

Delighting Customers through Data

Vijay Anand
Intuit India

intuit.

Mission: why we exist as a company

To be a **premier innovative growth** company
that improves our **customers' financial lives** so profoundly...
they can't imagine going back to the old way

We serve these end customers

Consumers

Small Businesses

...and those who serve them

Accountants

Financial
Institutions

Health
Care
Players

"Better Money Outcomes"



Financial... making & saving
money, grow & profit



Productivity... turning drudgery
into time for what matters most



Compliance... without even
having to think about it

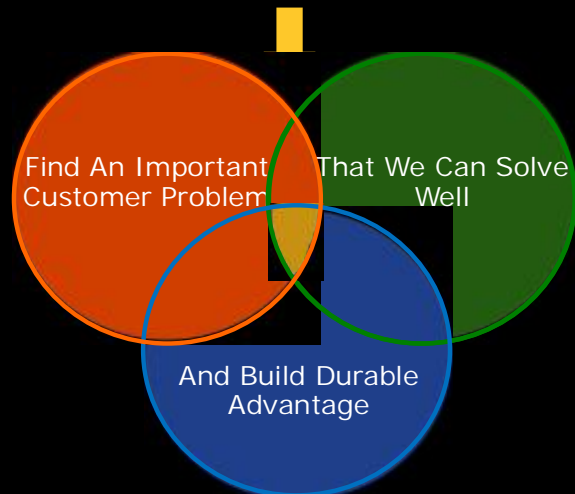


Confidence... from the wisdom
& experience of others

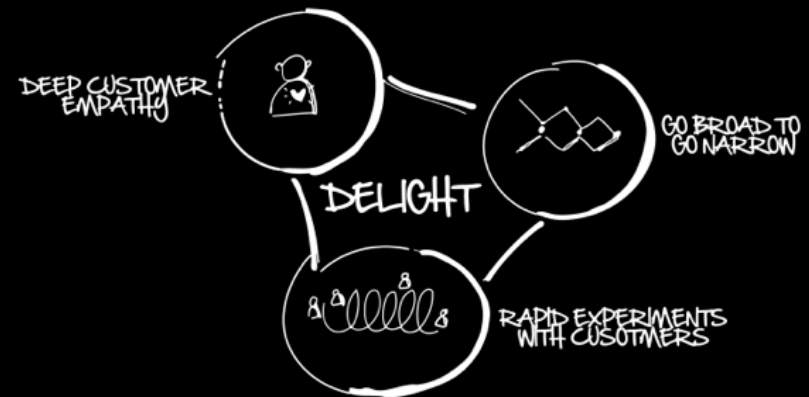
Core capabilities: how we differentiate...

Intuit applies two core capabilities to delight customers...

Customer Driven Innovation



Design for Delight



Love Metrics

- **Deliver the customer benefit**
- **They actively use**
- **They proactively recommend**

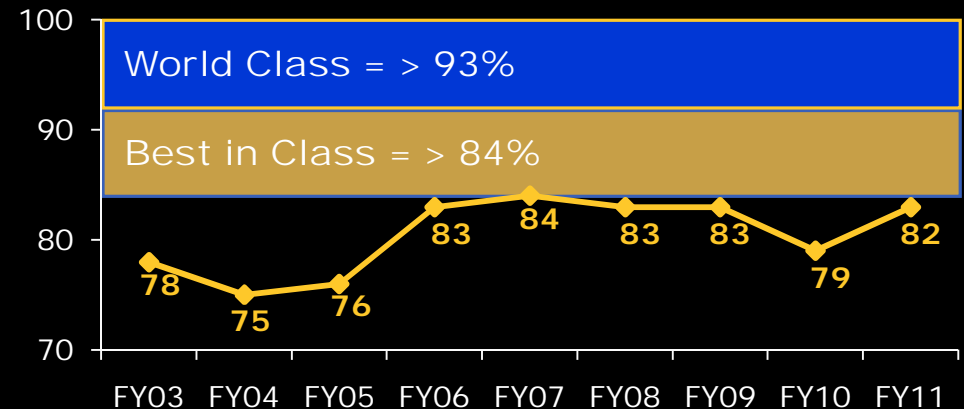
Proven formula: talented & engaged employees

