



Positioning Accrue as the Human Expert in Payroll & HCM

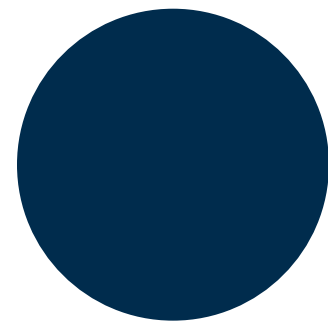
Accrue Voice & Tone Strategy



Voice & Tone

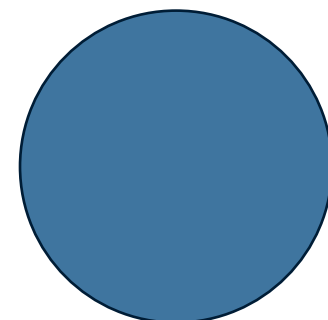
Our voice brings Accrue to life.

The way we communicate shapes how people experience work, pay and progress. Our words aim to make complex systems simple, accessible and empowering.



Voice

Our personality; principles for how we always sound.



Tone

Our attitude; how we adapt our voice situationally.



Competitive Landscape

The crowded market we’re entering

The Payroll and HCM landscape presents a unique opportunity for challenger brands to differentiate through strategic voice and tone positioning.

By identifying gaps in competitors’ communication strategies, Accrue can establish a distinctive brand voice that resonates with SMB owners while building trust and driving engagement.

Competitors	Voice Positioning
ADP	Corporate authority with 50-year heritage
QuickBooks	Approachable expert with warm confidence
Gusto	Human-centered disruptor with simplicity focus
Paycor	Empowering partner with professional tone
Paychex	Formal authority with “Forward-Thinking” heritage
OnPay	Transparent value with warm, instructional tone
Paylocity	Partnership-forward with “Forward Together” community
Rippling	Premium challenger with “Work Magic” swagger
Deel	Global-inclusive with “Bring the world to work”

Competitor Voice Analysis

How they sound & speak

We compete in a crowded payroll-and-HCM category where leaders balance “all-in-one” platform claims with distinct personality cues.

This chart shows how our competitors speak, sound and show up.

Competitors	Core Voice	Tone	Strengths	Vulnerabilities
ADP	Corporate authority	Formal, professional	Deep credibility	Impersonal to SMBs
QuickBooks	Warm expert	Conversational, confident	Accessible expertise	Generic, not localized
Gusto	People-first	Simple, benefit-focused	Easy to understand	Lacks deep relationship
Paycor	Empowering partner	Professional, supportive	Partnership focused	Corporate feel
Paychex	Established authority	Formal, corporate	Compliance depth	Distant from small employers
OnPay	Transparent helper	Warm, instructional	Plain-English clarity	Limited regional presence
Paylocity	Community partner	Optimistic, caring	Emotional engagement	Speaks to HR, not ownership
Rippling	Premium disruptor	Confident, playful	Memorable automation	Tech-first, less relational
Deel	Global enabler	Upbeat, inclusive	Remote hiring authority	Broad for domestic SMBs

Strategic Voice Positioning

“The human expert next door”

What this means:

- ✓ The most approachable payroll expert
- ✓ Genuine care & deep knowledge for SMB success
- ✓ Local expertise meets human connection

Why it works:

- ✓ Differentiates from corporate competitors (ADP, Paychex)
- ✓ Fills the warmth & expertise gap (vs. QuickBooks’ generic appeal)
- ✓ More personal touch than tech-first players (Gusto, Rippling)
- ✓ More locally-rooted than global brands (Deel)



Core Voice Attributes

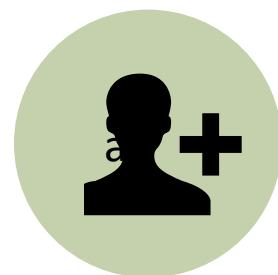
Accrue's Voice Foundation



Advocate

We don't just support SMBs and their people – we fight for them

We're the ride-or-die partner for SMBs. We deliver the tools, insights and personal service that helps them compete.



Human

Real relationships; real understanding

Every business is personal. We work to understand our clients' challenges and goals, offering guidance with empathy, honesty and respect.



The Human
Expert Next
Door

Smart Simplicity

Making it easy to know, and do, what's next

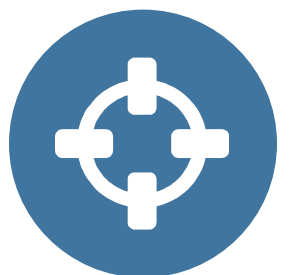
We simplify the complex with clear, outcome-oriented solutions, so SMBs can act with confidence.



Local Expert

Advice shaped by real-world experience

Every region, industry and business has its own realities. Our local expertise and industry know-how let us offer advice and solutions that fit.



Voice Principles

PRINCIPLE 1: Lead with human connection

- Share authentic stories from real local businesses
- Acknowledge personal and people-oriented stakes in business decisions
- Express genuine empathy for SMB challenges

PRINCIPLE 2: Champion SMB success

- Celebrate customer wins prominently and specifically
- Position every interaction as advancing their goals
- Share industry insights that help them compete
- Take visible pride in their achievements

PRINCIPLE 3: Simplify without dumbing down

- Translate complex regulations into clear action steps
- Use analogies and terms that resonate with business operators
- Provide context for why complex topics matter
- Avoid jargon while maintaining credibility

PRINCIPLE 2: Leverage local expertise

- Reference specific regional business and community dynamics
- Understand industry-specific challenge areas
- Connect with local business networks



How We Sound

Tone Characteristics

Primary tone attributes

- **Conversational Authority**
Expert knowledge in friendly language
- **Genuine Enthusiasm**
Authentic excitement about customer success
- **Practical Optimism**
Realistic about challenges, confident in solutions
- **Regional Authenticity**
Specific local business & community knowledge
- **Proactive Care**
Anticipating needs, not waiting to respond



Voice Guardrails Against Competitors

Staying Differentiated

- **Champion, Don't Trumpet**

Celebrate customer wins, but spotlight stays on the customer, not the brand

- **Hyper-Local Clarity**

Use plan language and infuse with city/region-specific context to out-personalize competition

- **Warm Expertise**

Balance enthusiastic optimism with deep regulatory substance

- **Data-Backed Empathy**

Pair anecdotes with savings or compliance statistics for authority without corporate feel

- **Consistency Across Touchpoints**

Each touchpoint should look, feel and sound like Accrue



Core Messaging Architecture

WIP Our Messaging Foundation

- Topic One

**(WAITING FOR
PITCHMAPS)**

- Topic Two
- Topic Three
- Topic Four

Visit: accrue.io



Key Messaging Pillars

WIP Our Messaging Foundation

- Topic One

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PITCHMAPS)

- Topic Two
- Topic Three
- Topic Four

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Voice Applications By Channel

WIP Our Messaging Foundation

- Topic One

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- Topic Two
- Topic Three
- Topic Four

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Language Do's & Don'ts

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Thank You

