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Intuit and OpenAI Join Forces to Revolutionize Financial Intelligence, Powering Every Person, Business, and Dream with Personalized Experiences

This first-of-its-kind partnership will bring together Intuit's AI-driven expert platform with ChatGPT to deliver personalized and actionable financial insights and recommendations.

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Intuit Inc. (Nasdaq: INTU), the global financial technology platform that makes Intuit TurboTax, Credit Karma, QuickBooks, and Mailchimp, today announced a multi-year, strategic partnership with OpenAI to create the future of Financial Intelligence by bringing together leading platforms to drive the next era of growth with Intuit-powered apps in ChatGPT. ChatGPT users will be able to take trusted, secure, and accurate financial actions through these apps, which can be directly accessed within the ChatGPT experience.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20251118990551/en/

Intuit and OpenAI are teaming up to revolutionize financial intelligence.

Every week, hundreds of millions of consumers and businesses search on ChatGPT for answers to their biggest problems. Their financial questions range from "how can I pay off my debt faster or improve my credit score?" to "how do I increase the profitability of my business or find new customers?" With the knowledge of their financial data and behaviors powered by Intuit's unique capabilities, users will get more insightful, more specific and more actionable responses through the Intuit apps in ChatGPT. For the first time, consumers and businesses will be able to unlock the power of Intuit's AI-driven expert platform and get personalized financial insights and recommendations they can seamlessly act on, all through apps available in ChatGPT.

"We are taking a massive step forward to fuel financial success for consumers and businesses, unlocking growth for both companies," said Sasan Goodarzi, CEO of Intuit. "Our partnership combines the power of Intuit's proprietary financial data, credit models, and AI platform capabilities with OpenAI's scale and frontier models to give users the financial advantage they need to prosper."

"Intuit's AI-powered financial platform helps millions of people manage their finances and run their businesses," said Fidji Simo, CEO of Applications at OpenAI. "This partnership combines our most advanced models and global scale with Intuit's platform capabilities to help everyone make smarter financial decisions and build more secure futures."

Fueling success for consumers and businesses

With this groundbreaking partnership between Intuit and OpenAI, consumers and businesses will soon not only get personalized insights and recommendations that are powered by Intuit's platform, but they will also be able to take actions with Intuit apps, all available within ChatGPT.

For consumers, Intuit's platform will help deliver personalized financial actions, with their permission, through apps available in ChatGPT to help them make smarter money decisions. This includes finding the credit card, personal loan, or mortgage that is best for their specific needs given their spending patterns and approval odds, getting more personalized answers to tax questions powered by their financial data, estimating their tax refund, scheduling time with a live, AI-powered local tax expert, and taking actions to make their money go even further.

For businesses, Intuit's apps, available in ChatGPT, will provide personalized insights to help increase revenue and profitability based on their real-time business data. For instance, businesses can create and send targeted campaigns to drive customer growth, get paid faster with the help of AI-generated invoice reminders, and improve cashflow by accessing loan options tailored for their business when needed, while their accounting is done in the background.

By providing these revolutionary experiences directly through the Intuit apps in ChatGPT, Intuit will be able to not only deepen its relationship with existing approximately 100 million customers, but also extend its reach to new audiences by engaging them and helping solve their problems at a point of need.

A gateway to Intuit's AI-driven expert platform

Intuit's partnership with OpenAI will build on the company's decade-long investment in data and AI, along with deep domain financial technology expertise, further expanding how Intuit is delivering personalized, AI-driven experiences to customers with speed and scale. Intuit's robust data, AI and human intelligence capabilities are foundational to the company's success as an industry leader, fueling the financial success of consumers and businesses.

Intuit will deepen its use of OpenAI's frontier models in its proprietary generative AI operating system (GenOS) under a new $100M+ multi-year contract to accelerate its AI-driven expert platform strategy. OpenAI's models will help power AI agents across Intuit's platform – these agents are capable of understanding complex questions, surfacing insights instantly, and helping to complete tasks such as forecasting cash flow, preparing taxes, or managing payroll, all through natural conversation.

All Intuit products, including its AI-powered platform innovations, are built with its strong commitment to data privacy, security, and responsible AI governance. Intuit implements technical and organizational safeguards to help protect customer data and protect privacy using industry-leading technology and practices.

Watch our video to learn more.

About Intuit

Intuit is the global financial technology platform that powers prosperity for the people and

communities we serve. With approximately 100 million customers worldwide using products such as TurboTax, Credit Karma, QuickBooks, and Mailchimp, we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible. Please visit us at Intuit.com and find us on social for the latest information about Intuit and our products and services.

This information is intended to outline our general product direction, but represents no obligation and should not be relied on in making a purchasing decision. Additional terms, conditions and fees may apply with certain features and functionality. Eligibility criteria may apply. Product offers, features, functionality are subject to change without notice.

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Bruce Chan
Intuit
bruce_chan@intuit.com

Source: Intuit Inc.