DELTA TESTING:

A SURVIVAL GUIDE TO ECONOMIC DOWNTURN



centercode

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INTRODUCTION

YOU'RE MOST LIKELY NAVIGATING UNCHARTED WATERS AND FEELING THE PAINS OF BUDGET CUTS, LAYOFFS, AND HIRING FREEZES – RESULTING IN EVEN MORE ON YOUR PLATE WITH LESS TIME AND BANDWIDTH TO ACCOMPLISH THE THINGS YOU NEED TO GET DONE.

Your next product launch may be keeping you up at night, and the last thing you need is another hurdle in the race toward product launch success. Even though you may have fewer resources to utilize and what seems like fewer hours in a day, it's important not to sacrifice the quality of the products you release.

In this guide, you'll learn how utilizing a centralized automation tool like Centercode can help you survive an economic downturn that you may be faced with and allow you to continue making good products great so you can remain one step ahead of the competition.

SEE HOW THE CENTERCODE PLATFORM CAN SUPPORT YOU DURING TRYING TIMES!

SCHEDULE A DEMO

ABOUT CENTERCODE

Centercode believes that technology should make everyone's life better. For over two decades, we've provided the leading user testing automation platform and best practices to help companies build products that customers love. Bringing the voice of the customer into development can be tough, tougher when you are using tools that aren't designed to help you deliver a successful user test.

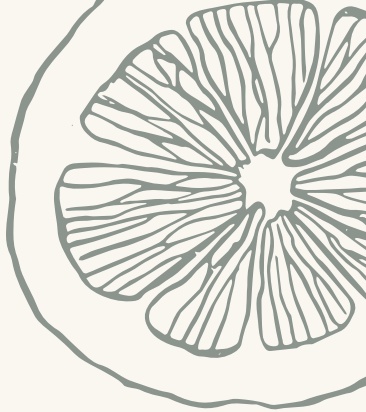
SURVIVING LAYOFFS AND BUDGET FREEZES

Inside most boardrooms, clear signs of a recession are top of mind: high inflation, rising interest rates, negative consumer sentiment and supply chain disruption to name just a few.

Companies are understandably becoming more concerned about the effect a recession will have on their business. When there are concerns about a recession, businesses start scrutinizing their costs, which brings about cutbacks in various ways. Whether it's cutting back on tools, research, budget, or personnel, any reduction in resources is a problem for the teams who are tasked with delivering the product that your company is producing.

QUITE OFTEN THERE IS LITTLE TO NO CHANGE IN WHAT'S REQUIRED FROM YOU OR YOUR TEAMS TO GET THE JOB DONE, AND THE EXPECTATION OF CREATING AND RELEASING HIGH QUALITY PRODUCTS SUCCESSFULLY STILL REMAINS.

WHEN LIFE GIVES YOU LEMONS, MAKE LEMONADE



While it may look bleak, many companies take advantage of the uncertain times by releasing amazing products. Zoom wasn't hurting during the pandemic if you know what I mean. What uncertain times may mean for your product releases is that you could plan fewer, more impactful launches. So your goal during uncertain times? Nail your next product launch!

Planning a thorough launch requires investing a great deal of time and resources – both of which we know are extremely scarce these days. However, product-centric companies will find these commitments worth the effort. ***A successful launch can attract the right kind of customers to a new product.***

WITH ALL THAT SAID, IT'S IMPORTANT TO INVEST IN THE RIGHT TOOLS AND RESOURCES TO HELP YOU ACHIEVE A STELLAR PRODUCT LAUNCH AND REMAIN AHEAD OF THE COMPETITION.

IT'S A SOUR AND RISKY BUSINESS

Nailing Product Market Fit and delivering a quality product isn't easy. The risk of releasing a product, update, or feature that is broken or missing the mark is especially high.

- The market is critical of how they spend their money.
- Customers will churn or not return if your product isn't great.
- Reviewers and critics won't pull their punches.
- Competition in survival mode is cutthroat.

