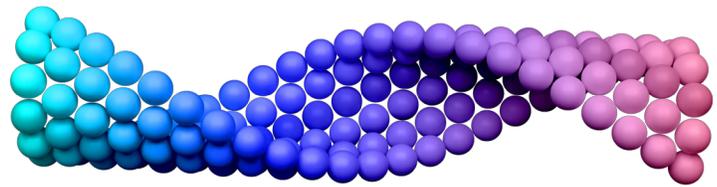


PLATFORM ESSENTIALS

PLATFORM ADOPTION



Platform Adoption spans a set of capabilities that drive growth, improve relevance and boost revenue. In short, it's how platforms evolve and companies scale.

What customers want and where they look to meet their needs are constantly changing. Loyalty is dead. So, how do platforms engage and retain customers and grow their user base? Continuous relevance in the moment. Platform businesses that can deliver on this and secure early adoption of their products and services stand to capture a significant share of the \$1T of global revenue that customers switching puts in play.

Today, there's little time to make mistakes. The moment platform valuation flattens, or growth slows, the battle is lost. That's why growing platform adoption—fast and early—is so critical. Our platform adoption services focus relentlessly on propositions that anticipate and respond to fast-changing customer needs.

HOW WE CAN HELP:

	01 GROWTH	02 RETENTION	03 RELEVANCE
	Our services help design for growth across users, markets, and products and services.	We help to deliver frictionless experiences by discouraging abandonment with deep personalized engagement.	We identify sources of new value and create advocated by continuously leveraging platform data.
QUESTIONS ANSWERED	<p>How do we rapidly remake and redefine up-front market strategies?</p> <p>How can I evolve an expanding and profitable ecosystem?</p> <p>What are effective and efficient "pull" strategies to generate new user demand?</p>	<p>How do we find and remove sources of friction on our platform?</p> <p>How do I industrialize feedback loops to increase active usage & improve user commitment?</p> <p>Where can I deploy AI to improve personalization?</p>	<p>Which metrics measure profitable interactions and identify opportunities for increased 'share of wallet'?</p> <p>How can I drive platform advocacy through users and across our ecosystem?</p> <p>How do I enable my sales & channel partners to match users to new offers with optimized pricing and appropriate support?</p>
SOLUTIONS	<p>Customer experience optimization</p> <p>Customer segmentation & analytics</p> <p>Campaign management</p> <p>Customer & partner acquisition, enablement & onboarding</p> <p>Market entry & expansion strategy</p>	<p>Engagement & activation programs</p> <p>Customer feedback management</p> <p>Churn analysis and retention programs</p> <p>Engagement experimentation & testing</p> <p>Ecosystem success programs (PRM)</p>	<p>Customer centricity design (consulting & operations)</p> <p>Persistent personalization</p> <p>Interaction design white glove support</p> <p>Referral & loyalty management</p>

To find out more about how Accenture Platform Adoption services can help you to achieve the relevance that drives profitable growth at scale, contact:

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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 492,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.