CASE STUDY

Audio Equipment

USER

Brendon Stead,
VP of Product Development

PRODUCT

Centercode Managed Services

KEY CHALLENGES

Developing a beta program

Testing products with real customers

By working with Centercode, Denon has…

Collected over

150 bugs

Received ideas for over

160 new features

Executed over

530 surveys

OVERVIEW

Denon's product development team ran internal quality assurance and alpha testing on their products but realized they needed to implement a beta program to support product development more fully.

CHALLENGE

Denon's team knew they needed to get their products into the hands of real customers to ensure a solid user experience, but they didn't have any beta or field testing processes or tools in place.

SOLUTION

The Centercode Program Management Team tested six of Denon's products in the span of a year. The results of the tests provided valuable insight into the user experience and the setup process in particular. Thanks to Centercode's ability to easily quantify the impact of the issues and ideas that were generated during the beta test, Denon was able to improve usability and launch its products with greater success.