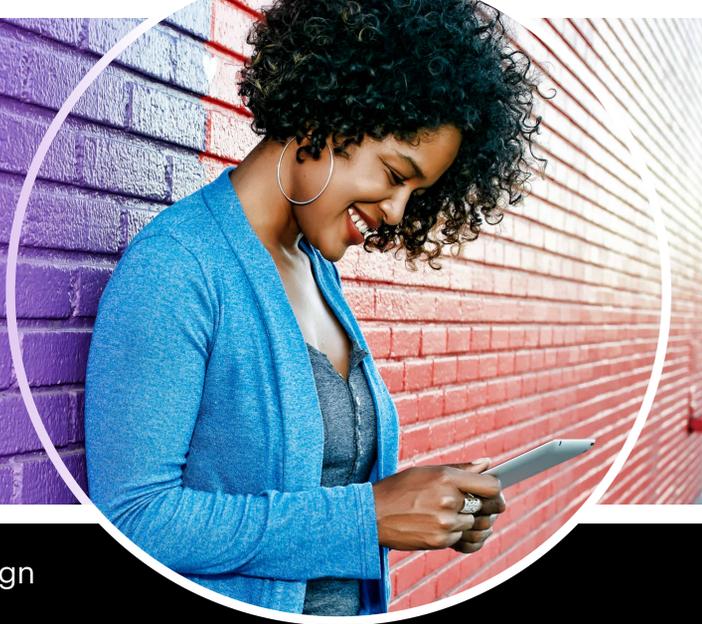


# Innovation that Sells: Taking AI Devices from Hype to Habit



Consumer tech companies must align AI innovations with clear, tangible benefits to cut through the noise and engage consumers.

## The engagement gap

Engagement is equal to company alignment with consumer demand plus device adoption, set to the power of sales. The engagement gap is the difference in engagement between a company having fully aligned with consumers and having only partial or no alignment.

**Engagement** is the function of consumer adoption plus expectations, raised to the power of sales.

$$E = f(\text{adoption} + \text{expectations}) \text{ sales}$$

**Adoption = Habits**

How often consumers use the device after they buy it.

**Expectations:**

How the device meets promises and continues to surprise and delight.

## Bridging the gap

To bridge this gap, companies must take an actionable, consumer-first approach that aligns with consumers across five key points:



**01**  
**“Secure broad appeal by defining what ‘good’ looks like for your consumers.”**

Many products are presented as “game-changers,” yet companies often fail to articulate how they simplify or enhance daily life.

**02**  
**“Simplify complexity to make desired features user-friendly and intuitive.”**

**20.4%** of consumers prefer a cautious approach, waiting until technology has been available for a while before purchasing



**03**  
**“Surprise and delight with disruptive, user-centric innovation that adds real value.”**

only **13%** of consumers are eager to adopt new technology at launch, as many products fail to clearly communicate their value.

**04**  
**“Market in a transparent, relatable, and human way to build trust.”**

**71%** of consumers report being confused by the terminology used to explain features or benefits.



**05**  
**“Make trust your competitive edge by addressing privacy and security concerns proactively.”**

only **39%** of consumers trusting companies to act with good intentions



## The road ahead: redefining success in the AI era

Emphasize long-term engagement, personalization, and meaningful consumer connections.



[AI integration: Taking AI devices from hype to habit | Accenture](#)

Dive into our report and lead the AI engagement revolution.

