Computer Services, Inc.

Introduction

This case study of Computer Services, Inc. is based on an August 2020 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.

> "Training with Pragmatic has allowed all divisions of our company to speak the same language as well as standardize our internal processes."
>
> "After our training with Pragmatic Institute we have improved communication through an understanding of the methodology and terms they taught us."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Pragmatic Institute:

- Took training courses with Pragmatic Institute for the following reasons:
  - Increase strategic focus
  - Gain clarity in roles and responsibilities
- Experienced the following challenges with the corresponding frequency:
  - delays in product launches: somewhat often
  - roadmaps that were guided by opinions and not market facts: very often
  - delivered features that weren't being used by customers: extremely often
  - important features that were dropped from each new release: very often
  - revenue goals that were not being hit: uncommon

Use Case

The key features and functionalities of Pragmatic Institute that the surveyed company uses:

- Employees have taken training classes in the following areas:
  - Foundations
- Had the following groups attend the Pragmatic Institute training:
  - Entire product management team
- Has offered Pragmatic Institute training to its employees for less than a year.

Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
  - Increase the number of releases in a given year
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Better align with internal teams
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Institute training:
  - product/feature usage: 75-99%
  - reduced time to market: 50-74%
  - reduced rework: 75-99%
  - product sales: 100%+
  - customer satisfaction/NPS: 75-99%
  - their understanding of the market and its relevant problems: 50-74%

Company Profile

Company:
*Computer Services, Inc. *

Company Size:
Medium Enterprise

Industry:
Computer Software

About Pragmatic Institute

Pragmatic Institute is committed to providing great education to product leaders, business professionals and data scientists. Become market- and data-driven, and enhance your products, your business and your career with Pragmatic Institute.

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