Most Admired: Software Industry

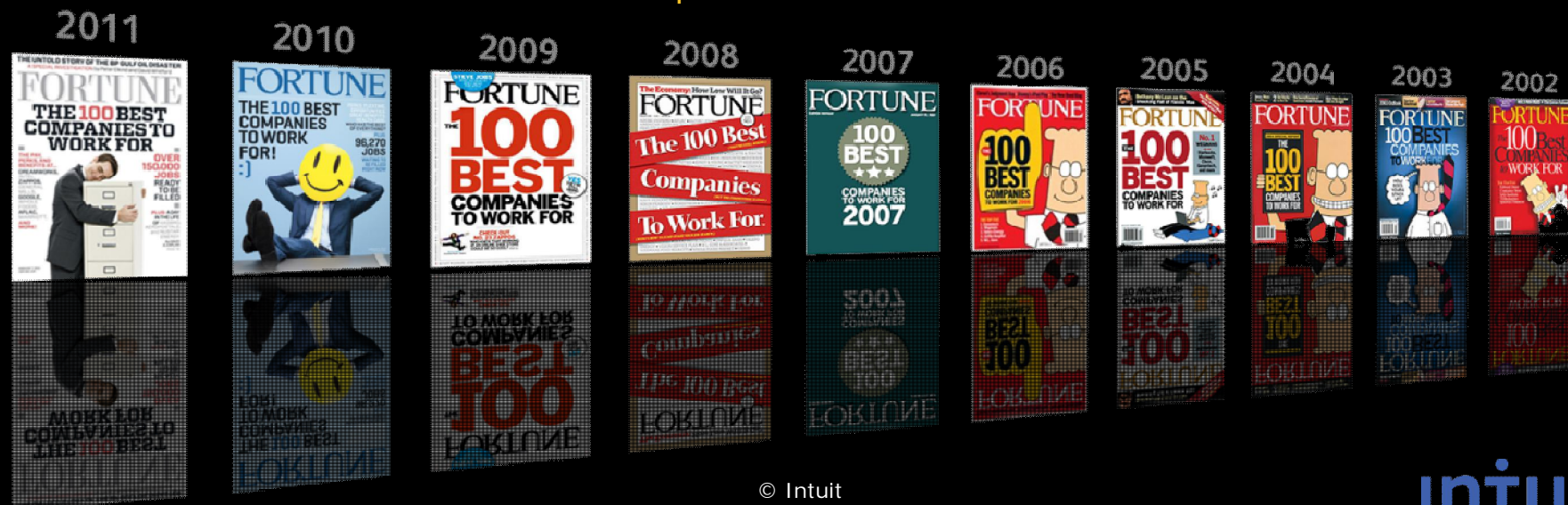
8 Years in a row



Strong Employee Engagement



Fortune Top 100 Places to Work



Proven formula: lots of delighted customers...



Help families put up to \$1,000 back in their pockets... **\$550M in consumer savings identified to date**



Help small businesses be 20% more profitable... **Customers revenues ~20% of U.S. GDP, pay 1 in 12 American workers**



Help people get the maximum tax refund... **\$33B in tax refunds, 1 out of every 3 tax returns e-filed**

