

Customer Validation Certification Program

Enhance your professional skills and improve your organization's customer testing program with best practices from the industry's leading professionals. Designed by Customer Validation experts leveraging over 15 years of industry expertise and data, this certification program provides you with the practical tools you need to evaluate and enhance Alpha, Beta, and Field Testing practices in your organization.

Certification Courses

Get in-depth training on core concepts, strategies, and techniques that have direct applications for your program covering:

- Customer Validation Phases, Roles, and Methods
- Growing, Managing, and Sustaining a Healthy Tester Community
- Scoping, Designing, and Preparation of CV Projects
- Executing, Managing Tests, and Continuously Deriving Insights
- Measuring, Benchmarking, and Reporting Comprehensive Value

Skills You'll Learn

Provide immediate value to your team by enhancing your professional abilities and learning how to:

- Reduce testing time and errors
- Improve feedback quantity and quality
- Derive insightful product recommendations
- Increase tester participation and engagement
- Standardize processes that repeatedly deliver quality, measurable results
- Collaborate with other industry professionals

Included in the Certification

Walk away with the materials you need to help you immediately revitalize your CV program, including:

- Training worksheets and presentation decks
- Example resources, assets, and templates
- "The Essentials of Customer Validation," a comprehensive playbook for managing your CV program
- Industry benchmarking data
- Complimentary access to all certification exams

How It Works

The certification consists of four, 90-minute courses and includes complimentary breakfast, lunch, and snacks. Each course has a corresponding exam that will be emailed to you (total of four exams) following your training. Complete the exams within 60 days of the training courses to become a certified Customer Validation Professional.

Note: You must attend all four courses and pass each exam to earn your certification. We do not offer certifications to individuals who cannot attend all four sessions.