LEMONADE, LEMON CAKE, LEMON DROPS, & MORE

Being resourceful is critical to businesses that are feeling the weight of the economy. Businesses that make it through tough times, tend to become household names. The key is using the practices you are already doing and getting more out of them.

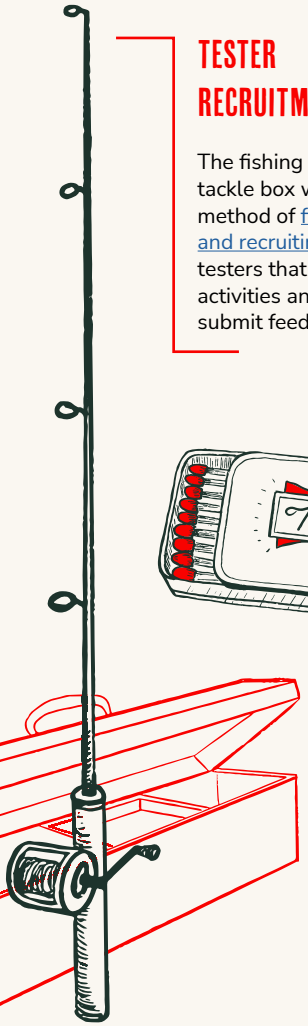
Many product development leaders don't realize they have an underutilized resource in customer testing. Companies have beta or user testing programs that are supposed to uncover bugs and discover insights, but that's just the tip of the iceberg. What else is there? Turning your beta test into a delta test opens a world of possibilities. Let's see how delta testing will take you from surviving to thriving.



PREPARATION IS THE KEY TO SUCCESS

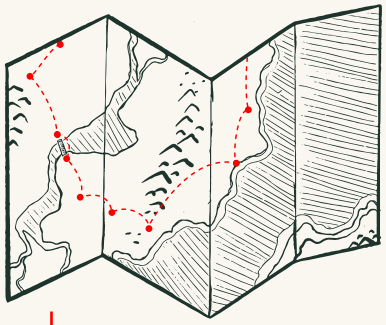
LET'S TAKE A LOOK AT WHAT'S IN YOUR SURVIVAL KIT – THIS WILL MAKE THE JOURNEY SO MUCH EASIER!

It's established that software helps people do more, faster, and better than they could otherwise. But not all tools are created equal. With limited resources and bandwidth, it's important to have tools that work for you, not against you. Having the right kit will help you overcome the obstacles you'll face launching your product in this unforgiving environment. Centercode's Survival Kit will equip you with the necessary tools and supplies on your journey to a successful product launch by amplifying your user tests.



TESTER RECRUITMENT

The fishing pole and tackle box will be your method of finding and recruiting quality testers that complete activities and submit feedback.



DELTA TEST DESIGNER

The Delta Test Designer will serve as your map for test planning. It will provide you with a clear sense of direction and will set the pace and schedule of your project.

FEEDBACK PRIORITIZATION

In order to reduce risks and severe injuries to your products before launch, your First Aid Kit can be a very useful method to triage the most important submissions first, using Impact Score as a way to prioritize the feedback you receive.





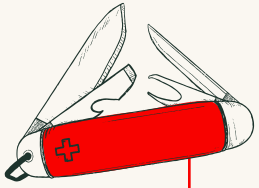
PRAISE

Praise is like candy – it's your reward and what keeps you motivated along the way. It's a sweet reminder that represents what is working well, what's delightful, or what testers are satisfied with in a product or feature.



IDEAS

Spark a match to bring light to valuable ideas that testers believe would elevate their experience with your product.



INTEGRATIONS

Your Swiss Army Knife works as an all-in-one integrated communication tool that connects your different teams and programs, ensuring all systems function together in harmony to increase productivity and consistency.

ISSUES

Keep your bug spray close – it's going to come in handy to repel bugs away from your products and help you avoid issues in the future that decrease your customer's experience.







