CASE STUDY

Universal TV Remote

USERS

Jerry Molitor, Program Manager Ashish Aggarwal, Co-Founder

PRODUCT

Centercode Platform

KEY CHALLENGES

Building customer testing into the product development lifecycle

CAAVO + centercode

Since introducing Centercode, Caavo has…

Exceeded

250% ROI

in just the first 3 months

Developed an

SOP

for testing that incorporates tools like Slack and Jira and ensures widespread adoption

OVERVIEW

Caavo's founders did not feel successful when attempting to run internal customer tests at their previous companies. Finding and engaging testers was hard, and scaling the process was impossible.

CHALLENGE

In a very competitive market, the team knew that they had to be obsessed with becoming a customer-centric company in order for Caavo to differentiate itself. But beta testing is hard, and they needed a simple solution to help execute their vision.

SOLUTION

By implementing Centercode, the Caavo team has been able to have direct and continuous interactions with their target audience for all facets of the customer experience. Thanks to the platform's audience targeting, their testing program now encompasses hundreds of testers and a wide range of A/V setups, service providers, geographics, and demographics. Now the team is able to uncover insights that either validate or challenge their previous research and assumptions, which equips them to guide product roadmaps more successfully.