CASE STUDY

GIS Software

USER

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PRODUCT

Centercode Platform

KEY CHALLENGES

Establishing scalable processes

Recruiting and maintaining a large pool of engaged testers

Since introducing Centercode, Esri has...

Recruited over

38,000

community members

Gathered over

15,000

pieces of feedback

Tested over

80

products

OVERVIEW

Before Centercode, Esri had developed its own in-house application to help manage its pre-release customer testing program.

CHALLENGE

Esri's beta team was having to spend a lot of time setting up their project space and community for each test. Recruiting testers and keeping them engaged was also a struggle. As a result, only a select few products were put through customer testing.

SOLUTION

After adopting Centercode, Esri was able to quickly scale its beta program to support over 80 products. It suddenly became easy for the beta team to create and launch tests, manage a variety of projects at once, access feedback, and generate reports — all in one platform. The team has saved an enormous amount of time and effort while building a community of over 38,000 members, running over 20,000 surveys, collecting over 7,000 forum posts, and gathering over 15,000 pieces of feedback. With Centercode, Esri's developers have easy access to useful insights, can test various workflows, and can get quick feedback directly from customers.