

# Customer Validation Services

Centercode's comprehensive **test management services** deliver the **data-informed recommendations** that the best technology brands in the world rely on to improve the success of their products.

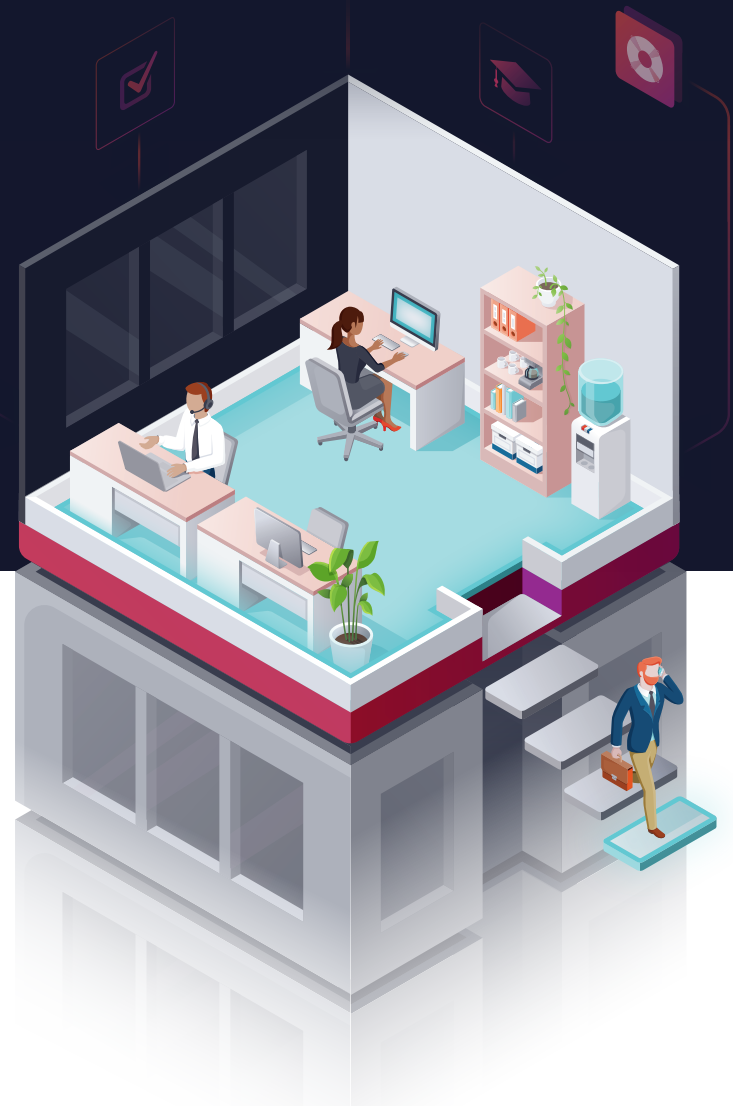
Without actionable, customer-driven insights from real users experiencing products in the real world, companies cannot confidently launch products that meet the increasingly high standards of mainstream technology users. Yet with launch day looming, assigning the resources necessary to execute high-value Customer Validation tests can often be difficult.

Centercode's experts will manage your test, complete project, or entire Customer Validation program and deliver prioritized, actionable product recommendations. Leveraging our **industry-leading platform**, **global tester panel**, and **proven best practices**, we'll recruit targeted testers and execute your projects so that you can spend more time improving product competitiveness.

## **Managed Alpha, Beta, and Field Tests**

As a part of test execution, Centercode's Managed Customer Validation Tests include targeted recruitment, structured deliverables, such as project plans and weekly recommendations, and full access to all project data, providing turnkey results for informed product decisions.

- 1 Centercode **Alpha Tests** send testers on a bug hunt to evaluate and improve product stability.
- 2 Our **Beta Tests** take testers on a guided product tour to evaluate customer satisfaction with new or vital features.
- 3 During **Field Tests**, Centercode gathers trends and insights about natural product usage to evaluate feature adoption.



## **Complete CV Projects**

Our **Customer Validation Projects** take your pre-launch products through the Alpha, Beta, and Field phases to give you a complete understanding of the product experience and where you'll get the most value from dev time moving forward.

## **Complete CV Programs**

Fully-outsourced **Customer Validation Programs** from Centercode are managed by a dedicated team that not only executes CV projects on your behalf, but also builds your own dedicated tester community and scales your program as an extension of your internal resources.

*Our portfolio of solutions has helped high-growth technology companies and modern enterprises leverage real customers in real environments to validate products of every type and launch with confidence.*

