Medium Enterprise Financial Services Company

Introduction

This case study of a medium enterprise financial services company is based on an August 2020 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

> "I now have a process to manage the backlog and incoming ideas. I have strategies in my skillset vs. what I stated with which was zero clue."
>
> "I feel equipped to do my job well! I know I have a network to reach out to with questions if I get stuck."

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: extremely often
    - roadmaps that were guided by opinions and not market facts: extremely often
    - delievered features that weren't being used by customers: somewhat often
    - important features that were dropped from each new release: uncommon
    - revenue goals that were not being hit: uncommon
    - deals that were being heavily discounted: somewhat often

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
    - Build
    - Market
    - Launch
- Had the following groups attend the Pragmatic Marketing training:
    - Entire product management team
- Has offered Pragmatic Marketing training to its employees for 6+ years.

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
    - Increased confidence in the roadmap
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Marketing training:
    - product/feature usage: 0-24%
    - reduced time to market: 0-24%
    - reduced rework: 0-24%
    - product sales: 0-24%
    - customer satisfaction/NPS: 50-74%
    - their understanding of the market and its relevant problems: 50-74%

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Financial Services

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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