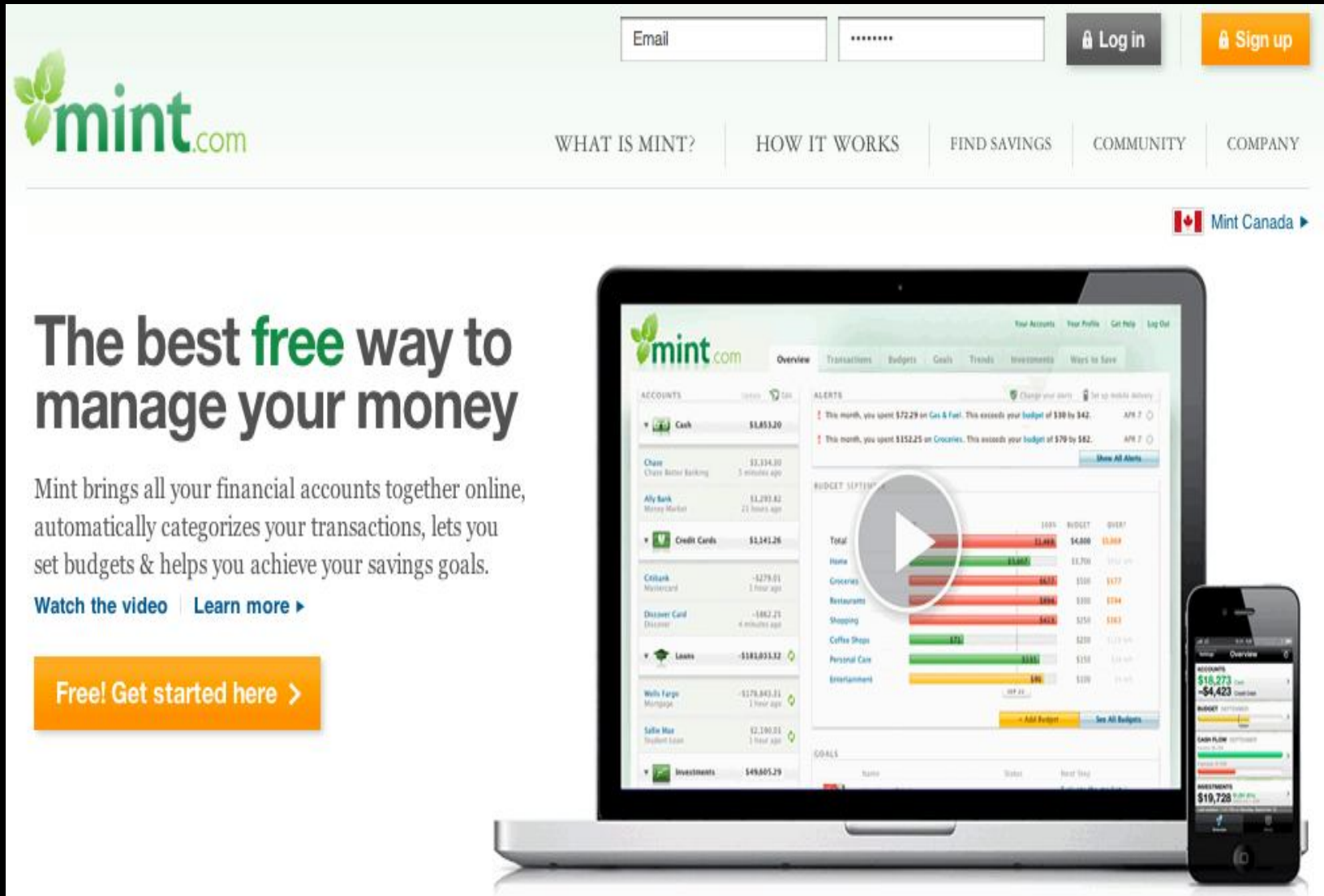


Improve FI profit per customer by 20%... **1B customers equal to the 5th largest U.S. bank**



Help accountants be 20% more productive today... **Serve half of all accounting firms**

Deliver the Customer Benefit



The image displays the Mint.com website interface. At the top, there is a navigation bar with the Mint logo, a search bar, and links for 'Log in' and 'Sign up'. Below the navigation bar, there are links for 'WHAT IS MINT?', 'HOW IT WORKS', 'FIND SAVINGS', 'COMMUNITY', and 'COMPANY'. A 'Mint Canada' link is also present.

