

Intuit

Business, Marketing



Intuit Case Study. Intuit recognizes the value of understanding how s use, feel and rate their products. It conducts a number of consumer studies in which the customers are invited to participate in a number of ways; the research is divided into site visits and laboratory studies. During site visits, the company's research visit consumers and business in their work places in order to get hands on experience on how the products are used and where improvements can be made. In lab studies consumer are invited to experience new product testing and contribute ideas while in remote surveys consumer are engaged by telephone, asked questions concerning products and also invited to test new design concepts online. Through consumer research, intuit is able to understand the particular customer needs, launch improved products and predict future trends in terms of needs of financial products.

Having successfully beaten Microsoft in the market for financial software and solutions, this is the time for intuit to further focus on unveiling products which answer the needs of every customer. It becomes the giant in the market this could lead to complacency and relaxation with a net effect of losing its trust among customers. Such tendency among market giants gives way for emerging companies to avail better products and take a share of the market with significant impacts. As such therefore anything could go wrong and for intuit to avoid such a turn of events they should focus more on market research, segmentation and unveiling products for the specific customer segments.

The company has extended its product profile to cover also solutions for mobile devices and this expected to lure younger customers to acquire

financial solutions. Carrying out successful consumer studies among these young customers requires the company to understand their behavior perfectly. Young consumer would typically share their ideas and opinions on social media thus the company should capitalize on social media channels in trying to gauge research results among this generation of consumers.