Conversation Design in the Age of AI Agents

RASA

Introduction

Since large language models hit the scene, conversation designers and conversational AI practitioners have asked: *Will we still need to write scripts? Will prompts replace everything?*

Turns out, the answer is no. We see that LLMs are powerful, but they're not great at following structured processes or delivering consistently accurate answers. Pure prompting—or even RAG—can fall short, leaving users with long-winded chatty deflection and few problems solved.

The truth is designing great assistants still requires structure, control, and clarity. New tools should support designers and conversational AI practitioners, not sideline them. You shouldn't need to be deeply technical to build with the latest tech—or abandon what already works.

Meanwhile, teams are under pressure to move fast, meet security standards, and support complex use cases, often with tiny teams. We know building from scratch isn't realistic and betting everything on bleeding-edge tools is risky.

That's why we built **Rasa Studio,** a flexible, no-code interface for modern conversational AI teams. It's everything you need to build confidently, and is [available now for a free trial](#).

Check out some new conversational AI features in Rasa Studio that you might try for the first time.

We're Happy To Take The Unhappy Path

## Go on a Tangent. Take a Detour. Digress. Rasa can handle it.

It's hard to predict every path a user might take, but with **conversation patterns**, you don't have to. Conversation patterns are like system flows that automatically handle common detours (such as topic changes, corrections, and interruptions), so your assistant stays on track no matter where the user takes the conversation. You focus on the core journey and patterns handle the rest. If you do want to update the behaviour; or create your own pattern, you can do so. **Check out some of the patterns we have at Rasa in action.**
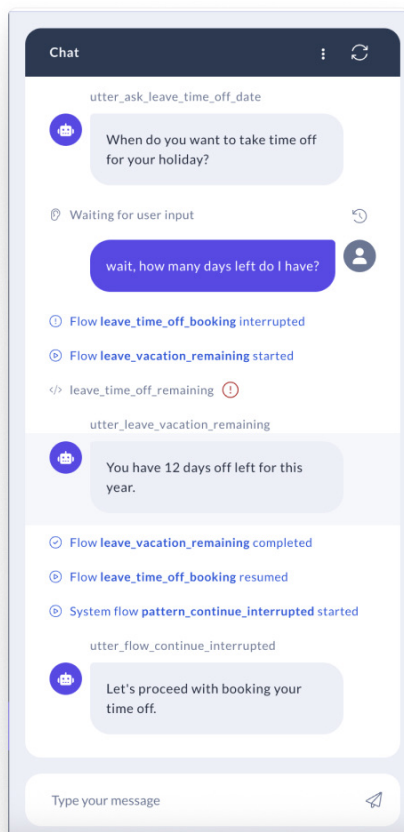
1. Digression

Users don't always stick to the script—and that's good.

With Rasa, they can shift gears naturally to ask follow-up questions or tackle related issues without hitting a dead end. This functionality comes out of the box, so you can spend less extra design work handling digressions, and more time polishing up any edge cases or working on flow navigation.
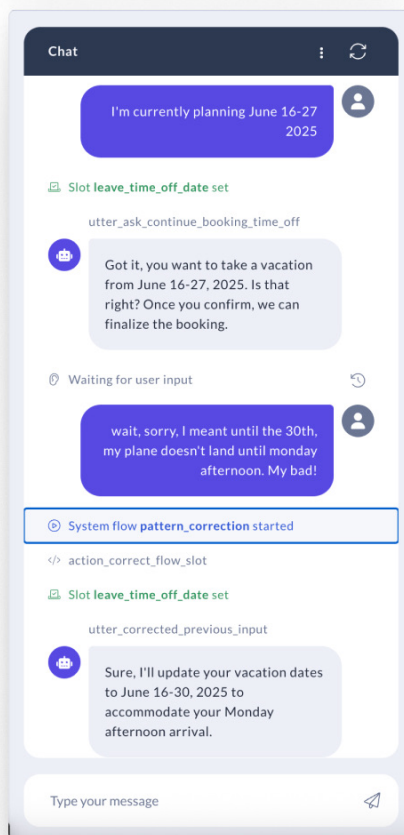
2. Correction

Users correct themselves all the time—and now your assistant can keep up.