The main content area features a large heading: 'The best **free** way to manage your money'. Below this, a paragraph states: 'Mint brings all your financial accounts together online, automatically categorizes your transactions, lets you set budgets & helps you achieve your savings goals.' Below the paragraph are links for 'Watch the video' and 'Learn more >'. A large orange button with the text 'Free! Get started here >' is positioned below the links.

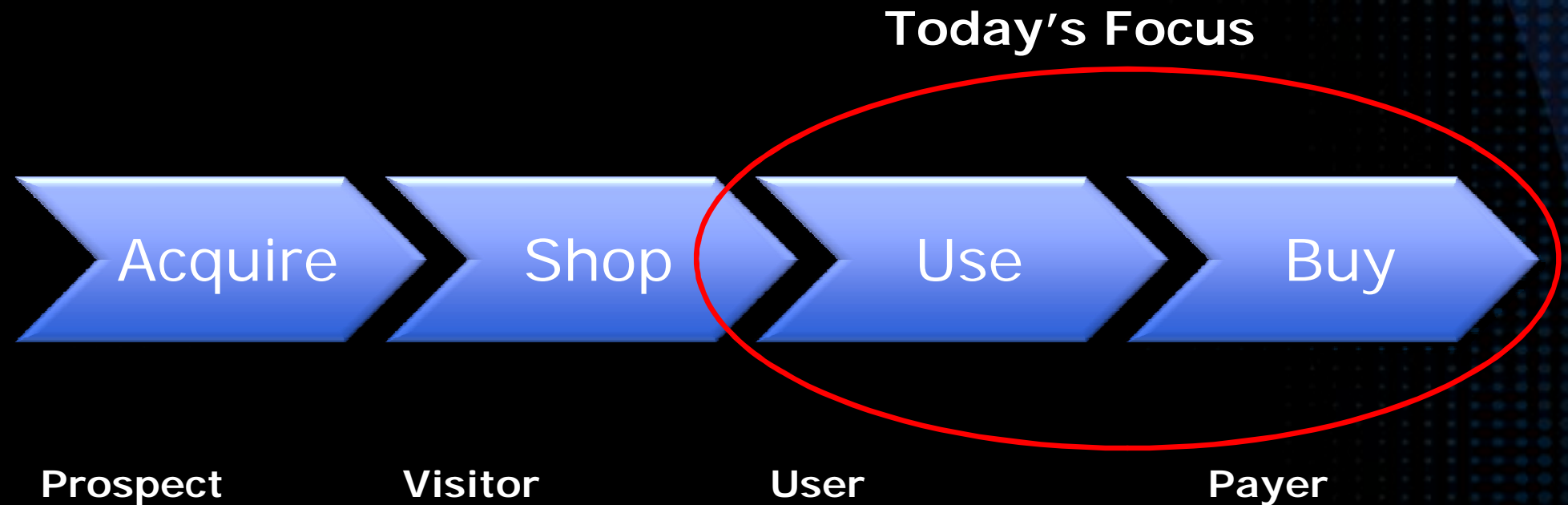
The background of the main content area shows a laptop and a smartphone displaying the Mint.com interface. The laptop screen shows a dashboard with 'ACCOUNTS' (Cash, Credit Cards, Loans, Investments) and 'BUDGET' (SEPTEMBER) sections. A video player overlay is centered on the laptop screen, showing a play button. The smartphone screen shows a similar dashboard view.

