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***Pearson's success maker putting
the customer first in transforming
product development processes***

Introduction

Education giant Pearson once faced the problem of updating the SuccessMaker application, which is an adaptive learning technology. From Pearson company course material perspective, it was evident that with the increasing clients' need for valuable and efficient studying materials, it was obligatory to renew ideas over company's product creation process.

Embracing Customer

To surmount these challenges, Pearson adopted a customer-centered model. As a result of the methodological positioning made in Section 2, this transformation started with acquiring broad information from educators, students and other administrators.

Outcomes and Impact

An improvement in satisfaction, learning and overall competitiveness of SuccessMaker platform was evident from the changes adopted for its second version. Pearson focused the clients to follow up and ensured them to remain loyal by selling the company with the advanced and fast changing technology of personal learning.

Conclusion

The story of Pearson with SuccessMaker is a good lesson of defocusing from the absolute control over the product, and focusing on the customer instead. Pearson follows the principle of putting the customer at the center, being lean agile, and collaborating with focused objectives and by doing this it demonstrated the successful shift of its product development strategy towards sustainable growth and innovation.

Our Mission

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