

# QB Live / Expert Services Provocation

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# Problem

New products are being introduced to the QBO ecosystem, many of which include a pairing QBO with an expert. Coupled with existing Help channels (Care, QB Assistant) and External Service Providers (My Accountant), the complexity of connecting a small business with the right expert is compounded.

New/Upcoming Enhancements include:

1. QuickBooks Advanced (Priority Circle)
2. QuickBooks Live Bookkeeping (QuickBooks Live Bookkeeper)
3. QuickBooks Full Service Payroll (QuickBooks Payroll Expert)
4. Future Breakthrough Services (Business Consulting, Tax, Legal, etc.)

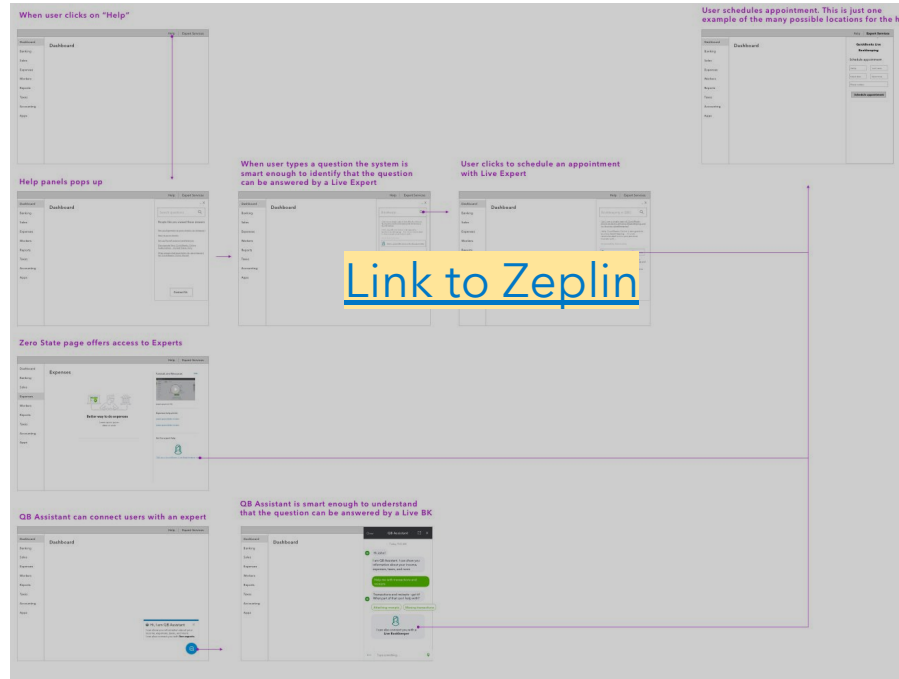
# Objective

Provide recommendation(s) for the future state of customer engagement with various QBO ecosystem experts (human and non-human). We will solve for near-term product enhancements (Priority Circle, QB Live) and lay the foundation for an extensible solution as new products and features are introduced.

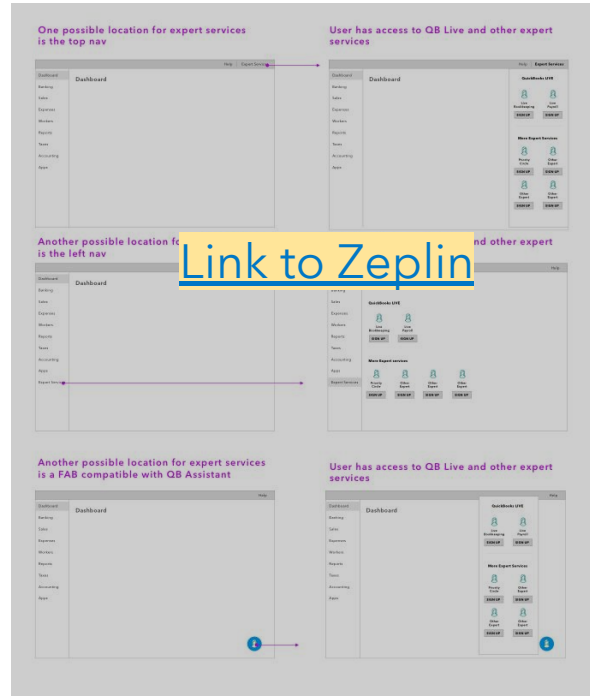
## Before you start...

- ✔ In-product help and expert services are not mutually exclusive.
  - SMB can find an expert (e.g. QB Live Bookkeeper) while typing in the help panel
  - Expert services needs a home outside of help panel
- ✔ Point of access for QB Live is a placeholder
- ✔ "Expert Services" name is a placeholder

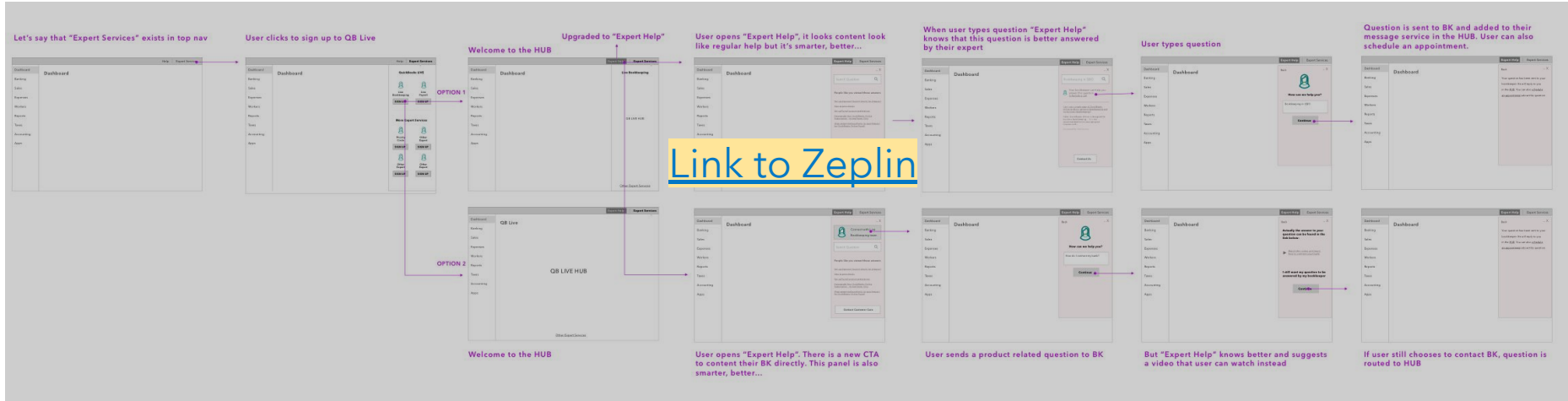
# Many ways to find QB Live and other experts



# Though live help appears intuitively across entire product experience we still need a home for QB Live and other expert services



# Let's sign up to QB Live



# Let's sign up to Payroll Live

