

Cox Automotive

Introduction

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



“The Foundations and Focus classes gave me a methodology to use for my approach to Product Management. The Market and Launch classes provided me ways to be more effective in planning for go-to-market.”

“The frameworks provided by Pragmatic have been most beneficial to me.

”

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: somewhat often
 - roadmaps that were guided by opinions and not market facts: very often
 - delivered features that weren't being used by customers: somewhat often
 - important features that were dropped from each new release: uncommon

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
 - Market
 - Launch
- Had the following groups attend the Pragmatic Marketing training:
 - Entire product management team
- Has offered Pragmatic Marketing 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
 - Increased confidence in the roadmap
 - Better align with internal teams
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Marketing training:
 - reduced time to market: 0-24%
 - reduced rework: 0-24%
 - product sales: 0-24%
 - customer satisfaction/NPS: 25-49%
 - their understanding of the market and its relevant problems: 25-49%

Company Profile

Company:
Cox Automotive

Company Size:
Large Enterprise

Industry:
Automotive & Transport

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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