With Rasa, there's no need to build custom logic for every *"Actually, I meant..."* moment. The correction pattern handles it automatically, so users can update info anytime without derailing the flow.
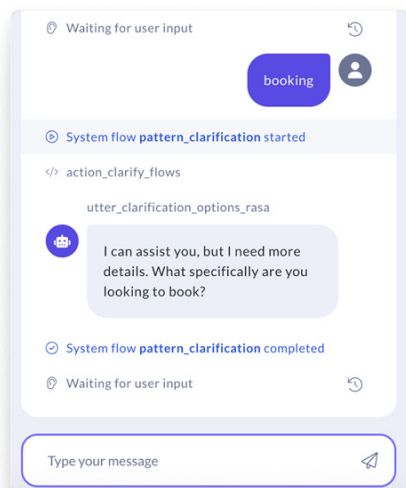
3. Clarification

Sometimes users ramble. They may ask something that *sounds* like a question, but it's hard to tell what they really want.
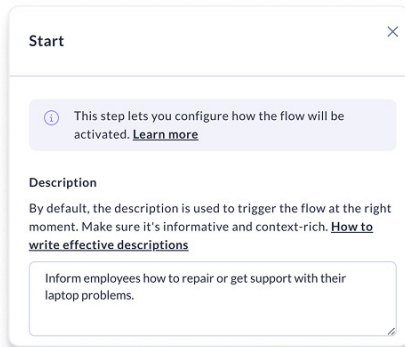
With Rasa, your assistant doesn't get stuck—it gets clarity. When the input is fuzzy, the phrasing is unique, or the audio input isn't super clear, Rasa checks if the user meant to ask a supported question and steers the conversation back on track. Less guesswork, just smart follow-up.

These are just three of many conversation patterns. Use them out of the box, edit them, or build your own to ensure you can answer well every time.

Make Edge Cases Your Competitive Edge

Contextually respond to multiple queries, long inputs, out-of-scope topics, and everything in between with Rasa's Dialogue Understanding.

Understanding your users is your agent's most essential task. Rasa lets you mix traditional NLU (Natural Language Processing) with powerful contextual logic so your assistant stays sharp, even in complex conversations. **Here's why Rasa's dialogue understanding is worth evaluating.**

Start ✕

ⓘ This step lets you configure how the flow will be activated. **Learn more**

Description

By default, the description is used to trigger the flow at the right moment. Make sure it's informative and context-rich. **How to write effective descriptions**

Inform employees how to repair or get support with their laptop problems.

Assistant response details ✕

Name
utter_ask_leave_time_off_date ↗

Original response
What days would you like to book your {leave_time_off_category} leave?

Rephrased response
When do you want to take time off for your holiday?

Rephrase prompt ⌃

Model used
gpt-3.5-turbo-0125

Token consumption
117 tokens (input: 104; output: 13)

```
The following is a conversation with
an AI assistant. The assistant is
helpful, creative, clever, and very
friendly.
Rephrase the suggested AI response
staying close to the original message
and retaining
its meaning. Use simple English.

Context / previous conversation with the
user:
The user expresses a desire to book a
holiday.

USER: i'd like to book holiday

Suggested AI Response: What days would
you like to book your Vacation leave?
```

1. Faster To Start, Easier To Maintain

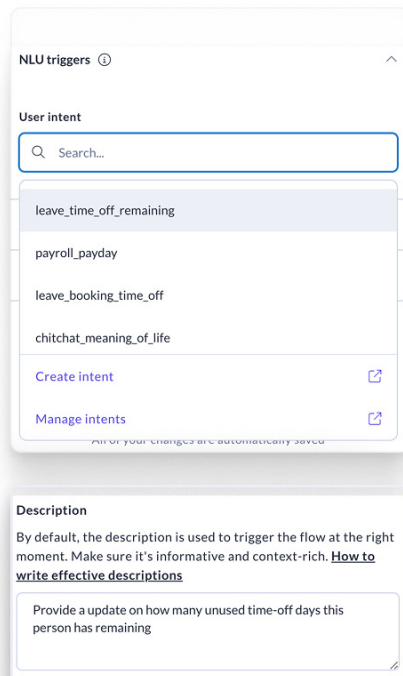Forget about massive datasets. With Rasa, a simple flow description can replace hundreds of intent examples.

