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IMPACT REPORT

THE IMPACT OF

PRE-RELEASE PRODUCT TESTING ON STAR RATINGS



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What if you could improve your star ratings by more than ½ a star before release?

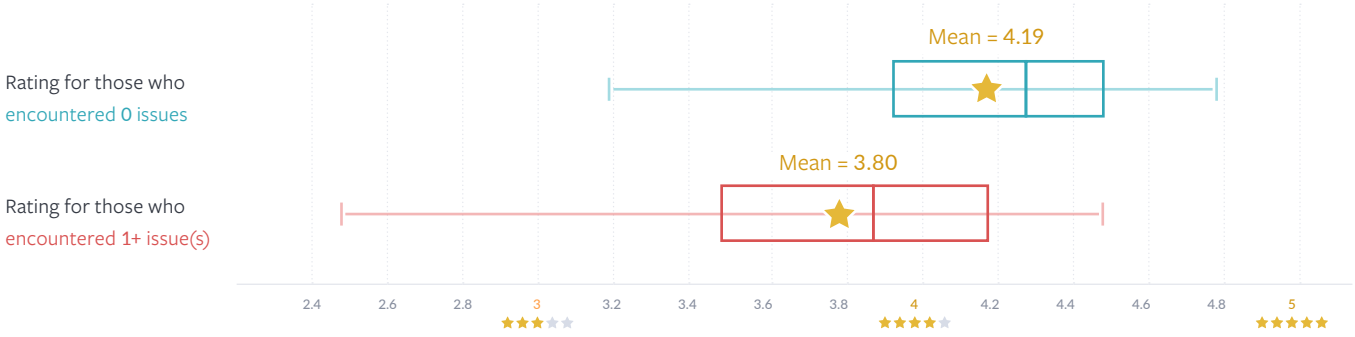
QA and Engineering teams miss bugs — it just happens. What if you could improve the quality of your product by finding bugs and usability issues that fall through the cracks? Wouldn't it be nice if you could get a more accurate estimate of your product's Net Promoter Score and customer reviews before release? How would that change the things you promote when you go to market?

This report summarizes the impact Centercode's Delta Testing can make by helping customers identify issues and implement ideas before a product is released.

RESEARCH FINDINGS

We analyzed the final star ratings from nearly 100 tests run on Centercode last year and discovered a trend among users who had encountered an issue during the course of the test.

- Testers who didn't encounter bugs and usability gave the product 4.19 stars on average.
- Testers who encountered those issues gave the product 3.8 stars on average.
- The range of outcomes from testers experiencing bugs and usability issues was -0.2 to -0.65 stars.



WHY DOES IT MATTER?

Negative reviews drag star ratings down faster than positive reviews increase them.

- 88% of buyers are influenced in their buying decisions by reviews. [1]
- Reviews make 71% of customers feel more comfortable purchasing a product. [2]
- Reviews produce an 18% uplift in sales. [3]
- Consumers are 21% more likely to leave a review for a negative experience than a positive one. [4]
- Only roughly 1 in 10 happy customers will leave a good review. [5]
- 4-star products enjoy 10% higher sales conversions than products with even 3.9 stars. [6]

[1] Zendesk, 2019
[2] 3D Cart, 2016
[3] Econsultancy, 2012
[4] Harvard Business Review, 2018
[5] Inc., 2018
[6] Yotpo, 2015

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ACHIEVING POSITIVE RESULTS

Putting your product in the hands of real customers out in the real world during pre-release product testing surfaces bugs and usability issues that naturally fall through the cracks during design and QA.



Use this *hardware* or *software test plan template* to set your product test up for success.



Learn how to recruit testers from your target market with this *recruitment kit*.



Get best practices for collecting and prioritizing customer feedback in this *play-by-play ebook*.



Want to do all of that in half the time? *Contact Centercode*.

CONCLUSION

Failing to take the necessary steps to fix bugs and improve usability before release will impact your bottom line and maybe even your professional reputation. Don't skip out on the final step of putting your products in the hands of real customers to validate them before release — your product deserves better.

How Centercode Helps

Centercode is the leader in Delta Testing solutions for gathering and prioritizing customer insights so teams can make data-driven decisions and deliver perfect products. Professionals use our platform and managed services to streamline planning, tester recruitment, project management, feedback collection, and reporting across a full range of Beta and Delta Tests.

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Delta Testing Platform

Learn how the *Centercode Platform* helps you collect and prioritize actionable product insights directly from your customers.

SCHEDULE A DEMO

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Managed Testing Services

Leverage *Centercode's managed testing services* to consistently deliver high quality releases on schedule, every time.

MEET YOUR EXPERT

betabound

Global Tester Network

Recruit from *our network* of hundreds of thousands of testers to find enthusiastic participants from your target audience on demand.

ANNOUNCE YOUR TEST