

Whistle Uses Centercode to Launch Its Pet Wearables Beta Testing Program

Company Whistle
Industry Wearables
Platform Android, iOS



Challenge

When John Crick joined the Whistle team as their Customer Experience Manager, Whistle didn't have a beta program in place. The new company had recently introduced a wearable device for dogs to the market and were enjoying the resulting buzz and media attention.

Despite their early media success, they were facing a challenge every wearable company faces: their product was incredibly complex, relied on adjacent technology to perform, and needed to function in a wide variety of environments that were impossible to reproduce in a test lab. Without a robust beta program in place they risked releasing an unreliable product, resulting in the product recalls and high return rates faced by many other wearables companies before them. The Whistle team realized that they needed to implement an external beta testing program in order to mitigate these risks and launch with confidence.

“Our product has higher customer ratings than any other wearable or *Internet of Things* device on the market. Centercode is a big part of that success.”

John Crick Customer Experience Manager

Solution

Using the Centercode platform and beta tester community (Betabound), Whistle was able to build a community of over 2,400 enthusiastic and targeted beta candidates. From this group, Crick can pull beta testers to fit any testing need. “One of the great things about Centercode is the customizability,” says Crick. “If I need to find people with Chihuahuas that are under 10 pounds, that use doggy daycare, I can do that.”

At one point, Whistle was working on refining their data collection analytics to recognize specific types of activities the dogs were doing. Crick was able to survey users about their dogs’ activities to find specific testers to try out the new features during those activities. This specification allowed Crick to focus his test on users that could provide the most relevant feedback about the feature being tested.

Centercode has also allowed Whistle to build a much more integrated testing experience for both Crick and his testers. “Centercode keeps me from having to run my betas through 17 different tools,” says Crick. This also allows Crick to directly connect pieces of feedback with specific devices and scenarios, making the beta test data even more valuable for Whistle’s data analytics team.

The Centercode platform has helped the team at Whistle to test and release new products and features with confidence, ensuring their success in a uniquely challenging new market.

Beta Test Results



2,400+ beta candidates



251 bugs reported



473 surveys completed



366 journals submitted



674 tasks completed



858 forum posts

“We simply could not do the things we do without Centercode.”

John Crick
Customer Experience Manager

Learn more about Centercode at www.centercode.com