document, all I have to do is log on to Allego, search for it, and share it right from there.”



Emily Burakiewicz  
Clinical Education Specialist

## Results

Overall, Allego has helped Signia’s reps to be better prepared for customer interactions, and better equipped with the information they need to build relationships and close deals.

