The solution: Life centricity

Life-centric businesses understand people in their full lives and adapt to evolving needs. To do this, they:

01. See customers as complex and multidimensional
02. Solve for shifting scenarios by broadening scope
03. Simplify with experiences that deliver value in new ways
04. Scale by building a fluid, fully connected operation

A crisis of relevance

95% of executives say customers are changing faster than they can keep up.

Our approach

Accenture Song leads life-centric connections between every part of a business—driving growth through relevance in the process. Here’s how:

Speed is now the shorthand for relevance: move faster, increase quality, connect better, and see stronger results.

Generative growth companies are connecting humans, machines and systems to drive new organizational velocity.

The generative growth edge

1.6x higher revenue from new innovation efforts that continuously validate relevance
19% greater likelihood of growing new and organic revenue faster from adapting their products within a year
17% uplift in speed to market from rebalancing growth portfolios at speed

Marketing, the Maestro way

Stop seeing marketing as a solo performance and start conducting it as an enterprise-wide symphony. A Maestro approach breaks down silos, fuels innovation and lets marketers direct a broader strategic effort—for better results.

With a Maestro approach, companies perform better than peers:

1.6x in customer lifetime value
1.4x in environmental, social and governance (ESG) targets
1.8x in speed to market

Commerce without compromise

Companies are investing in commerce, but the multiplying complexity comes with high costs. Just 30% qualify as Champions, boldly embracing commerce fundamentals in experience, technology innovation, operational excellence and talent and organization to grow profitability.

Champion superperformers

85% more revenue growth
31% more profitability

Value networks: Building connections for growth

Companies using customer insights and partnerships to the hilt outperforming peers by 10.8 percentage points profitability growth with minimal cost. Here’s how to build the centric value networks that fuel growth and relevance.

73% more revenue growth
+10.8 percentage point profitability growth without significant costs

Learn how you can reinvent the front office for life centricity.