



Beta Customer Acceptance Testing Case Study

THE CLIENT:

The client is a publicly-held printing company that is entering into a new product area with a quickly expanding, diverse customer base.

THE ISSUE:

The company hoped to better understand exactly how customers used their products and what specific factors drove customer satisfaction and dissatisfaction. There was a need to calibrate their understanding of end user requirements and expectations within the company. The client needed a complete behavioral study of their customers' interactions with the product, from setup through learning and use. They also needed to compare existing products against future products that were planned or in development.

The company needed a partner with experience in selecting and managing beta customers to maximize the depth and usefulness of the data gathered. They needed a partner that could ask the right questions and gather the tangible data required to paint an accurate picture of their customers.

THE SOLUTION:

First, QualityLogic determined the customer profile that would best represent the targeted customers. Potential subjects were interviewed. Final study participants were then selected, and products were placed with them.

Over several months, QualityLogic engaged the customers to understand product usage, customer satisfaction and dissatisfaction. Numerous surveys were collected, and visits were made to see how the products were setup and configured. Troubleshooting of any problems encountered was conducted in order to determine the root cause.

QualityLogic gathered numerous output samples and collected feedback in order to gain an understanding of a broad spectrum of customer usage data, including:

- Where customers purchased media
- Why certain media was selected
- What software applications were used
- What types of documents were printed
- What drove quality expectations

THE OUTCOME:

QualityLogic placed dozens of products and built an effective relationship with the customers. Participation rate was high throughout the study. An accurate assessment of customer satisfaction was developed with key areas of improvement highlighted. The company was provided with detailed data across many dimensions covering customer environments, behavior, quality expectations, and usage volumes.

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