

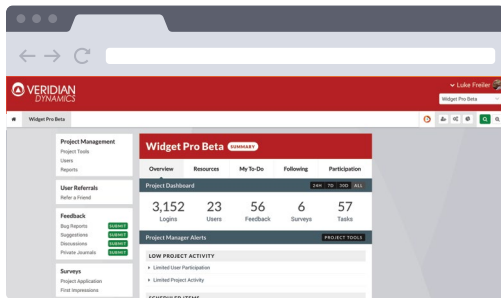
Customer Validation Solutions

Centercode's *portfolio of offerings* provides the people, processes, and technology the best brands in the world use to run their customer testing programs.



Over **70%** of companies feel that their customer testing programs aren't as effective as they should be. Without insightful, actionable feedback from real customers using the products in the real world, companies cannot confidently launch products that meet the increasingly high standards of mainstream technology users.

Centercode's platform, managed services, testers, and framework provide everything needed to run effective Alpha, Beta, and Delta Tests, so you can collect relevant customer feedback and improve your products before release.



The Included Twist Ties Feel Very Cheap

Testers feel that the twist ties are very cheap compared to the rest of the contents in the packaging. Some testers reported that twist ties were broken upon inspection.

| RECOMMENDATION | 20% | Minor | P4 |
|----------------|----------------|----------|---------------|
| IMPROVE | OF RESPONDENTS | SEVERITY | REC. STRENGTH |

Tester Quotes

"Everything was going great as I pulled stuff out of the box, except the twist ties that held the ethernet cord together were already broken."

"I enjoyed pulling everything out of the box. Things were neat and easily accessible. But, the twist ties around the cords looked like twist ties on bread and took the feel of quality out of most the experience."

RELATED FEEDBACK

BUG-0041
Twist Ties Were Broken

SUG-0013
Needs Better Twist Ties or Restraints

The Centercode Platform

Our end-to-end Customer Validation platform allows you to easily recruit representative customers, collect detailed feedback, and identify powerful insights, so you can make meaningful improvements to your product.

Managed Testing Services

Centercode's team provides a range of additional services to extend your company's internal resources. Whether you're looking to run a few projects or an entire Customer Validation program, you'll receive prioritized, actionable product recommendations with less time invested.

Customer Validation Framework

The Centercode CV Framework distills industry best practices into processes, templates, and assets that allow your team to rapidly build a best-in-class Customer Validation program.

International Tester Network

As a Centercode customer, you can leverage our network of hundreds of thousands of pre-profiled volunteers to ensure you have the best, targeted testers for every scenario.

Our portfolio of solutions has helped high-growth technology companies and modern enterprises leverage real customers in real environments to validate products of every type and launch with confidence.