DASHBOARDS

Your compass indicates the direction you go next, using Dashboards as the engine to visually display all your data. Dashboards provide key information at-a-glance and focus on important KPIs and metrics that allow the ability to monitor your performance easily.

TED

Your helpful companion on your journey is Ted, Centercode's automated tester engagement director. Ted assists you with your projects, keeps testers on track, and ensures feedback stays focused on your key features.

HOW TO SURVIVE THE OBSTACLES OF A DOWNTURN



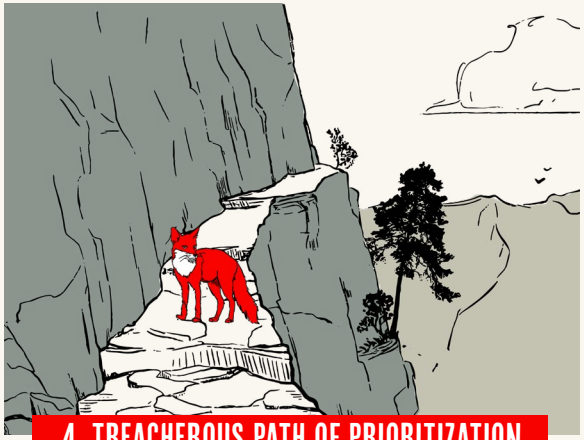
1. BARREN WASTELAND OF RESOURCES



2. TERRIFYING BRIDGE OF QUALITY TESTING



3. FRIGID TUNDRA OF BUDGET CUTS



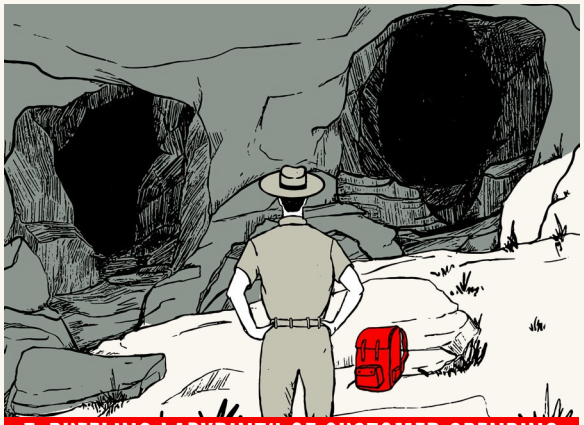
4. TREACHEROUS PATH OF PRIORITIZATION



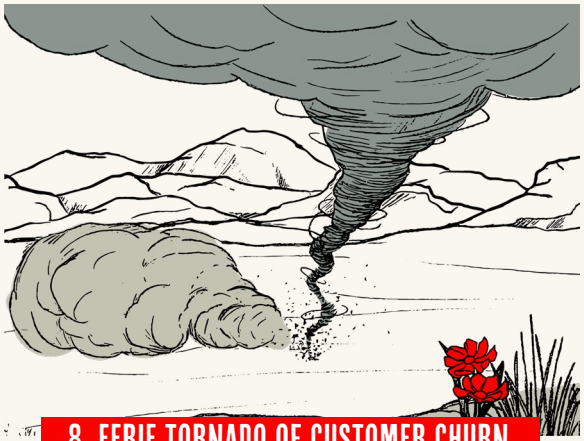
5. RAGING RIVER OF DEVELOPMENT



6. MUDDY BOG OF PROJECT DELAYS



7. PUZZLING LABYRINTH OF CUSTOMER SPENDING



8. EERIE TORNADO OF CUSTOMER CHURN



9. RELENTLESS ACTS OF RIVAL PIRATES

HOW TO SURVIVE THE BARREN WASTELAND OF RESOURCES

AFTER LAYOFFS, A COMPANY CAN BE LEFT BARREN. THAT DOESN'T CHANGE THE FACT YOU NEED TO RELEASE AWESOME PRODUCTS TO SURVIVE THE DOWNTURN AND SAVE YOUR COMPANY. YOUR COMPANY WILL BE LOOKING TO DO MORE WITH LESS, SO HERE'S HOW YOU CAN SURVIVE THE WASTELAND OF RESOURCES.

