

# Managed Customer Validation Tests

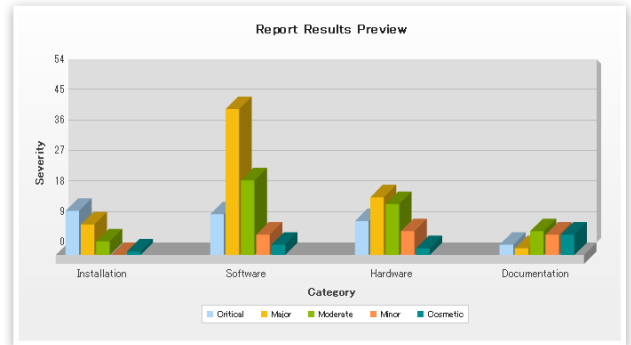
Professionally Designed and Executed Projects and Programs



Centercode provides turnkey, [outsourced solutions](#) for companies of any size. With decades of experience developing and managing alpha, beta, and field tests, our team delivers unparalleled results and cost-effective pricing for single test projects or entire Customer Validation programs. Here's a closer look at our process:

## 1 Test Design and Kickoff

We start each project by working closely with your team to determine your goals and test parameters, then submit a detailed project plan for your approval. From there, we begin recruiting. We generally begin with [Betabound](#), our global tester community with hundreds of thousands of highly profiled members, but we're also very experienced in recruiting from outside sources. Once the project is set up and testers are both selected and ready, we execute NDAs, distribute your product, and commence testing.



## 2 Project Management

Your project will have a dedicated test manager to carry out your tailored test plan, uphold our lofty participation standards (higher than 90% on average), and offer around-the-clock support. All tests involve a team of professionals and are run on the [Centercode Customer Validation Platform](#), which also powers Customer Validation programs at companies like Adobe, Intuit, Symantec, and Cisco. Centercode's incredibly flexible feedback system and real-time reporting capabilities ensure that we can provide you the exact data you need, whenever you need it.

### Managed Test Deliverables

Your **Test Plan** defines the parameters of your project, including test goals, recruitment criteria, feedback mechanisms, and more. This plan doesn't just foster accountability, it's an opportunity for you to think about how Customer Validation can best contribute to the success of your product.

**Real-Time Reports** are essential to a successful test, as they keep you up to date about potential issues, interesting feedback, goal progress, and more. You can request specific data at any time and we'll get the data to you. Or you can identify important reports in advance, and our system will compile and deliver them automatically.

The **Closure Report** is our primary deliverable at the end of testing. It's intended to provide specific data-driven product recommendations based on the feedback collected during your test. These insights are aligned to the specific goals of your alpha, beta, or field test. Best of all, it's a slide deck, saving you the trouble of making one yourself.

## 3 Closure and Wrap-Up

At the close of your test, we will retrieve your product (if necessary), manage tester incentives, and deliver a closure report detailing how we accomplished your goals. You'll continue to have access to our reporting tools and the data generated by your testers for the next year. We'll even train you on how to run reports. This ensures that data with long-term value, like feedback needed for future products, remains available.

THE BEST BRANDS IN THE WORLD PARTNER WITH CENTERCODE TO BUILD THEIR PRODUCTS



[www.centercode.com](http://www.centercode.com) | [info@centercode.com](mailto:info@centercode.com) | [@centercode](https://twitter.com/centercode) | (949) 460-9117