



Stanford eCorner

Customers Will Say What They Need

Vic Verma, *Savi Technology*

November 10, 2004

Video URL: <http://ecorner.stanford.edu/videos/1221/Customers-Will-Say-What-They-Need>

Verma stresses the importance of listening to customers and learning what they need and want, rather than building a product based on assumptions.



Transcript

So, if you know where your stuff is, you know what's inside your container, the goal of the US Military is to ensure somebody doesn't take stuff out of their container. The goal of Homeland Security is to ensure somebody doesn't put stuff into your container that is coming here. So, that technology has obviously the same type of applications. And so, that's where we logically extended the company to. And then, from there we extended the applications to being able to track stuff through global supply chains of places like China, et cetera, as they ship printers, chemicals, dresses, so that they can do in-transit merge, routing, et cetera. I don't want to spend a lot of time on the technology because the technology is not the most relevant part. The most relevant part in all of these is in the end, it's amazing how if you are there long enough and you keep plugging away and trying to figure out what your customers want, eventually you end up getting lucky. And eventually you end up finding the right application. And eventually, if you are there long enough and you keep listening to your customers, your customers will tell you what they need in order to be successful. That's something all of us kind of forget.

As technologists and engineers, we always have this mentality that we know better than everybody else. And so, we come out and we tell people, "Here's what you need. And if you just start using this stuff, eventually this is going to work for you." Sometimes that's not the best way to do it. You may want to put something out there, sit, walk in your customers' shoes. Make sure that you're able to then get that information from them and keep adapting, keep adapting. And eventually you will find that they will start to use your stuff. And once they use your stuff, they will become very loyal to you.