Companies consider user testing necessary, but finding someone to run your project can feel like finding water, food, or shelter in a wasteland. If you find yourself taking on the responsibility of user testing as part of your regular job duties, you may find it time consuming to get good results. Why? It's largely the fault of using various tools to get the job done and minimal processes to follow on how to do it.

Based on Centercode's Industry Report, companies are using email (70%), survey tools (43%), and CRMs (24%) to collect beta product feedback while a variety of other tools are used to recruit testers, engage with testers, collaborate with stakeholders, and evaluate data.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. ESTABLISH BASE CAMP

Shedding the tools that create friction and picking up a centralized tool will set you up for success.

The Centercode Survival Kit combines everything you'll need into a single tool.

2. CHART YOUR COURSE

Building your project plan will ensure you take the optimal route, so you don't waste time or energy.

The Project Designer will make it feel like you've built great plans for decades, easily plug in what you wanted to be tested and sit back as it schedules out your test.

3. COMMUNICATE WITH THE BUSINESS

Connecting systems to each other is key to getting crucial information to the right team and shaving off time copying and pasting between tools.

Integrations allow you to smoothly connect your data to the systems you already use, like Jira or Salesforce.

4. AUTOMATE, AUTOMATE, AUTOMATE

When resources are tight, spending all your time copying and pasting or building emails can drag you down.

Centercode automation opens a world of knocking out tedious, repetitive tasks like reminding testers to complete activities or submit feedback, building and sending reports to stakeholders, and prioritizing the data you have.

HOW TO SURVIVE THE TERRIFYING BRIDGE OF QUALITY TESTING

LAYOFFS AND HIRING FREEZES IN QUALITY ASSURANCE CAN CREATE GAPS IN TESTING AND WEAK POINTS IN PRODUCT QUALITY. CROSSING THIS BRIDGE CAN BE RISKY, LUCKILY THERE IS A WAY TO OVERCOME THIS OBSTACLE SAFELY.

Fewer resources mean you risk creating vulnerabilities and gaps because not everything can be tested in the project schedule. What takes priority when there are fewer engineers for testing? Many quality teams will prioritize automated testing to cover more ground with fewer investments – thousands of automated tests can be done with minimal effort required. By prioritizing automated tests, manual testing can become vulnerable.

Should product quality suffer from tests that validate that the product will work well for customers?

Luckily delta testing allows software testing teams to extend their resources by having users test use cases at a scale that couldn't be handled by traditional manual testing.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. GATHER YOUR RESOURCES

Recruiting testers that can help you fill the gaps is crucial to getting across unscathed.

Recruit qualified testers that align with the types of testing you need to be done. If you need help with stress testing, recruit more testers. If you need more coverage of real world situations, align with the demographics of your target market.

2. COVER THE GAPS

Create activities that direct users to test certain areas that will help fill the gaps or strengthen the areas with weak testing.

Plan out your test activities to provide a clear path of the areas of the product you want to be tested – this will give testers the clear guidance they need to identify any gaps that need to be filled.

3. MAKE IT EASIER TO ACCESS DATA

Get the data to engineering, quality, and UX teams before it's too late.

Connect to other systems and leverage the ease of automation between different tools to ensure information stays flowing to the team throughout the development cycle.

HOW TO SURVIVE THE FRIGID TUNDRA OF BUDGET CUTS

WHEN BUDGETS ARE UNDER SCRUTINY IT CAN LEAVE YOU SHIVERING FOR ANYTHING YOU CAN GET YOUR HANDS ON. GETTING MORE OUT OF WHAT YOU HAVE AT YOUR DISPOSAL CAN HELP YOU OVERCOME THIS OBSTACLE.

