



NEW

PRIORITIES

Your customers' priorities are changing. Are you changing with them?

Do you understand the NEW PRIORITIES of your customers or will another brand meet them where they are? **Accelarise Health & Wellbeing** is more than a name, it's a unique methodology of people-centered data that helps you enhance your products/services, customer experience, engagement, and "delight" with your company, and with your employees.



ACCELARISE

HEALTH & WELLBEING

79%
of consumers believe that wellbeing is important, and 42% consider it a top priority.

60%
are shopping more health conscious.

57%
of consumers want to make healthier choices in their product purchases.

91%
In the last 2-3 years spending levels were significantly shifted to products framed as necessities.

WHAT?

The **Accelarise Effect** is a holistic quantitative and qualitative methodology completed in three phases.

HOW?

- 1. We understand the needs of your customers through qualitative and quantitative research.*
- 2. We design a custom list of Beacon Projects™ that is right for the culture and priorities of your brand.*
- 3. We build & optimize the solutions that are the best for your company and your customers.*

RESULTS?

This **SmartScaling™** and resulting **Beacon Projects™** enhance your customer experience, strengthen your current customer base, and accelarise your path to new market share.