Netspend Corporation

Introduction

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

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
  - Improve time to market
  - Align with internal departments
  - Improve underperforming products
- 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: extremely often
  - Important features that were dropped from each new release: extremely often
  - Revenue goals that were not being hit: 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
  - Market
  - Launch
- Had the following groups attend the Pragmatic Institute training:
  - Immediate team

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
  - 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: 0-24%
  - Reduced rework: 50-74%
  - Product sales: 0-24%
  - Customer satisfaction/NPS: 50-74%
  - Their understanding of the market and its relevant problems: 50-74%

Company Profile

Company:
Netspend Corporation

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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✔ Validated   Published: Oct. 21, 2020   TVID: 6E5-211-FDB