

Rapid RTC: Moving Into The Fast Lane With SAFe®

RAPID RTC delivers market-leading, proprietary software solutions to several verticals including the automotive and agriculture sectors that enable comprehensive lead management and lead generation through real-time customer conversations via its Lead Manager, Chat, and Text products.

At the time of our engagement with RAPID RTC, this successful company was poised for continued expansion and growth. It had goals to enter new markets and had interest from customers in new verticals. But the company's evolution had revealed challenges that were impeding its ability to capitalize fully on the opportunities. These challenges included:

- Too much time estimating and prioritizing.
- Lost momentum.
- Decision-making inefficiencies.
- Products consistently taking longer to release and costing more than expected.

AgileSparks solutions

- Leading SAFe workshop + Implementation Strategy Workshop with the leaders of the Product Development organization.
- Design and launch of an Agile Release Train (ART).
- SAFe Product Owners/Managers course.
- SAFe for Teams.
- Program Increment Planning.

Results

- Significant improvements in time-to-market.
- The ability to monetize product development faster.
- Deeper staff engagement and satisfaction.
- Momentum resulting from every part of the organization creating and investing in business objectives and working together to achieve them.



AgileSparks gave us the foundation to help us mature as a company. In business, a company continually evolves to meet new challenges but over the years, our development and product management processes became bloated, cumbersome, and we could feel the nimbleness slowly eroding away. We needed a way to involve multiple stakeholders and provide accountability to each other to create a unified path forward that was responsive to our customers. Make no mistake, Agile is not a pill that makes everything perfect overnight. It takes time and applied commitment from every level of the company, but if the commitment is there, I can't speak enough about the results I have witnessed."

Glen Demetriooff, President & CEO, RAPID RTC