CASE STUDY

Networking Equipment

USER

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PRODUCT

Centercode Platform

KEY CHALLENGES

Scaling its beta program for a global team

Managing feedback across projects

Since introducing Centercode, Cisco has...

Tested over

60

products

Collected over

2,100

pieces of feedback

Supported tests for

27

product managers

OVERVIEW

Cisco started out by running early field trials using email and spreadsheets. Because these tests were small, feedback was manageable. However, as the program began to scale to more product teams and testing sites, the processes became too labor-intensive to be repeatable.

CHALLENGE

With dozens of customer sites testing many products at a time, there was too much feedback to process and analyze. The beta team was unable to draw insights from the mountains of data to drive decision-making, and Cisco was at risk of delivering poor quality products — something it could not afford to do.

SOLUTION

Since adopting Centercode, Cisco has reduced the effort of managing feedback, which has enabled the international expansion of its beta program to bring in more customer insights than ever. Typical tests include 100+ users and span 10-12 customer sites, but in some instances have included 50 or more customer sites. Cisco's beta efforts are exponentially more efficient, and its product and engineering organizations are now able to make data-driven decisions on how to fix, improve, and promote their products before release.