

# Equifax

## Introduction

This case study of Equifax is based on a February 2017 survey of Pragmatic Marketing customers by TechValidate, a 3rd-party research service.



“Pragmatic Marketing helps us to ensure alignment, and understand roles and how to best work with technology.”

## Challenges

- Took training courses from Pragmatic Marketing in order to:
  - Increase strategic focus
  - Improve time to market
  - Gain clarity in roles and responsibilities
  - Align with internal departments
- Prior to training, Equifax was experiencing:
  - Roadmaps that were guided by opinions and not market facts: Extremely often
  - Delivered features that weren't being used by customers: Extremely often
  - Important features that were dropped from each new release: Very often
  - Delays in product launches: Very often

## Use Case

- Equifax employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
  - Market
  - Launch
  - Price
- The entire product management team and the entire product marketing team attended the Pragmatic Marketing training.
- Equifax has offered Pragmatic Marketing training to its employees for 3-5 years.

## Results

- Pragmatic Marketing training has helped Equifax:
  - Gain a better understanding of product roles within their organization
  - Better align with internal teams
- Quantifiable results since taking Pragmatic Marketing training are estimated at:
  - Increase in customer satisfaction/NPS: 50-74%
  - Increased understanding of the market and its relevant problems: 50-74%

### Company Profile

Company:  
**Equifax**

Company Size:  
**S&P 500**

Industry:  
**Financial Services**

### About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

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