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Intuit Introduces Ground-Breaking Virtual Team of AI Agents to Fuel Growth for Businesses

AI agents and trusted AI-enabled human experts available in Intuit QuickBooks assist businesses with saving time, making smarter decisions, and driving better money outcomes

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 transformative set of proactive Intuit AI agents that will dramatically improve how businesses run and grow. These agents will automate workflows and when combined with human experts will deliver real-time insights and improve cash flow for businesses.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250701338560/en/

A more powerful QuickBooks on the Intuit platform with new AI agents.

The new AI agents, embedded in the Intuit platform, create a more powerful QuickBooks that provides businesses with a virtual team working on their behalf while the customer is always in control. The agents transform how work is done and help customers grow, completing workflows across customer relationship management, financial analysis, payments, accounting, and more, saving businesses up to 12 hours a month.[1] Their ability to seamlessly connect data across multiple applications proactively gives customers a 360-view of their business metrics and overall performance - all in one place. The result: 78% of customers say Intuit's AI makes it easier for them to run their business; and 68% state it allows them to spend more time growing their business.[2] These AI agents are also able to work along-side trusted AI-enabled human experts to provide businesses with additional expertise and support.

"Intuit's AI-driven expert platform is transforming how businesses run and grow with first-of-its-kind agentic AI experiences," said Sasan Goodarzi, Intuit CEO. "When our vast amounts of data and AI capabilities are combined with the power of trusted human experts, Intuit's uniquely designed, integrated platform unlocks next-level efficiencies, profitability, and growth for businesses."

These new, done-for-you experiences are part of a completely redesigned and personalized QuickBooks web layout. The homepage is transformed into a striking display of customizable widgets with a powerful business feed that shows real-time intelligent insights, recommendations, and summarizes the workflows and tasks completed by the AI agents. Customers can seamlessly collaborate with human experts and connect to additional Intuit products, services, and third-party apps to truly realize the benefits and power of one

integrated platform that drives next-level business efficiencies and growth, all in one place. In addition to the new web experience, the QuickBooks mobile app also has a new, modern interface that delivers the benefits of AI agents on the go.

Introducing Intuit AI agents: A virtual team that does virtually everything

Intuit's new AI agents will help businesses – at every stage – scale, enabling them to grow on a platform they know and trust. The AI agents complete day-to-day tasks, including managing customer leads, tracking payments, sending invoices, and reconciling a business's books. In addition, new, integrated collaboration tools allow a business owner and their accountant to seamlessly communicate and work together in QuickBooks. With the automation of workflows, collaboration with trusted experts, and the ability to deliver real-time, personalized, and actionable insights, businesses move faster, operate smarter, and uncover greater efficiencies and growth.

- **Payments Agent:** Optimizes and grows cash flow by getting businesses paid an average of 5 days faster[3] with tailored acceleration strategies that predict late payments, automate invoice tracking, and create and send invoices and reminders.
- **Accounting Agent:** Automates bookkeeping and transaction categorization, and assists in reconciliation, delivering cleaner, more accurate books.
- **Finance Agent:** Provides a comprehensive approach to the financial management of growing, mid-market businesses with robust reporting, KPI analysis, and scenario planning and forecasting based on performance and peer benchmarking, helping finance teams make smart decisions to achieve financial goals.

"I need more time to be able to invest back into my business," said Kurtis Graham, founder, COSIGN Enterprises, LLC. "Intuit's AI can help me save several hours a month and drive revenue for my business. That's a win-win for my business."

Customer Hub: AI agents that strengthen relationships and fuel business growth

The Customer Hub, included in most QuickBooks Online plans, will provide two new virtual agents that automate and streamline the sales and customer relationship management (CRM) process, managing new leads and existing customers in one place to deliver delightful customer experiences and stronger relationships.

- **Customer Agent:** Sources leads, drafts personalized email responses, suggests and schedules meetings based on engagement data, and tracks every customer opportunity in the sales cycle.
- **Marketing Agent:** Coming later this year, it will automate audience management, campaign execution, and content creation to deliver impactful acquisition and retention marketing campaigns via Mailchimp.

Intuit AI agents for growing businesses

In the coming months, Intuit AI agents will be available for larger and growing businesses to tackle more complex tasks and boost productivity even further, enabling these businesses to scale with speed.

- **Payroll Agent:** Proactively collects time and attendance data from your employees

and runs payroll when you say so.
- **Project Management Agent:** Manages project quotes, milestones, and budgets so businesses stay on track.

For more than 40 years, Intuit has been leading the industry in delivering impactful customer experiences that help millions of consumers and businesses put more money in their pockets, helping them achieve their business and financial goals with less effort and complete confidence. The launch of Intuit's transformational AI agents is the latest innovation powered by Intuit's platform, bringing artificial intelligence and human intelligence together to power prosperity for its customers. Now, businesses and their accountants have access to a virtual team that saves them time, simplifies the day-to-day running of a business, and helps accountants more confidently and quickly advise clients on key decisions.

Availability

The new web and mobile interfaces, integrated AI agents and human experts, and Customer Hub will start rolling out on July 1 to a range of QuickBooks Online products and customers in the US.

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.

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Feature availability varies by product.

Experts only available with QuickBooks Live.

1. 45% of customers save 12 hours each month on monthly bookkeeping with the new AI-powered bank feed. Based on a survey commissioned by Intuit of QuickBooks Online customers using the new AI-powered bank feed features as of April 2025.

2. Based on a survey commissioned by Intuit of QuickBooks Online customers using Intuit Assist as of November 2024.

3. Based on U.S. Intuit Assist Beta customers using outstanding invoice notifications and AI-drafted invoice reminder features, compared to customers sending standard invoice reminders to the same customers, from January 2024 to August 2024. Not available in QuickBooks Online Advanced.

This information is intended to outline our general product direction, but represents no

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