PRAGMATIC INSTITUTE CASE STUDY

Fiserv

Introduction

This case study of Fiserv is based on a March 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.

> "With Pragmatic Institute, I have a greater focus on identifying true customer problems and defining new product / existing product enhancements with higher market value."
>
> "From an organizational perspective, Pragmatic Institute has allowed us to spend more time on understanding the market and less time contributing to the technical design and operational support."

Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Hit revenue targets

Use Case

- Fiserv employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
- The entire product management and entire product marketing teams attended the Pragmatic Institute training:
- Fiserv has offered Pragmatic Institute training to its employees for 3-5 years.

Results

- Pragmatic Institute training has helped Fiserv:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Identify and penetrate new markets
  - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Reduced rework: 75-99%
  - Increase in customer satisfaction/NPS: 75-99%
  - Increased understanding of the market and its relevant problems: 75-99%
  - Increase in product / feature usage: 50-74%
  - Reduced time to market: 50-74%
  - Increased product sales: 50-74%

Company Profile

Company:
Fiserv

Company Size:
Fortune 500

Industry:
Financial Services

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

Learn More:

 Pragmatic Institute

Source: Jan King, Product Manager, Fiserv