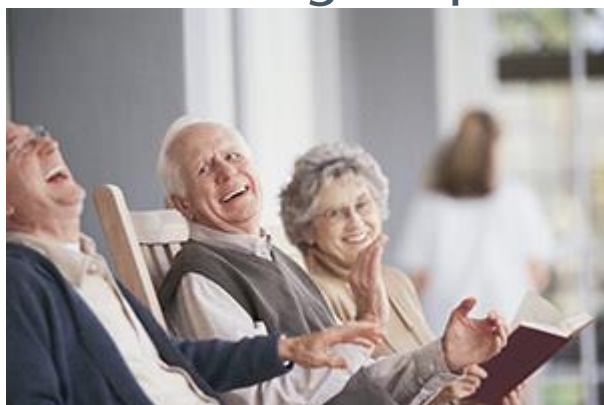


Best hearing aid providers

Best hearing aid providers overview



We've surveyed just over 400 Which? members who have bought a hearing aid in the past three years to find out about their buying experiences from high street retailers in the UK, including Boots Hearing Care, Amplifon, Specsavers Hearcare and Hidden Hearing.

Based on the results, we've created unique customer scores and ratings. You can see customer scores for all major brands in the table below, as well as star ratings for other factors, such as level of service, knowledge of staff and pricing.

Overall, 8% of Which? members say they have hearing loss but a further 17% say they suffer hearing loss but haven't done anything about it. If you think you may need a hearing aid, you can learn [how to buy a hearing aid](#) in our advice section.

How customers rate private hearing aid retailers

Brand	Products/ pricing	Staff/ service	Arrangements/ facilities	Customer score
Local independent retailers	★★★★★	★★★★★	★★★★★	84%
Boots Hearing Care/ David Ormerod Hearing Centre	★★★★☆	★★★★☆	★★★★★	79%
Amplifon	★★★★☆	★★★★☆	★★★★★	69%
Specsavers Hearcare	★★★★☆	★★★★☆	★★★★☆	68%
Hidden Hearing	★★★☆☆	★★★☆☆	★★★★☆	62%

Table notes:

Results based on a survey conducted between 28 March and 8 April 2014 of 407 Which? Connect members who had bought a hearing aid within the previous three years. Sample sizes: local independent retailers (80), Boots Hearing Care/David Ormerod Hearing Centre (109), Amplifon (31), Specsavers Hearcare (83), Hidden Hearing (32). Customer score is a combination of satisfaction and recommendation and is not directly linked to star ratings. Star ratings: **products and pricing** is a rating based on the range of products, transparency of their pricing, clarity of information provided with them and time given to decide on products; **staff and service** is made up of ratings of the professionalism and knowledge of staff, customer service, handling of questions and concerns plus explanations given; **arrangements and facilities** is made up of ratings of the cleanliness and comfort of facilities, level of privacy provided, ease of booking follow-up appointments and time spent waiting to be seen.

Getting a hearing aid - your experiences

While most people use the NHS for their hearing care, our survey looked in detail at those who have their test and pay privately for hearing care.

To find out how the NHS compares, visit our guide to the [NHS vs private hearing aid providers](#). On average hearing aid users wait just under a week for a hearing test and just over a week for a first fitting. Most bought from Boots Hearing Care, Specsavers or a local independent retailer - the table above shows which one is rated most highly by Which? members.

The majority of hearing aid users wear an aid all the time when they are awake, but 43% choose to wear them less often than that, either for shorter periods during the day or only on certain occasions - when socialising or watching TV, for example.

Read our guide to [how to get the best hearing aid](#) for more information on the buying process.

Choosing the best hearing aid retailers makes a difference

It's crucial to choose a trusted retailer to ensure you optimise your chances of getting the best hearing aid solution for you.

The difference between a good and a bad hearing aid solution is not usually the aid itself, since most hearing aids are made by a handful of manufacturers. It's more to do with the professional fit and service given by the provider.

It can take time to fit and adjust a hearing aid correctly so that it's working to maximise your hearing. Without a patient and attentive fitting service, you could get frustrated and give up on your aid, consigning it to the back of a drawer forever.