

Small Business Marketing & Advertising Company

Introduction

This case study of a small business marketing & advertising company is based on a November 2021 survey of Stack Overflow for Teams customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The profiled company brought in Stack Overflow for Teams to improve their business KPIs of **organizational effectiveness** and **business performance**.

The other challenges they wanted to solve were:

- Removing roadblocks or barriers
- Creating or maintaining a continuous learning culture
- Enabling employees to solve problems faster
- Reducing the time to onboard new hires
- Capturing institutional knowledge

Use Case

They use the **business tier** of Stack Overflow for Teams.

Their whole organization uses Stack Overflow for Teams.

The other tools they use for knowledge sharing are:

- Wiki
- Software development project management system
- ChatOps (e.g., Slack or Microsoft Teams)
- Cloud drive

Results

The surveyed company said the most impactful **operational benefits** their organization realized with Stack Overflow for Teams are:

- Decreased cycle times
- Decreased onboarding time for new employees

They said the most impactful **cultural or team benefits** their organization realized with Stack Overflow for Teams are:

- Increased collaboration between and among teams
- More knowledge is captured for the future
- Improved team technical skills
- Individuals having more opportunities to learn

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Marketing & Advertising

About Stack Overflow for Teams

Stack Overflow for Teams provides just-in-time knowledge to help teams solve complex technical challenges through each stage of the development lifecycle. Because Stack Overflow's public platform is already integral to how technologists work, Stack Overflow for Teams enables a more natural, frictionless exchange of company knowledge.

It augments workflows, giving teammates easy access to persistent knowledge and cross-functional experts so they can confidently make more informed decisions and overcome roadblocks faster. The platform fosters continuous learning and growth while enabling an internal community that connects knowledge seekers and subject matter experts across departments.

Learn more:
<https://stackoverflow.com/solutions/case-studies/teams>

Learn More:

[Stack Overflow for Teams](#)