



# CASE STUDY

## Product Quality Validation

*This product validation effort required a partner with extensive testing experience across a wide variety of brands and product types. The testing partner needed significant knowledge of the end user's requirements to predict the effect of quality on future customer satisfaction.*



## The Client

The client is a large, international company with a long history of product innovation and market leadership. The company planned to significantly increase their market share, but faced strong competitive cost and quality pressures.

## The Issue

The client needed quality validation of products in varying stages of development. The client required both ad hoc testing and a consistent quality comparison across various models and previous product introductions. The testing needed to represent the customer's requirements and forecast eventual customer satisfaction with the product.

This product validation effort required a partner with extensive testing experience across a wide variety of brands and product types. The testing partner needed significant knowledge of the end user's requirements and expectations in order to project the effect of quality on future customer satisfaction.

The client wanted to compare their quality not only against their own current and previous products, but also against other products within the industry.

## The Solution

QualityLogic developed a portfolio of tests varying in complexity and cost:

- Verification tests to quickly and efficiently compare product readiness against previous products in development
- Comprehensive tests to discover as many product issues as possible
- Focused tests to quantify product improvement in problem areas
- Competitive tests to represent the customer's experience

QualityLogic performed numerous tests from this portfolio ensuring that the client had a clear picture of product readiness. Through these tests QualityLogic was able to quickly respond to the changing needs of both R&D and marketing groups.

## The Outcome

QualityLogic documented product improvement not only over the development cycle, but also from previous product releases. The client received timely product issue information in order to implement fixes.

*QualityLogic performed numerous tests from this portfolio ensuring that the client had a clear picture of product readiness. With this comprehensive portfolio of tests, QualityLogic was able to quickly respond to the changing needs of both R&D and marketing groups.*

### For More Information

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