

AUTODESK · CUSTOMER STORY

Autodesk reduces customer support costs through CALM



SOFTWARE · SAN FRANCISCO, USA · 15,300 EMPLOYEES · \$6.97B REVENUE

200M

User conversations expected by 2026

Significant

Cost savings

Improved

Operational efficiency

Key takeaways

Built to scale

Autodesk chose Rasa to rebuild customer support for a growing volume of conversations.

Lower costs, better support

Automation improved operational efficiency and customer satisfaction while reducing costs.

200M conversations expected

By 2026, Autodesk expects to handle over 200 million user conversations with more personalized support.

More personalized experiences

Next, Autodesk plans to embed AI into web pages and products to make support more relevant and seamless.



Global software company Autodesk, a leader in 3D design, engineering, and entertainment software, recognized the urgent need to enhance its customer service capabilities in anticipation of a significant 5x increase in its customer base.

Autodesk planned to rebuild its Autodesk Assistant from the ground up as it moved from traditional resale to a direct-to-consumer model. As part of this strategic initiative, Autodesk aimed to leverage conversational AI to scale customer relationships, improve user experience, and modernize its agent infrastructure.

To help execute its vision, Autodesk enlisted Rasa and its platform's unparalleled conversational AI capabilities in 2023 to execute on their goals.

Challenges

The software company faced several hurdles as it worked to rework its customer service function. Its existing backend systems were complex and fragmented, making delivering a cohesive user experience difficult. Users found Autodesk's website challenging to navigate, prompting the need for an intuitive AI-driven interface. But they also needed to create more proactive and dynamic user interactions while improving the interaction between human agents and AI technologies.

Connecting the experience

Rasa's AI agents were integrated across Autodesk's digital platforms to provide seamless user support. This integration is part of Autodesk's strategy to modernize its go-to-market motion, including updating infrastructure, retiring old systems and business models, and building more direct customer relationships.

By leveraging Rasa's flexible frameworks, Autodesk could integrate AI more deeply into their backend systems, creating a smoother transition from legacy systems to more modern, conversational platforms.

Rasa's technology enabled Autodesk to implement more proactive user engagement strategies, significantly enhancing user interaction by anticipating needs and offering contextual help.

"We needed a solution that could scale with our ambitions. Our existing systems simply weren't equipped to handle the volume and complexity of support we envisioned."



James Bradley

Senior Director of Machine Learning
at Autodesk

Improvements across the board

Deploying Rasa's conversational AI platform transformed Autodesk's customer interaction with notable improvements.

Autodesk saw reduced routine queries due to the AI's ability to handle common tasks, which decreased the load on human agents. The AI system guided users through the website effectively, reducing frustration and improving accessibility.

Rasa's scalable nature allowed Autodesk to efficiently manage the increased interaction volume without compromising service quality. Automating routine interactions resulted in significant cost savings and allowed human agents to focus on more complex customer needs.

Autodesk's implementation of Rasa's conversational AI tools has set a benchmark in the industry for enhancing customer service and operational efficiency.

The first step on an AI-enhanced journey

Looking ahead, Autodesk plans to enhance the personalization of AI customer interactions further by analyzing user data, making each engagement more relevant and efficient. It is also looking to expand its AI capabilities, such as embedding AI directly into web pages and products, to create smoother user experiences. Through ongoing feedback and performance analysis, Autodesk plans to continue to evolve its AI applications to better meet user needs and business goals.

By 2026, they expect to handle over 200 million user conversations, significantly enhancing the personalized and relevant experiences for support and services customized to their needs. As they continue to innovate and integrate AI into their operations, Autodesk remains at the forefront of leveraging technology to improve customer experiences and operational effectiveness.

About Rasa

Rasa simplifies building complex conversational AI by extending LLMs with reliable business logic. Our platform enables enterprises to build sophisticated AI assistants that handle millions of interactions securely—giving you complete control to scale automation. Trusted by Fortune 500 companies, Rasa ensures data privacy, security, and scalability for enterprises. Rasa is privately held, with funding from Accel, Andreessen Horowitz, and Basis Set Ventures.

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