

Client

How do we keep the Users we've worked hard to attract? 🤔 👩🏻❤️🌐

Let's talk
Platform
Adoption.

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What's Platform Adoption?  

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Today's consumer continuously evaluates and re-evaluates.

And with limitless access to make comparisons and no cost to switch to other companies, all in a matter of seconds. People can switch again and again. Loyalty is over.

What matters today is constant relevance.



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So, how do we achieve success?



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By staying relevant to consumers' changing needs and contexts.

For platform businesses—and in today's market that's nearly all businesses—the challenge of attracting and retaining Users is just the start.

To succeed, platforms need to achieve and sustain an intensely customer-centric mindset across multiple points of evaluation. And maintain this at scale, faster than ever. The timeframe for growth is being constantly compressed as competition for hearts, minds and wallets intensifies.

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If we stay relevant, will we grow?



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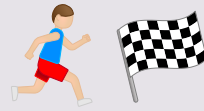
Platform growth requires Users, Developers and Partners to adopt and engage on the platform.

All sides of the model need to scale to harness the network effects that create a cycle of rapid growth.

Standing still is to admit defeat. This is a market in which winners win faster, but losers' descent is just as rapid. And those losses are potentially huge. Our research indicates that around the world, companies are losing nearly \$1 trillion in annual revenues to competitors. Why? Because they're not relevant – to everyone – all the time.

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Where do we start?



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#1 Attract new Users and make money from existing Users and Partners.

#2 Make sure people stick around.

#3 Turn Users into advocates, creating the network effects that drive rapid growth to scale.

Achieving the relevance that drives profitable scale requires platforms address these three key challenges.

Solving these requires more than a linear series of actions executed by separate functions. Instead, you need an integrated approach to master the continuous cycle of adoption, to improve relevance, accelerate growth and increase revenue.



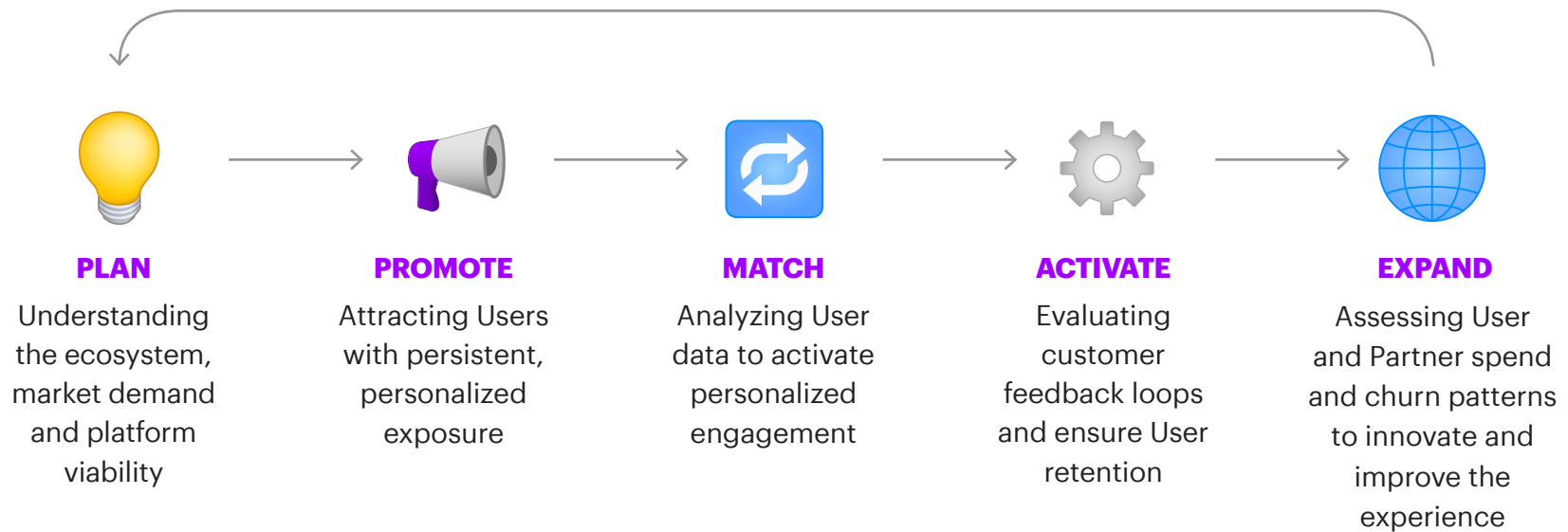
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What is an adoption cycle?



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It's our approach to platform success.



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Can you help?



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Yes, Accenture Platform Adoption services address each segment of the cycle.

We bring together critical cross-disciplinary skills and capabilities.

Helping you to drive growth, improve relevance and increase revenue.



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Wow!!



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Whatever stage of the adoption cycle you're in, we can support you with...



GROWTH AND RETENTION

Overcome existing User perception that products and services are complicated, difficult to implement and expensive. We help you dramatically increase daily active Users by ensuring they get more from the platform, unlock new sales growth and drive retention.



ADVOCACY AND SUPPORT

We help you increase User satisfaction, reduce churn and improve retention rates with this comprehensive service designed to grow revenue and create deeper engagement.



DESIGN FOR SERVICE

We help you align internal resources and Partners to deliver rich customer experiences and services, exactly as designed. Intentionally design the internal and User-facing activities needed to deliver "ah-ha" moments.

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Thank you



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You're welcome.
Let's keep talking...

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ABOUT ACCENTURE

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