Justifying purchasing new products to test can be tough, but it's important to ask yourself: What happens if we launch a product without testing compatibility? Is this going to cause a higher number of returns and support requests? Are customers going to question their loyalty to your brand because of the lack of quality?

Replicating a fraction of test environments or interoperability between products can be overwhelming. Delta testing allows you to test various ecosystems, products, and integrations without investing in them yourself by leveraging testers. Choosing testers with the environments that are most common for your market, and getting them to help you maintain a great product will easily cover these use cases.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. TEST IN THE WILD

Leverage your testers to test your products in a variety of ecosystems and outside of a controlled lab.

Choosing testers with a wide variety of ecosystems and devices that they already own saves you time and money, and allows you to test compatibility without needing to ever purchase those test devices on your own.

2. TAKE THE FRUITFUL ROUTE

Utilize best practices and templates so you're not repeating the same mistakes, and end up down a rocky path.

Best practices and templates are your standard set of guidelines and are known to produce good outcomes and results if followed.

3. KEEP YOUR MOMENTUM GOING

Automate your communication with your testers as much as possible to ensure feedback continues to flow.

With Centercode's Engagement Bot, you can easily automate engagement to maintain the speed and quality of feedback to iterate faster.

HOW TO SURVIVE THE TREACHEROUS PATH OF PRIORITIZATION

AS YOU NAVIGATE THE UNPREDICTABLE DANGERS OF AN ECONOMIC DOWNTURN, YOU'RE FORCED TO DO MORE WITH LESS.

Every decision you make will either positively or negatively affect the success of your product, forcing you to prioritize the most important path first. Allowing prioritization to help you overcome those obstacles will enable you to focus on the right things at the right time.

As you're going down that path, what happens when layoffs and hiring freezes continue and there becomes less developers within your organization to rely on? How will having less dev resources affect the success of your products and services? **With these limitations, prioritization continues to be the priority.** Establishing key priorities is critical to ensure that the right things get done at the right time. Allocating your dev resources carefully and addressing your most important and urgent feedback first becomes the focus, but putting these types of fires out is a very stressful spot to be in when your product quality is in danger.

Without a dedicated program manager or a software testing engineer to validate and prioritize every single issue submitted by users, it can be challenging to fight those fires and difficult to understand what issues to tackle first. Delta testing allows you to scale prioritization with Impact Scoring, taking the guesswork out of the equation. What features are we concerned with putting attention on? How frequent is the issue? How many users are being affected by this? Delta is a highly effective strategy for product success. Without automation technology, that work takes an enormous amount of time and effort — one that even skilled resources and repeatable processes alone aren't enough to keep up with.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. AUTOMATE AS MUCH AS POSSIBLE

When resources are lacking, you'll need to automate your processes any chance you can to maximize your time.

***Feedback automation** allows you to automate your entire workflow to collect, analyze, prioritize, and distribute on your behalf.*

2. HAVE A CLEAR SENSE OF DIRECTION

As you navigate the uncertainties that you're up against, having a clear direction will ensure your efforts are being used productively.

*Centercode's **test planning management tool** allows you to set the pace and schedule of your project to provide an efficient testing experience.*

3. GATHER & EVALUATE YOUR FEEDBACK

While you collect feedback from your testers, it's important to gather this data in a digestible way to ensure you're getting the most value.

*Using **automated reports** and dashboards eliminate the guesswork and provide your team with the data they need when they need it.*

HOW TO SURVIVE THE RAGING RIVER OF DEVELOPMENT

DEVELOPMENT FLOWS QUICKLY AND YOU'LL NEED TO KEEP UP IN ORDER TO STAY AFLOAT, BECAUSE IT'S NOT SLOWING DOWN. SURVIVING THE RAPIDS CAN BE TRICKY, BUT UTILIZING THE RIGHT TOOLS CAN BRING YOU TO SAFETY.

These obstacles are especially challenging to overcome when you're caught in the strong current without a floatation device to support you. Even when resources are tight, there is still a strong push to carry out initiatives effectively and efficiently throughout all stages of the product development life cycle. Development speed isn't slowing down and if you don't allocate the remaining resources you have appropriately, you are putting yourself and your product quality in danger very quickly.