This gives you more time to optimize the UX instead of getting the agent to understand your users in the first place.
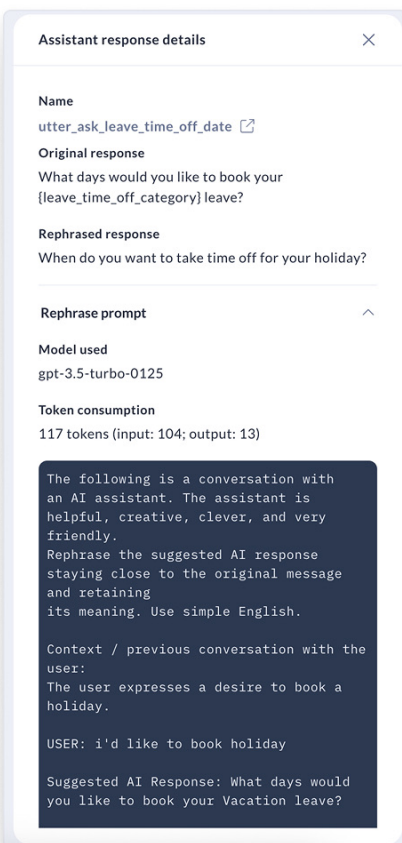
2. Understand And Rephrase In Context

Users rarely stick to the script. Instead they ask multiple questions, share stories, or add a touch of sarcasm.

With Rasa, you can read between the lines and keep the conversation flowing by understanding what users mean, not just what they say. Activate contextual rephrasing to allow your agent to apply reflective listening and build rapport with your users. The default rephrasing prompt is careful, but you can edit it to fit your brand's tone of voice or to give it more freedom and creativity.

NLU triggers ⓘ   ⌃

User intent

🔍 Search...

leave_time_off_remaining

payroll_payday

leave_booking_time_off

chitchat_meaning_of_life

Create intent   ⧉

Manage intents   ⧉

All of your changes are automatically saved

Description

By default, the description is used to trigger the flow at the right moment. Make sure it's informative and context-rich. **How to write effective descriptions**

Provide a update on how many unused time-off days this person has remaining

3. Flexibility To Use NLU Or LLMs Your Way

Not every conversation needs an LLM. Have a well-performing "Greeting" intent? Stick with NLU; no need to incur extra costs for user greetings. Have a delicate scenario that you would rather not entrust to an LLM? Stay with NLU. However, many scenarios could benefit from a more nuanced, contextual understanding of an LLM.

With Rasa, you control how and when to use each.

All The Power Of Rasa, No Code Required

Rasa Studio is intended for teams with designers, developers, content managers, and others who need to collaborate. **That's why we made sure there are tools in Rasa Studio to enable this collaboration.**
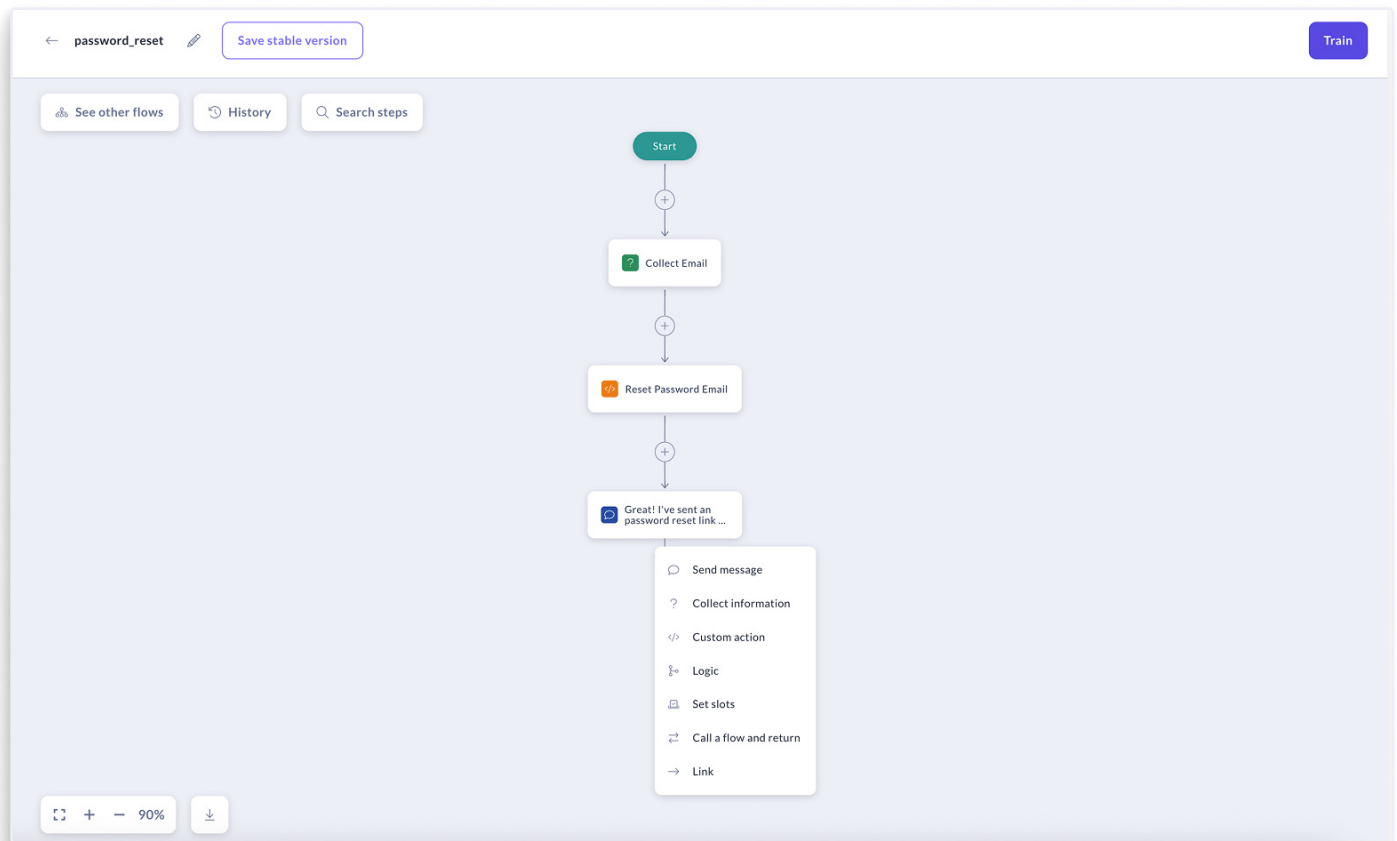
Build Flows

