

How Pragmatic Institute Engages Their 200,000-Strong Alumni Community

Pragmatic Institute, a world-class training partner for product professionals, launched their community of practice to give alumni a place to connect from around the world — all during the COVID-19 pandemic.

OPPORTUNITY

Before **Pragmatic Institute** created their Higher Logic community, their 200,000+ alumni had nowhere to go after courses ended. Pragmatic Institute recognized their alumni had a need for tailored, curated, high-quality support and resources, access to trusted advisors, and peer-to-peer networking. Most importantly, Pragmatic Institute needed an online community platform that would support an intimate, personalized experience for members even as community membership grew.

RESULT

Thanks to their online community, Pragmatic Institute's alumni have a dedicated space for authentic problem-solving and networking. Pragmatic Institute uses Higher Logic's community management tools, like automation rules, to scale personalized communication with community members in a way that makes them feel understood — even among thousands of members.

“The community existed as a lifeline for many of our community members during COVID-19. Everybody was home from the office, everybody was confused, and what better than to be able to say, ‘I have a home for you, and a place to ground yourself during this storm. I’ve got a bunch of other people I can introduce you to who are working through this as well. Not only will we help you survive, we’ll help you thrive.’”



GEORGINA (CANNIE) DONAHUE
Director of Community, Pragmatic Institute



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KEY FACTS

- ➔ In just eight months, Pragmatic Institute saw **150% increase** in membership growth
- ➔ **87%** of the community content is user-generated
- ➔ **78%** of all members are “active” members, with an average of 5.4 posts per active member per month
- ➔ Community members provide **active feedback, questions, and suggestions** on course offerings with Higher Logic's Ideation feature

ABOUT PRAGMATIC INSTITUTE

Pragmatic Institute is a world-class training partner for product professionals. Their 200,000+ alumni community come from more than 8,000 companies around the world.

HIGHER LOGIC PRODUCTS

- ➔ Community