

Primary Residential Mortgage

Introduction

This case study of Primary Residential Mortgage, is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.



“Since taking the training courses with Pragmatic Institute, we now measure all of the decisions using metrics. We gather a lot of VOC (voice of the customer) prior to building anything.”

“Employees are empowered with tools and knowledge and have more job satisfaction.”

Challenges

- Took training courses from Pragmatic Institute in order to:
 - Gain clarity in roles and responsibilities
 - Align with internal departments
- Prior to training, Primary Residential Mortgage was experiencing:
 - Roadmaps that were guided by opinions and not market facts: Extremely often
 - Delivered features that weren't being used by customers: Very often

Use Case

- Primary Residential Mortgage employees have taken training courses:
 - Foundations
 - Focus
 - Build
- The entire product management team attended the Pragmatic Institute training.
- Has offered Pragmatic Institute training to its employees for 1-2 years.

Results

- Pragmatic Institute training has helped Primary Residential Mortgage:
 - Gain a better understanding of product roles within their organization
 - Increase executive support for product efforts
 - Increased confidence in the roadmap
 - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
 - Reduced rework: 25-49%
 - Increase in understanding of the market and its relevant problems: 50-74%

Company Profile

Company:
Primary Residential Mortgage

Company Size:
Medium Enterprise

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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