Never Enter Data



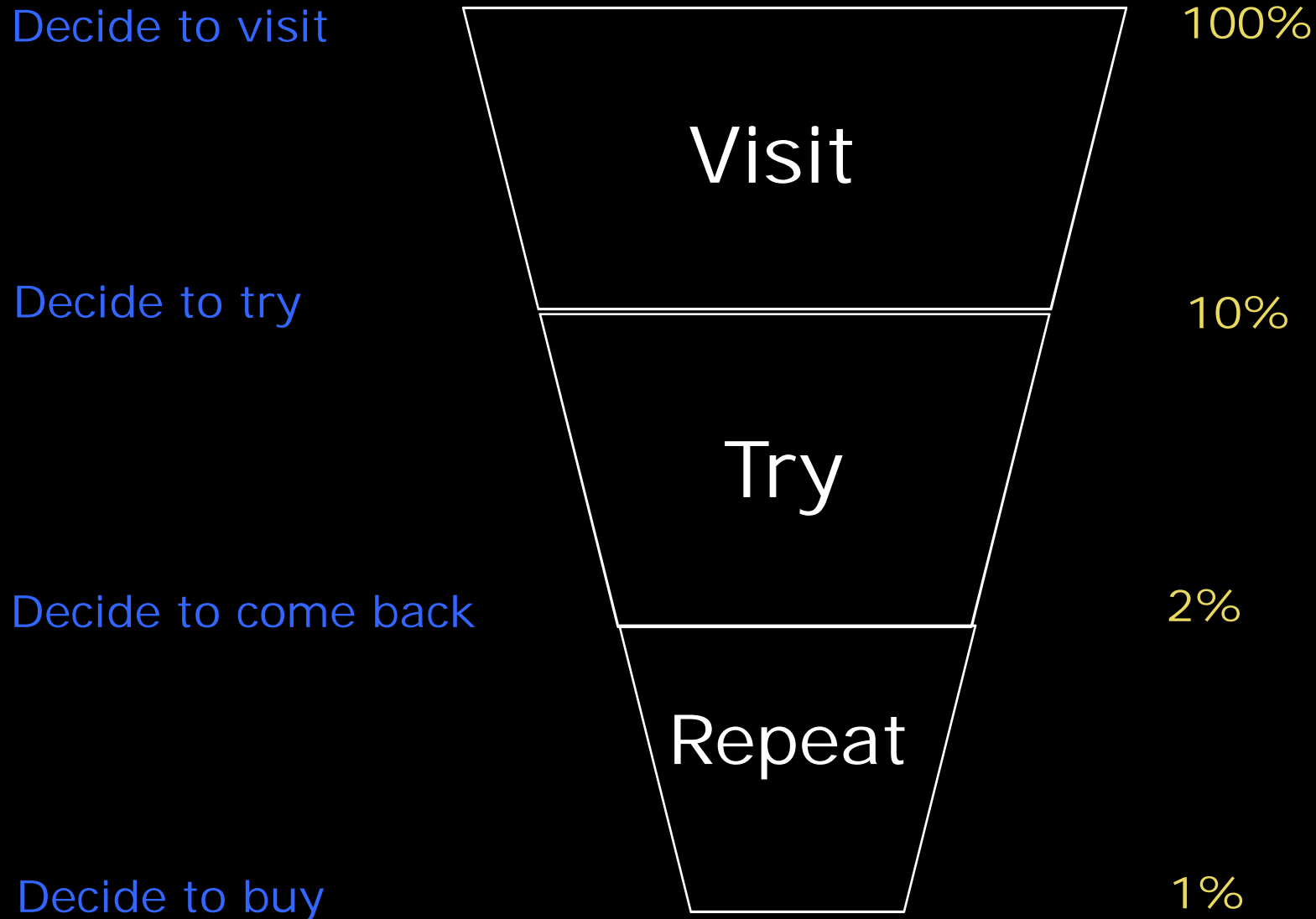
Taking a photo of my W-2? Wow!