A practical solution for fewer resources and increasing demand for quality would need to have three components: **scale** to support the lack of resources, **speed** to align with Agile and faster development practices, and **results** to meet the high demand for quality.

These would support modern developments, the business difficulties of fewer resources, faster and continuous delivery, and the market's demand for high-quality products.

Maintaining quality can't slow down the operational cadence that is moving the product towards the finish line. Incorporating delta testing throughout the product development life cycle enables you to expand your quality test and iterate quickly on updates, driving faster innovations that are essential to outpacing competitors and maintaining product quality. The tactics and tools used for delta testing are optimized for speed and scalability, so that each team has the customer insights they need in real time with less effort.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. KEEP CALM AND PRIORITIZE

Prioritizing your next move is critical to the survival of your products.

Using Centercode's powerful prioritization tool, Feedback Impact Score, is essential when determining which feedback, within a particular type, should be prioritized first by your team to maximize your efforts.

2. GO WITH THE FLOW OF THE CURRENT

Integrations ensure the communication between your team and tools stay balanced in the strong current.

Connect to other systems using Centercode and leverage the ease of automation between different tools throughout development.

3. KEEP MOVING TO STAY WARM

Ensure to automate engagement with your testers whenever possible to maximize their time and maintain the temperature of your tests.

Centercode's Engagement Bot allows you to maintain the flow of communication between you and your testers to ensure you're getting the most value from them.

HOW TO SURVIVE THE MUDDY BOG OF PROJECT DELAYS

MORE OFTEN THAN NOT, PROJECT DELAYS ARE SERIOUS AS THEY CAN RESULT IN PROFIT LOSS, DECAYED RESOURCES AND DAMAGE TO YOUR REPUTATION. LUCKILY THERE ARE WAYS TO AVOID GETTING BOGGED DOWN WITH DELAYS ON YOUR MISSION TO PRODUCT LAUNCH.

The product launch point signifies when an organization starts to make money on the product. Should the product launch date be delayed, the upfront development, marketing, and launch costs continue, thus negatively impacting cash flow and reducing the amount of money the company makes off a product over time.

Can you afford all of the additional costs that come with delaying release? What will be the impact on the sales of your product if delayed? How will the delay affect the product's success overall?

If your product launch is delayed, especially if it's repeatedly delayed or delayed without good reason, this is allowing the opportunity for your competitors to launch their products before you do. It's important to have strategies in place that allow you to keep your product development moving forward in the right direction to ensure products are released on time to avoid those risks. The last thing you want is to be caught off guard by a critical issue found by a tester right before you're about to launch the product. Building buffer time into your schedule, thinking critically about your contingency plans, and communicating those plans to your team are all part of proactive risk management. Delta allows you to minimize the risks and avoid any last minute disruptions that lead to costly delays.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. AVOID DECAYING FEEDBACK

Your testers work hard to supply useful product feedback so make sure their input is heard and doesn't decay over time by not being addressed.

*The **Centercode Engagement Bot** allows you to remain engaged with your testers every step of the way, ensuring their feedback is heard and validated in real time.*

2. AVOID THE DEBRIS

You want to prioritize which feedback you act on first to avoid the debris. If not done carefully, it could disrupt the success of your products and delay your projects.

*Centercode's prioritization tool, **Feedback Impact Score**, can help you clear the clutter so you can stay focused on what's most important.*

3. PLAN A DEPENDABLE ROUTE

Building a route that you can count on will help you avoid potential delays along the way.

*Centercode's **test planning management tool** provides your team with a clear sense of direction and allows you to customize the pace and schedule that your project follows to remain agile.*

HOW TO SURVIVE THE PUZZLING LABYRINTH OF CUSTOMER SPENDING

NAVIGATING THROUGH THE MAZE OF CUSTOMER SPENDING HABITS CAN LEAVE YOU QUESTIONING WHERE YOU STAND IN THEIR PRIORITY. YOU'RE IN LUCK BECAUSE WE BROKE THE CODE ON HOW TO SURVIVE THIS LABYRINTH.

