



H & R Block

H&R Block is one of the world's largest tax services providers, utilizing more than 100,000 highly trained tax professionals and having prepared more than 550 million tax returns worldwide since 1955.

Business situation

H&R Block is an established, well-known company with a product development team dedicated to building customer-centric solutions. The team is responsible for generating and researching ideas, and then filtering those ideas through a methodical, often analytical, process to whittle “blue sky” concepts into workable solutions. Despite their internal expertise, H&R Block found it challenging to effectively transform rough concepts into fully formed solutions, and that's when they sought the support of Infinium.

Solution

Infinium worked with H&R Block on a variety of specialized product launches including its Second Look[®] Review and Forward Look[®] services. For these engagements, Infinium excavated unique insights about H&R Block's industry, customers and product concepts. Using the 6i ProcessSM, Infinium designed and lead a two-day ideation event from which H&R Block gained a deeper, emotional understanding of their customers. Working in small groups, and through multiple cycles of divergent and convergent thinking, four to eight concepts were built, stretched and documented on separate concept boards. Following the ideation, Infinium led work sessions to build out critical elements of the concepts and determine next steps. The engagement culminated with a comprehensive action plan H&R Block could execute to meet their business objectives.

In addition to holding periodic ideations, Infinium is most commonly leveraged as H&R Block's on-going “thinking partner.” Infinium works alongside H&R Block's product development team, supporting, aiding and stimulating innovative thinking around existing customer problems, product development concepts, and strategic planning. Credited with getting senior leadership in touch with the marketplace, consumers, and competitors, Infinium helps H&R Block frame innovation opportunities in ways they struggled to do on their own.

Benefits

With the help of Infinium, H&R Block has saved countless resources – in time and money investments – that might have been wasted pursuing dated product development approaches. For example, rather than gathering in a stuffy conference room to brainstorm new product ideas on a whiteboard, Infinium's illustrators visually depicted the dialogue and ideas happening in the room. This stimulated fresh thinking and conversation that helped H&R Block better understand its customer base, resulting in the generation of more compelling ideas and the development of new product launches.

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In Their Words

“We engage Infinium on a regular basis and we're always amazed at how they always bring something new to the table. We know going in that we'll walk away having learned something new, whether it's a new tool to spark creativity or a tangible business idea we can take and run with.”