



Stanford eCorner

Keep the Community Front and Center in Decision-Making

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Reedy talks about how eBay uses the community and their feedback for every new feature they develop. eBay is not a product but a platform, she says.



Transcript

About October 2001, we had had a lot of success and we had actually veered away from having the community settled for a very short period of time. And we launched a feature that's now much more successful on the site but is more of the fair amount. And it's what we call checkout, what other sites might call a shopping cart. And we hadn't gotten our sellers input on this and we launched it and we understood the power of our community and several says they were going to boycott. Some of our most loyal sellers actually had jackets for being our most powerful power sellers and they were actually selling them on the site as a sign of how unhappy they were. We obviously went back and changed that product and to this day we have many, what you call voices groups and every single product that we release to the site, we actually get many, many, many community members in. We talk to them. We understand what their need are. And we truly understand. We are the platform that powers them and I can only tell you that Pierre understood this extremely well.

He also understood it when he created the whole concept of feedback. And so we really do believe that a unique aspect about eBay is how the community is really part of our platform and we are just enabling our buyers and sellers. We are not per say the product, we are the platform.