

# Fiserv, Inc.

## Introduction

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



“The Price training has enabled me to be a stronger contributor to pricing discussions with out various business units and create confidence in the models we ultimately use. ”

“The multitude of factors associated with making a pricing decision are more clearly understood and enable us to apply smarter pricing analysis.”

## 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
- Experienced the following challenges with the corresponding frequency:
  - Delays in product launches: somewhat often
  - Roadmaps that were guided by opinions and not market facts: extremely often
  - Delivered features that weren't being used by customers: very often
  - Important features that were dropped from each new release: somewhat often
  - Revenue goals that were not being hit: extremely often
  - Deals that were being heavily discounted: extremely 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:
  - Price
- Had the following groups attend the Pragmatic Institute training:
  - Immediate team
- Has offered Pragmatic Institute 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
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Identify and penetrate new markets
  - 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: 50-74%
  - Reduced time to market: 25-49%
  - Reduced rework: 25-49%
  - Product sales: 50-74%
  - Customer satisfaction/NPS: 25-49%
  - Their understanding of the market and its relevant problems: 75-99%

### Company Profile

Company:  
**Fiserv, Inc.**

Company Size:  
**Fortune 500**

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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