Autodesk's Strategic Implementation of Rasa to Scale Conversational AI

RASA

AUTODESK

Case Study

"We needed a solution that could scale with our ambitions," said James Bradley, Senior Director of Data Science & Machine Learning at Autodesk. "Rasa solves some hard problems related to conversational AI that enable us to move faster."

JAMES BRADLEY

Senior Director of Data Science & Machine Learning

CUSTOMER IMPACT HIGHLIGHTS

- Autodesk users now experience **faster resolutions** with AI handling routine queries seamlessly.

- Frictionless transitions between AI and human agents ensure users feel **supported at every step.**

- Intuitive navigation across digital platforms **enhances accessibility** for a global audience.

Overview

Autodesk, a global leader in 3D design, engineering, and entertainment software, recognized the urgent need to enhance its digital-first user engagement capabilities. In 2023, Autodesk embarked on an extensive search for a solution to meet its goals. After evaluating several potential partners, Autodesk chose Rasa, recognizing the platform's unparalleled capabilities in conversational AI.

As part of this strategic initiative, Autodesk aimed to leverage conversational AI to scale customer relationships, improve user experience, and modernize its support infrastructure. The goal was to build a comprehensive chat platform with broad answering capabilities to support Autodesk users across various stages.

The Autodesk Assistant was envisioned as a unified conversational experience with contextual and relevant interactions powered by Rasa's modular architecture and generative AI capabilities.

Challenge

Autodesk faced several challenges as it prepared to integrate conversational capabilities into its infrastructure. Their existing backend systems were complex, presenting an opportunity to create more streamlined and improved user experiences. The company also aimed to move from a passive support model to a proactive one, allowing it to engage users more effectively by anticipating needs.

Additionally, the interaction between human agents and AI systems needed improvement to enhance overall user satisfaction. Autodesk's earlier conversational tools lacked the scalability and extensibility needed to support their evolving business goals, requiring an upgrade to modern, flexible systems.

Solution

Autodesk partnered with Rasa to deploy advanced conversational AI solutions customized to its needs. Rasa's AI assistants were integrated across Autodesk's digital platforms, including product center pages, account pages, and in-product interfaces like AutoCAD 2025. This integration created a unified user experience while retiring outdated systems and business models.

EMPLOYEE PRODUCTIVITY INSIGHTS

- Machine learning teams **reduced development time for conversational flows,** focusing on innovation instead of repetitive tasks.

- AI **automation freed human** agents to focus on complex, high-value customer interactions.

RASA'S CONTRIBUTION TO AUTODESK'S SUCCESS

- **Delivered scalability** to handle increased interaction volumes without compromising quality.

- Empowered Autodesk to **modernize its support infrastructure,** setting a new benchmark for digital engagement.

- Enabled seamless AI integration **across multiple channels**, creating consistent experiences.

By leveraging Rasa's flexible frameworks, Autodesk deeply integrated AI into its backend systems, facilitating a smoother transition from legacy systems to modern, conversational platforms. Rasa's technology also supported the adoption of proactive engagement strategies, such as frictionless digital-to-human handoffs, ensuring smooth transitions between AI and sales or support representatives.

Autodesk further enhanced its assistant's capabilities by using generative AI for tasks like conversational repair, digression handling, and safety checks. These features made user interactions more natural and effective, aligning with Autodesk's goals for a high-performing AI-powered support system.

Results

Deploying Rasa's conversational AI platform delivered significant improvements across Autodesk's operations. Automating routine tasks reduced the volume of queries handled by human agents, allowing them to focus on complex customer needs. This shift enhanced operational efficiency and contributed to an improved user experience.

Rasa's scalable architecture empowered Autodesk to manage increased interaction volumes while maintaining service quality across multiple channels. Rasa's framework provided tools and processes that improved the productivity of Autodesk's machine learning engineers, streamlining conversation flow development and testing.

These advancements collectively resulted in a more consistent and reliable user experience, setting a new standard for Autodesk's digital-first engagement strategy.

Conclusion

Autodesk's implementation of Rasa's conversational AI platform has set a benchmark in the industry for enhancing customer service and operational efficiency. Autodesk now enjoys more control over conversational outcomes and a consistent, stable user experience across its platforms.

As Autodesk continues its journey, it plans to expand the Autodesk Assistant's reach to more customer-facing destinations, enhance contextual support across the customer lifecycle, and integrate deeper functionality built by other teams. With Rasa, Autodesk is transforming its vision for a comprehensive AI-powered support system into a scalable, sustainable reality.

Want to get these same results for your business? **Contact us today to see how easy it is to get started.**