SaaS Customer Experience Touchpoints




- Use data is application navigation behavior
- Buy data gives us conversion ratio = $\# \text{ bought} / \# \text{ users}$

Enable Repeat Use




ICICI Money Manager


[Home](#) | [Change User id](#) | [Change Password](#) | [About Us](#) | [Contact Us](#) | [Locate Us](#) | [Site Map](#)
Logout

[My Accounts](#)
[Bank Accounts](#)
[Invest/ Insure Online](#)
[Credit Cards](#)
[Demat](#)
[Loans](#)
[Bill Pay](#)
[Customer Service](#)

Welcome, You Last Visited the site on 02/06/2011 6:37:02 PM IST
 [Link my accounts](#)
[View/change Contact Details](#)
[Mobile Banking](#)
[e-statements New](#)
[Your Feedback](#)
[Money Manager](#)

If your mobile number / e-mail ID is not registered with us, you may not be able to login to your Internet Banking Account. For details [click here](#)
 Receive Funds - A completely free of cost facility which empowers your ICICI Bank account to pull funds from any other bank account. For details [click here](#)


[Money Manager](#)
[Dashboard](#)
[Accounts](#)
[Transactions](#)
[Trends](#)
[Goals](#)
[Tax Planner](#)
[Investments](#)
[Settings](#)
[Logout](#)

My Accounts
[Remove](#)

All accounts

Cash

My Credit

Savings Account

Other Assets

Net Worth

Where Is Your Money Going?

Are You Making Your Goals?

Alerts And Reminders

90 day free trial

Post free trial, your primary account will be debited by Rs 25 + taxes as monthly subscription fees


Manage your money the easy way

Get a single access view of all your accounts, track your expenses and set budget goals.

> [Know more](#)

☐ I accept the terms and conditions

[Go to Money Manager](#)

powered by 

Note: The Money Manager Service from ICICI Bank will open in a new window which is owned and delivered by a third-party associated with ICICI Bank for the purpose of rendering the service.
 *Terms & Conditions apply. Kindly [click here](#) for Money Manager Terms and Conditions. Kindly [click here](#) for Offer of the month's Terms and Conditions.

Just Do It For Me

Firefox File Edit View History Bookmarks Tools Window Help

Triplt | A trip to San Francisco, CA from September - October 2011

Leadership Co... (112569 unrea... Srinagar Hous... Gmail - Inbox ... TFNN.com - Ed... CTO Staff Mee... Avisa, Sunkuva... funnel - Googl... just do it for ... Triplt | A tri...

http://www.tripit.com/trip/show/id/23093445

Anugraha Geetha Vijay Vivek Read It Later EPGY Schools

Bookmarks

Triplt FOR BUSINESS

Office Travel Calendar
Who's in and who's out...
where they went and when they're coming back.

IN
OUT

Travel with privileges
Hertz #1 Club Gold and
Regus Gold for 1 year.

Learn about Triplt Pro » Free trial!

Who's In and out? Find out with Triplt's office travel calendar.

Vijay Anand | Apps | Add a trip | Support

Share your trips

Print Edit

Get a link

More ▶

Update

Four easy steps to travel
✓ Create a Triplt account
✓ Try it: Build your itinerary
✓ Set it & forget it: Sync your calendar
✓ Take it with you: Use the Triplt app

San Francisco, CA
Sep 30 - Oct 1
Private

Itinerary: Expand | Collapse

Fri, Sep 30

Already have a Triplt account? Forward the confirmation emails to plans@tripit.com.

Sat, Oct 1 San Francisco, CA - Avg: Hi 23°C / Lo 12°C + Add Plans

Sun, Oct 2 San Francisco, CA - Avg: Hi 22°C / Lo 12°C + Add Plans

Adding travel plans just got easier
Automagically import travel plans from your email inbox.

Google Gmail

Enter your email address

Start Now!

After setup, we'll scan your inbox multiple times per day for travel plans, then automatically add them to your Triplt account.

Close

CARS & MORE. ALL ON AA.COM.

Earn AAdvantage® miles. Book Now

4 13 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Fasal – Price Discovery for Indian Farmers

Thank you
vijay_anand@intuit.com

intuit.