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
  - Delivered 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%
  - Customer satisfaction/NPS: 50-74%
  - Understanding of the market and its relevant problems: 50-74%

About Pragmatic Institute

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Source: TechValidate survey of a Medium Enterprise Financial Services Company
Published: Oct 21, 2020
TechValidate survey of a Medium Enterprise Financial Services Company
TVID: 02A-8A4-512
Research by: TechValidate