centercode

IMPACT REPORT

DRIVING REVENUE AND CUTTING COSTS WITH BETA AND DELTA TESTING



EXECUTIVE SUMMARY

This report summarizes the impact of Centercode on its customers' product launches. To identify this impact, we interviewed seven world-renowned customers that shared the following problems prior to working with Centercode:

- Testing programs that were run using disparate tools (survey, email, sheets, etc.)
- Testing processes that weren't repeatable, scalable, and insight-driving
- Inability to measure test ROI because of disparate tools and inconsistent processes

After processing the interview data, Centercode's quantifiable impacts from an operations and a financial standpoint were:

Operations Impact



40%+ reduction in time to run customer tests



75%+ increase in participation and tester engagement

Financial Impact



40-50%+ reduction in project and related costs



½+ star rating increase by addressing discovered issues

ABOUT CENTERCODE

Centercode helps companies deliver flawless products through perfected Beta and Delta Tests. With a network of over 250,000 testers, a team of expert consultants, and a software platform that automates the whole process, Centercode makes it simple to manage pre-release product tests.

Product managers, engineers, and testing professionals use Centercode to collect more product feedback with less time invested. They use pre-prioritized insights from Centercode to make data-driven product decisions and impact success at release.

OPERATIONS IMPACT

Executing a successful product test with real consumers in real environments is difficult and time-consuming. There is a lot to plan, communicate, manage, prioritize, analyze, fix, and improve. Centercode is a workforce multiplier that scales your customer testing efforts by helping you spend less time getting more valuable insights.

40% Reduction in Time to Run Customer Tests

It usually takes hundreds of hours to perform a successful customer test without Centercode's help. Here is how we cut that time significantly:

- **Tester Recruitment** - Leverage the 250,000 testers in our network or use our platform to grow your own community for faster, more targeted recruitments.
- **Feedback Management** - Use one tool to collect and classify many types of feedback and keep critical issues flowing to key teams, eliminating the need for disparate systems and manual work.
- **Insight Analysis** - Smart feedback scoring, dashboards, and custom reports provide an auto-prioritized overview of your most impactful feedback so you're not spending hours combing through spreadsheets.

You Can Look Forward To:

Saving 10-15% on engineering time.

Saving 72 labor hours per test on average.

Reducing tools used from 5+ to 1.

Saving 4 weeks on community recruitment and profiling.

Saving 50% on report creation time.

75% Increase in Tester Participation

Keeping testers engaged can be challenging. Centercode can improve tester participation by 75% or better. Here's why it matters:

- **More Features Reviewed** - Keeping people engaged and progressing through your test means a full review of your product's feature set, eliminating surprises down the road.
- **Highlight Critical Feedback** - Engaged testers generate more feedback that clusters together and makes it easier to prioritize which issues to focus on fixing before launch.
- **Close the Feedback Loop** - Highly engaged testers are active and provide ongoing feedback, which means you don't have to spend time tracking them down for clarity or to confirm your fixes work.

Additionally:

Find 3x more bugs and ensure a better quality product at release.

Get 3,600 more pieces of feedback on average that Centercode auto-prioritizes to improve clarity and decision-making.

FINANCIAL IMPACT

Centercode is a bottom-line multiplier. By reducing hard product costs and downstream support costs while simultaneously improving product ratings and customer satisfaction, Centercode drives massive impact. Here's how we help your organization:

40% Reduction in Related Costs

In addition to the labor cost savings of more efficient customer tests, Centercode reduces product-related costs, including:

- **Less Spend on Beta Units** - Pre-release units are expensive and scarce. Shipping products to fewer, more engaged testers from your target market means you save on inventory and logistics costs.
- **Lower Support Costs** - Every issue you find and fix with Centercode reduces your support costs. You'll even reduce costs supporting issues you don't fix by preparing support materials and training reps about the issue.
- **Fewer RMAs** - Testing your out-of-the-box experience and fixing customer satisfaction issues will result in fewer product returns and refunds.

Did you know?

54% of consumers say they return products that are difficult to install.[1]

70% of consumers say they return products that are difficult to operate.[1]

An IT support ticket costs $104 on average.[2]

A field support ticket costs $221 on average.[2]

½ Star Increase in Product Ratings

Product reviews have become a critical part of both the online and offline buying process. Our customers attribute the product tests they run with Centercode to increases in quality, star ratings, and revenue.

- **User Experience** - Polished products that are easy to use increase revenue and drive brand loyalty.
- **Quality and Trust** - Having fewer bugs improves quality, reduces the desire to shop around, and increases the likelihood of purchase.
- **eCommerce Discoverability** - Happy customers leave positive reviews, which drives higher search placements, increased click-through rates, and makes you eligible for promotions, like Amazon Prime Day.

Did you know?

68% of consumers are willing to pay more for products if they know they'll have a better experience (15% or more on average).[3]

4-star products enjoy 10% higher sales conversions than products with even 3.9 stars.[4]

94% of purchases are for 4-star products and above.[5]

[1] No Fault Found Product Returns 2019, Techsee
[2] 35 IT help desk statistics: How does your team stack up?, AskSpoke
[3] Consumers Get "Buy" With a Little Help From Their Friends, Podium
[4] High Amazon Star Rating Ups Conversion, Sales, and Sessions, Pattern Insights
[5] How Star Ratings Influence Customers' Behavior, Yotpo

APPENDIX A: INTERVIEWED ORGANIZATIONS

Company	Industry	Region	Size	Interviewees
Home automation company that specializes in smart thermostats, smart security cameras, and more.	Consumer Electronics	Global	$5B Revenue 13,000 Employees	Global Director, Product & Strategy
Industry pioneer and maker of robotic home care products.	Consumer Electronics	Global	$1.2B Revenue 1,100 Employees	Senior Principal Engineer
Multinational conglomerate providing products ranging from consumer electronics to healthcare.	Consumer Electronics	Global	$121.6B Revenue 205,000 Employees	Beta and Usability Testing Associate
Finance software company with over 50 million personal and professional users.	Enterprise Software	National	$6.8B Revenue 12,000 Employees	Supportability Specialist
Home theater company that delivers smart voice-activated hub and controller products.	Consumer Electronics	National	$16.8M Revenue 69 Employees	Beta Program Manager
Provider of premium smart fitness equipment for home and professional use.	Consumer Electronics	Global	$719.2M Revenue 1,800 Employees	Sr. Director, Program Management
Consumer products company offering a wide range of products that range from personal care to household appliances.	Telecom	National	$43.6B Revenue 98,000 Employees	Corporate Field Quality Manager