

What's next



Dragon Professional

Make time to understand your customers' needs

Selling a solution is the easy part, but dedicating the time to build strong relationships, where you understand both the problems your customers are looking to solve and those of their own clients and community, can mean the difference between their success and your own. It's this client-first thinking that is more important than ever today.

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Posted June 18, 2019



We spend a lot of time speaking to our customers, trying to understand the problems they are

looking to solve, from obstacles they may face as a result of heavy reporting demands, issues surrounding employee burnout, to the impact of [inefficiencies in their documentation workflows](#). Listening to customers carefully can help us work with them to solve these problems, but it can't stop there. We also need to understand and learn about the issues they face with their own clients and communities to be the most effective.

It's this client-first thinking that is more important than ever today. Selling technology is the easy part, but, as solutions continue to evolve, it can become far too easy to get lost in features and functionality. Talking about how speech recognition can help speed document turnaround by 3x or improve reporting accuracy is necessary; however, it's discussions that center around how technology can help customers build and nurture relationships with their own clients and community that have the most impact.

This crystallized for me recently during a discussion I overheard between a police officer from one of our local police departments and some of my colleagues' children, who were all visiting our Burlington HQ for a "bring your kids to work" day. We had a cruiser out in the parking lot loaded with our [Dragon Law Enforcement solution](#). The officer spent some time showing the kids how to look up a license plate by voice. He also dictated a report, and yes, the kids even got to jump into the back of the cruiser and turn on the lights.

When the kids asked him, "what was the best thing about using our software," the answer had nothing to do with the product features he had just demonstrated. He said the best thing was that our technology helped him catch "the bad guys." For him, being able to create reports faster and more accurately meant his cases wouldn't get overturned during court proceedings and he could get back on the street to protect his community.

That same thinking was also reflected in [a recent survey](#) of financial advisors. Survey respondents said that the automated tools that could help them the most were the ones that empowered them to spend time mastering "soft-skills" like communication and time-management and better serve their clients.

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Tags: [Dragon Voice Recognition](#)

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About Mark Geremia

Mark Geremia is Vice President and General Manager for Dragon Professional and Consumer and oversees the product and marketing strategy for Nuance's Dragon speech recognition and documentation workflow portfolio. Mark has held various leadership roles within the Dragon business over the last decade, and with his team continues to expand Dragon's reach across enterprise, legal and law enforcement markets, transforming productivity and documentation accuracy for professional individuals and large organizations. Prior to joining Nuance in 2005, Mark held key marketing management positions at both large and small technology companies. He holds a Bachelor of Science Degree in Business Management from Bentley College.

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