The Art of doing a good customer interview!

switchon
connect | control | conserve

About the Speaker

Aniruddha Banerjee

Co-Founder, Business and Strategy

Aniruddha started with designing PCIe controllers at the VLSI level and then moved onto building software for the Samsung hand-held platforms. Aniruddha has several granted patents to improve the power and performance of embedded systems. After the stint in Samsung, Aniruddha shifted to Nvidia and worked in India and the US on the architecture and development of Nvidia's flagship AI-on-the-Edge system called Xavier. Aniruddha, in 2017, founded SwitchOn, which uses a combination of AI and Edge Compute systems to create digital twins of critical assets on the Manufacturing shop-floor. Aniruddha has a unique mix of experience in technology and business to contextualize AI for Industries and drive business value.

Why are customer interviews important ?

The three big mistakes

- Talking about your solution!
- Talking in Hypothetical!
- Talking in General!

What should you do instead?

- Talk about their problems
- Talk in specifics
- Listen to what they have to say

But this is just theory!

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What should you do instead?

- Talk about their problems:
  - What are the top three problems you face regularly?
  - When is the last time you faced the problem?
  - Why was it hard to solve?
- Talk in specifics:
  - In the problem that we discussed, have you tried to solve it in any way?
  - What are the problems you faced with the solution?
- Listen to what they have to say:
  - Is there uncertainty in the current environment for you?
  - How are you looking at investments in this climate?

Thanks!

SwitchOn predicts breakdowns, and quality defects in critical assets in Manufacturing plants with the help of AI-based digital twins created with the help of vibration, energy, and Image patterns. The predictions are enabled by their patent-pending platform, Xavier(TM), which is a super-efficient edge AI system that can train itself using 1/10 of the data needed by other AI algorithms. These systems in production have shown an improvement of 90% in Quality within four weeks of deployment.

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