

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

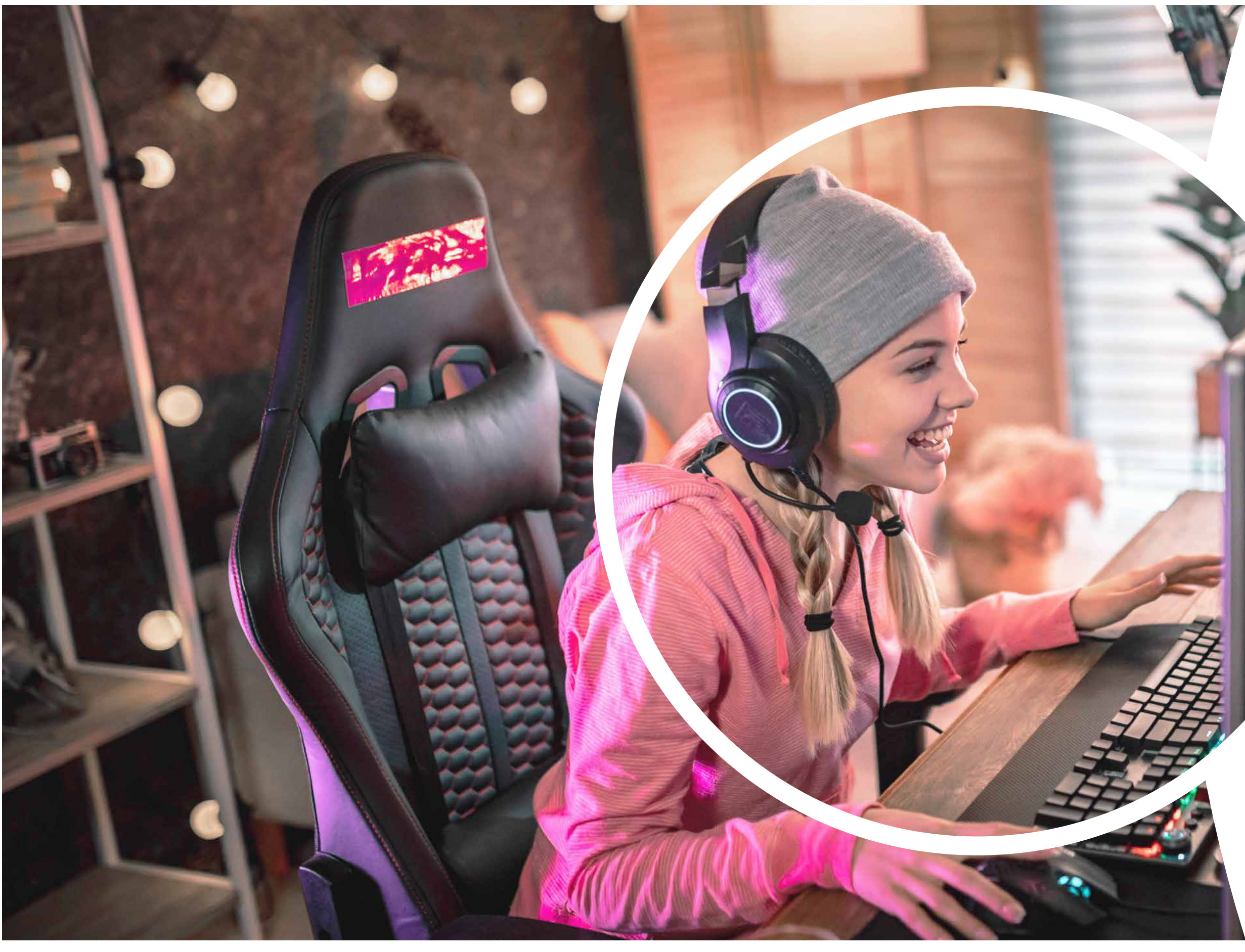
How often consumers use the device after they buy it.

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.

