





























Which test is right for you?

 indicates test method is suitable for the purpose

 indicates some suitability

Empty box means no or very limited suitability

		Test Method							
		Contact Past Customers	Capacity Testing	Wizard Of Oz Testing	Technical Benchmarking	Focus Groups	Employee Test Calls	Pilot Testing	VocaLabs Survey
Desired Information	Technical Functionality What is the system capacity and performance?								
	ROI Impact Will the system be cost effective?								
	Meets Customer Needs Will the system help customers achieve their objectives?								
	Customer Preferences Do customers like the system?								
	Usability How easy is the system to use?								
	Brand Loyalty Does the system increase customer's devotion?								
	Customer Satisfaction Are customers satisfied?								
	Contact Completion Do customers complete their objective in a single call?								
	Consistent Experience How consistent is the experience for different customers?								
	Demographic Breadth Do the results include a wide array of customer demographics?								
Statistically Accurate Are the results quantifiable and reproducible?									
Target System	Pre-Launch Works on yet-to-be released new systems.								
	Post-Launch Works on in-service systems.								
	Automated System Measures automated system performance.								
	Agent Operated System Measures human interface contacts.				