As financial conditions worsen, consumers and businesses become increasingly conscious about how they spend their money. Customers are more likely to depend on ratings, reviews, and word of mouth from people they trust to help them make a decision on what they spend their money on.

It's crucial to ensure your product or service leaves a positive impression with your customers in order to keep them coming back. Positive reviews also reassure potential customers that they can trust your brand, product or service.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. CLEAR VISION OF PROS AND CONS

Having customer feedback on what works and what doesn't will help you clean up your product before launch.

Collect Issues, Ideas, and Praise with Centercode so all your customer feedback is organized and accessible in one spot.

2. USE CUSTOMERS TO LIGHT THE WAY

A large list of feedback can be difficult to decipher, automated priority based on what's important to you and the customer can help light the way.

Centercode's feedback prioritization algorithm raises issues or missing features that are impacting the customer's experience.

3. BOTH QUALITY AND QUANTITY

Ensuring you have confidence that everything has been tested and feedback is gathered will make achieving a successful launch much easier.

Using Centercode's Automated Engagement Bot drives tester participation towards areas you need it the most, by automating announcement, reminders, and motivation to contribute to feedback.

HOW TO SURVIVE THE EERIE TORNADO OF CUSTOMER CHURN

IT'S CRITICAL FOR BUSINESSES TO DRAW CUSTOMERS IN AND ENSURE THEY DON'T CHURN. THE COMPETITION WILL BE TRYING TO LURE YOUR EXISTING CUSTOMERS AWAY, SO HERE'S HOW YOU CAN AVOID THAT THREAT.

Among the other challenges that businesses face in the years ahead will be creating and maintaining brand loyalty to ensure you differentiate yourself from your competitors. It's a growing challenge as it becomes increasingly difficult to keep up with the demands of the consumer as they constantly evolve. Attracting customers to your product or service is only one piece of the puzzle – the other is figuring out how to retain them, which is usually the more challenging piece during a time of uncertainty. If your products and services don't meet the expectations of your customers, they will look elsewhere (hint hint: your competition!).

Maintaining brand loyalty is key to your business's success. It's important to prioritize maintaining a high level of quality with the products and services you sell to remain consistent with your customer's needs and expectations. Those that are satisfied with your brand's performance over a long period become familiar with its dependability and familiarity, therefore remaining loyal to your brand (or not – depending on how their experience goes). It's important to ensure you have an unparalleled understanding of your product, your market, and your business at all times.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. BUILD TRUST

Trust takes time to build, but you can start by listening and responding to your testers early on. Make sure to acknowledge their feedback, so it doesn't get sucked into a black hole – chances are if they feel heard and have a good experience, they will remain loyal to your brand.

Centercode's Engagement Bot allows you to maintain the flow of communication between you and your testers to ensure you stay connected and they feel valued.

2. FOCUS ON QUALITY

Companies can boost retention by continuously focusing on providing a high-quality customer experience through continuous user testing.

User testing prevents quality issues at launch and helps you achieve higher star ratings, allows you to deliver on your promise, and keeps you ahead of the competition.

3. MANAGE THE FEEDBACK

Don't drown in the feedback you receive from testers. For that feedback to be effective, you'll need to understand the data and be able to evaluate how your test is performing easily.

Using Centercode's automated dashboards and reports, you can easily see crucial project data at a glance, allowing you to quickly review results with your stakeholders throughout development.

HOW TO SURVIVE THE RELENTLESS ACTS OF RIVAL PIRATES

STAYING AHEAD OF THE COMPETITION IS AN UPHILL BATTLE AND REQUIRES CONSTANT WORK. YOU'LL NEED TO REMAIN AWARE OF KEY STRATEGIES FOR IMPROVING THE CUSTOMER EXPERIENCE AND BUILDING YOUR COMPETITIVE ADVANTAGE, TO SURVIVE THE DANGERS OF YOUR RIVALS.

