

Excerpt from Bersin & Associates White Paper: How Online Training is Impacting Business

"We want our learning solutions to help build strategic partnerships with our customers, rather than be an opportunity for profit making. It's more nebulous in terms of ROI, but it adds more value to the relationship and our customers experience a 'right-for-my-business' approach."

— Alessandria Polizzi,
Accountant Training Network, Intuit

Intuit has a "right for me" learning strategy. They place a strong focus on making training available at the right time, with the right delivery method. This strategy carries over into its strong client-facing training programs. Intuit trains approximately 27,000 accounting professionals every year on its financial software for small business accounting and tax preparation. Rather than viewing these training programs as a commodity, Intuit has made a significant investment to use these programs to create strategic partnerships with their clients.

Selling both to small businesses as well as accountants, Intuit's goal is to make sure their first experience with the product is smooth and successful, and to understand their needs and provide them with the right solution and support on an ongoing basis.

A specific program Intuit delivers is the accountant QuickBooks Point of Sale® certification program for its Professional Advisor program. Originally a 500-page self-study book with a 50 question online exam, the company adapted this content for a blend of live online and self-paced delivery using WebEx Training Center.

Once the accountant completes the certification program they are entered into Intuit's referral database. For small businesses looking for an accountant, this database carries a great deal of weight. Intuit has seen a four-fold increase in product referrals from accountants who have completed this e-learning program and also has peace of mind clearly knowing how many accountants in the industry know their product.

Intuit also leverages their synchronous online tool through one of their products to enable accountants to support their own client base. The QuickBooks Premier® product, a product used by accountants to support their own clients who use QuickBooks comes with a plug-in to WebEx. Through QuickBooks Premier, the accountant is able to deliver on-the-fly sessions where they can access their customer's computer remotely anytime/anywhere.

Another way Intuit develops strategic partnerships with clients is by using practicing QuickBooks® accountants to deliver synchronous classes. Intuit consistently sees a higher level of satisfaction from participants when they are able to benefit from peer-to-peer learning.

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