

CASE STUDY

Connected Products

USER

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PRODUCT

Centercode Platform

KEY CHALLENGES

Triaging and prioritizing feedback

Validating release readiness

WYZE + centercode

Since its Centercode onboarding, Wyze has...

Increased feedback triage and prioritization efficiency by

80%

Increased the number of testers submitting feedback to over

70%

OVERVIEW

Before Centercode, Wyze was using a private Facebook group to collect feedback from testers. It took multiple product managers and community managers working together to prioritize feedback and communicate issues to other departments.

CHALLENGE

With multiple tools involved, the Wyze team was spending too much time gathering feedback, prioritizing it, and communicating it to dev teams. After testing, it was still difficult to deliver conclusive results and determine whether or not their products were truly ready for release.

SOLUTION

Leveraging Centercode, Wyze's team is spending significantly less time triaging issues, prioritizing them, and submitting them to the development team. It's also much easier for them to communicate with testers and track engagement. The processes built into the platform have given the Wyze team the ability to transform their testing efforts into an agile beta testing program that delivers concrete insights. Now, the team is able to move into each release with confidence and a full understanding of where their product stands with customers.