With businesses continuing to experience huge setbacks like headcount reduction and budget cuts, building a product that stands out amongst your competition is even more critical now than ever before. Consumers everywhere have easy access to a wide variety of products and services at increasingly attractive costs – but it's important to remember that people don't only gravitate toward the product with the best price, it's the quality of the product or service that keeps loyal customers coming back for more. As a result, companies are needing to become more customer-centric and keep quality high to remain competitive and align with the customers' ever-changing needs and expectations.

As it becomes significantly more challenging for businesses to separate themselves from the hyper competition, companies need to create even more innovative products and services.

Now we know you may be faced with fewer support resources and limited bandwidth, so you must be utilizing the right tools and resources within your control to stay afloat. Many companies still face daunting challenges, but we've got something that will work to your advantage.

WHAT YOU'LL NEED TO DO TO SURVIVE:

1. BULLETPROOF YOUR PRODUCTS

The most efficient way to bulletproof your products as a way to stay ahead of the competition is to research your competitors carefully.

Through Competitive Edge testing, gain the market intelligence you need to defeat the competition and ensure that you understand the exact composition of the market you're targeting.

2. MAKE STRATEGIC ALLIANCES

It's mutually beneficial for your testers to become your allies because they'll work as a force multiplier.

Recruit from the Betabound community of over 200,000 beta testers to choose qualified testers that align with your target market and will provide you with the feedback you need to succeed.

3. STRATEGIZE YOUR ATTACK

When you effectively plan for a successful voyage, it allows you to have a competitive advantage against your rivals.

Centercode's test planning management tool provides your team with a clear sense of direction, enabling you to keep up with the fast pace of development.

MISSION ACCOMPLISHED

THERE YOU HAVE IT: THE RESOURCES YOU NEED TO OVERCOME THE OBSTACLES OF A DOWNTURN TO MAKE THE JOURNEY TO PRODUCT LAUNCH A LOT LESS TURBULENT.

By utilizing the right tools in your toolkit, you're avoiding the possibility of releasing poor quality products that will lead to negative reviews, returned products, and unhappy customers. Sacrificing the quality of your product should never be an option.

Delta testing is a powerful tool that allows you to do more with less. Incorporating delta testing throughout the product development life cycle enables you to expand your quality test and iterate quickly on updates, driving faster innovations that are essential to outpacing competitors and maintaining product quality.

And if you'd like to talk with us about your user testing program, put some time on our calendar today.

FOR MORE RESOURCES ON DELTA, CHECK OUT OUR RESOURCE LIBRARY.

YES PLEASE

DELTA TESTING SOLUTIONS

WHY CENTERCODE?

INCREASE REVENUE
½ ☆ INCREASE
in product ratings

RELEASE SOONER
50% FASTER
test cycles

GAIN PARTICIPATION
75% INCREASE
in tester engagement

SAVE TIME
40%+ DECREASE
in time managing tests

THE CENTERCODE PLATFORM EQUIPS YOU WITH THE AUTOMATION AND BEST PRACTICES YOU NEED TO GET ACTIONABLE USER INSIGHTS FOR ANY USE CASE.

SCHEDULE A DEMO

PRODUCT LAUNCH

Engage your Target Market to successfully bring new products and services to market

USE CASES:

- Beta Tests
- User Acceptance Tests
- Field Tests

PRODUCT GROWTH

Recruit Existing Customers to continuously mature live products and services

USE CASES:

- Progressive Delivery
- Early Access
- Customer Advisory Boards

CUSTOMER ZERO

Gather Employee feedback to enhance your products while fostering a product culture

USE CASES:

- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE EDGE

Enlist Competitors' Customers to rapidly gain actionable intel about their products

USE CASES:

- Competitive Intelligence
- Market Testing
- Comparative Research