

# Cox Automotive

## Introduction

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



“The Foundations and Focus classes gave me a methodology to use for my approach to Product Management. The Market and Launch classes provided me ways to be more effective in planning for go-to-market.”

“The frameworks provided by Pragmatic have been most beneficial to me.

”

## Challenges

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

- Took training courses with Pragmatic Marketing 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: somewhat often
  - important features that were dropped from each new release: 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
  - Focus
  - Market
  - Launch
- Had the following groups attend the Pragmatic Marketing training:
  - Entire product management team
- Has offered Pragmatic Marketing training to its employees for 3-5 years.

## Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
  - Gain a better understanding of product roles within their organization
  - 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 Marketing training:
  - reduced time to market: 0-24%
  - reduced rework: 0-24%
  - product sales: 0-24%
  - customer satisfaction/NPS: 25-49%
  - their understanding of the market and its relevant problems: 25-49%

### Company Profile

Company:  
**Cox Automotive**

Company Size:  
**Large Enterprise**

Industry:  
**Automotive & Transport**

### 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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