Rasa's Flow builder allows teams to work on different flows simultaneously. It's clean, responsive, and easy to click through. It promotes experimentation and allows you to prototype quickly as you can save a version, experiment, and revert your changes later to ensure no progress is lost.

Responses

French

Search responses

Create response

Responses (83)
1 variation(s)

greeting
1 variation(s)

   Standard response

hiring_referral_bonus
1 variation(s)

laptop_repair
1 variation(s)

laptop_stolen
2 variation(s)

learning_budget.
2 variation(s)

learning_budget_use
1 variation(s)

1 of 5

greeting > Standard response

See flows (1)   Edit   Delete

Message

Response   Conditions

English- Default

Hello there! How can I help you today?

You can reference slot values by using brackets i.e. {slot_name}

☑ Use contextual response rephraser ⓘ

▷ Add link

French

Bonjour! Que puis-je faire pour vous aujourd'hui ?

You can reference slot values by using brackets i.e. {slot_name}

Content Management

Rasa Studio streamlines how you manage conversational content.

Instead of navigating through conversation paths, content teams can directly access and update responses from a single, centralized interface. Each response is tied to a unique ID, automatically extending updates across all dialogue flows.

You can define multiple variations per response (based on language, channel, or user profile) to keep your content modular, maintainable, and ready for scale.

Conversation View

Nothing beats real user conversations to understand your users, spotting friction, and uncovering improvement opportunities. With Rasa Studio's Conversation View, you can filter and explore actual interactions, identify breakdowns, and turn raw dialogue into actionable insights.

Reading conversations helps provide fresh design ideas, and allows you to get to know your users' behaviors, norms, and patterns. It's a core part of conversation-driven development and a proven path to smarter assistants.

Try Your Assistant

The *Try Your Assistant* panel in Rasa Studio lets the whole team interact with your assistant exactly as users would, while seeing what's happening under the hood. Enable inspector Mode to track when a pattern is activated, see how Rasa rephrases a response, and monitor the information collected at each step.

It's the go-to tool for debugging, validating behaviour, and refining dialogue logic—fast.

Build Smarter, Faster – Together

Rasa Studio gives your team everything they need to design, test, and optimize AI assistants—all in one powerful, collaborative interface. From content management to real-time testing and user conversation review, it's built to support how conversation teams work.

Ready to see what your team can build with the right tools?
Start your free trial of Rasa Studio today and get all the power of Rasa without coding.