

Session ID: 323830

The Intelligence Behind Intelligent Help

UHM team

November 2019



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The Intelligence Behind Intelligent Help

What's your familiarity with AI?

- ☐ I don't know much about it
- ☐ I work with it
- ☐ I'm an expert in it

The Intelligence Behind Intelligent Help

- 
- PROBLEMS
 - SOLUTION
 - HOW WE GOT HERE
 - WHAT'S NEXT

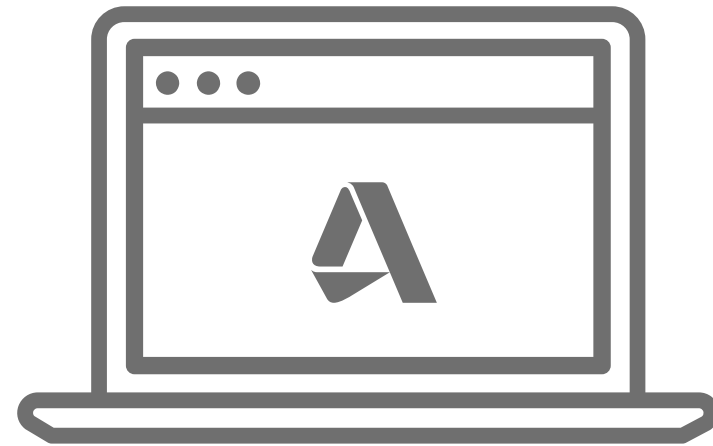
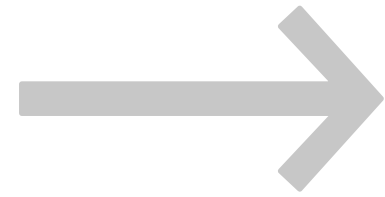
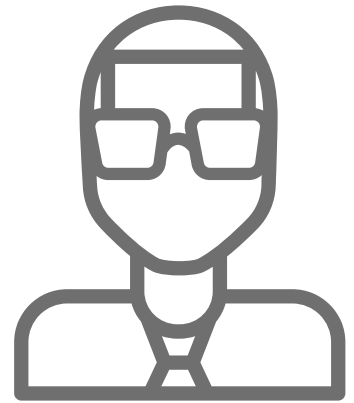
Problems with help today

Joe Travis

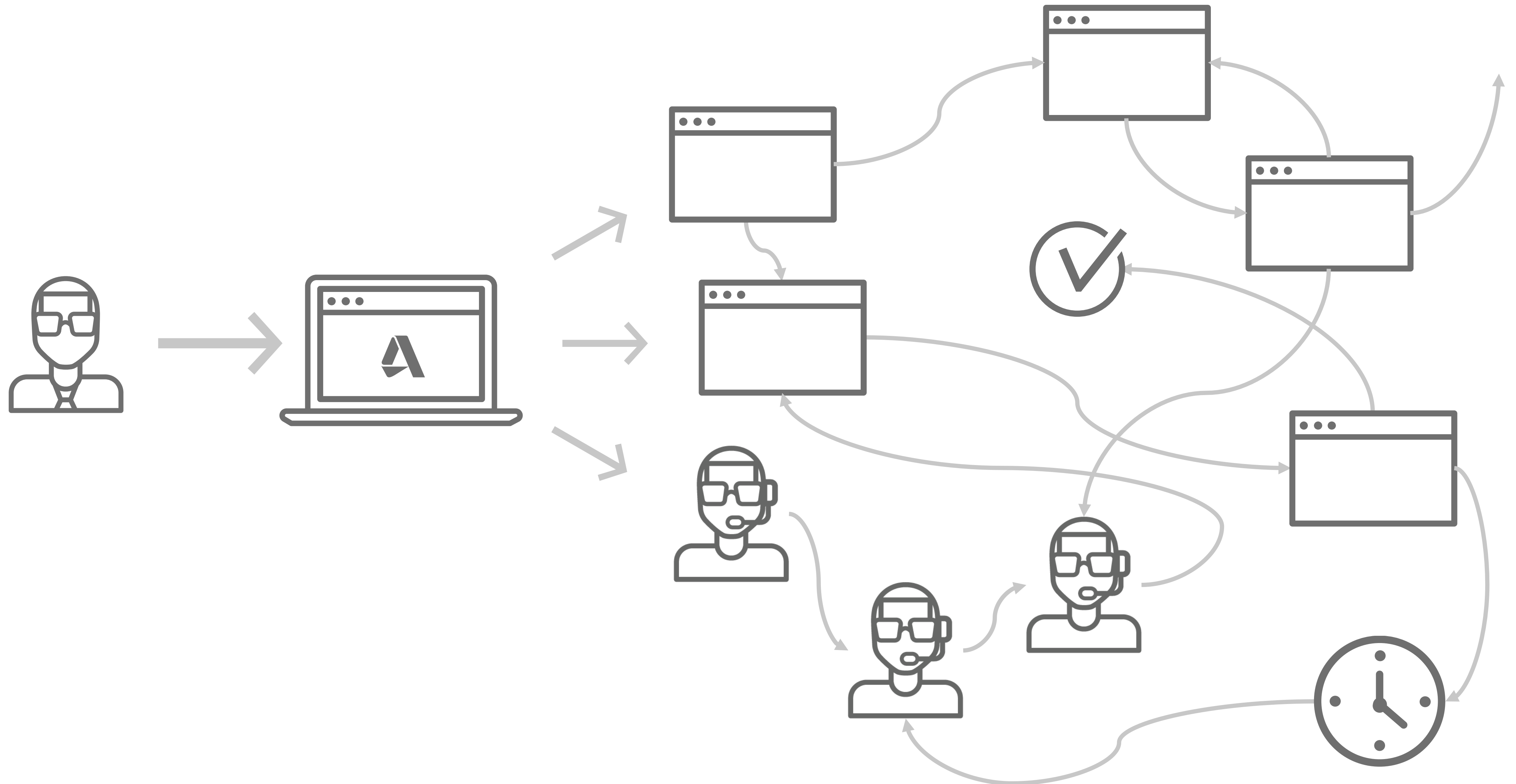
Senior Manager, Autodesk Knowledge Network



Finding help: what you want

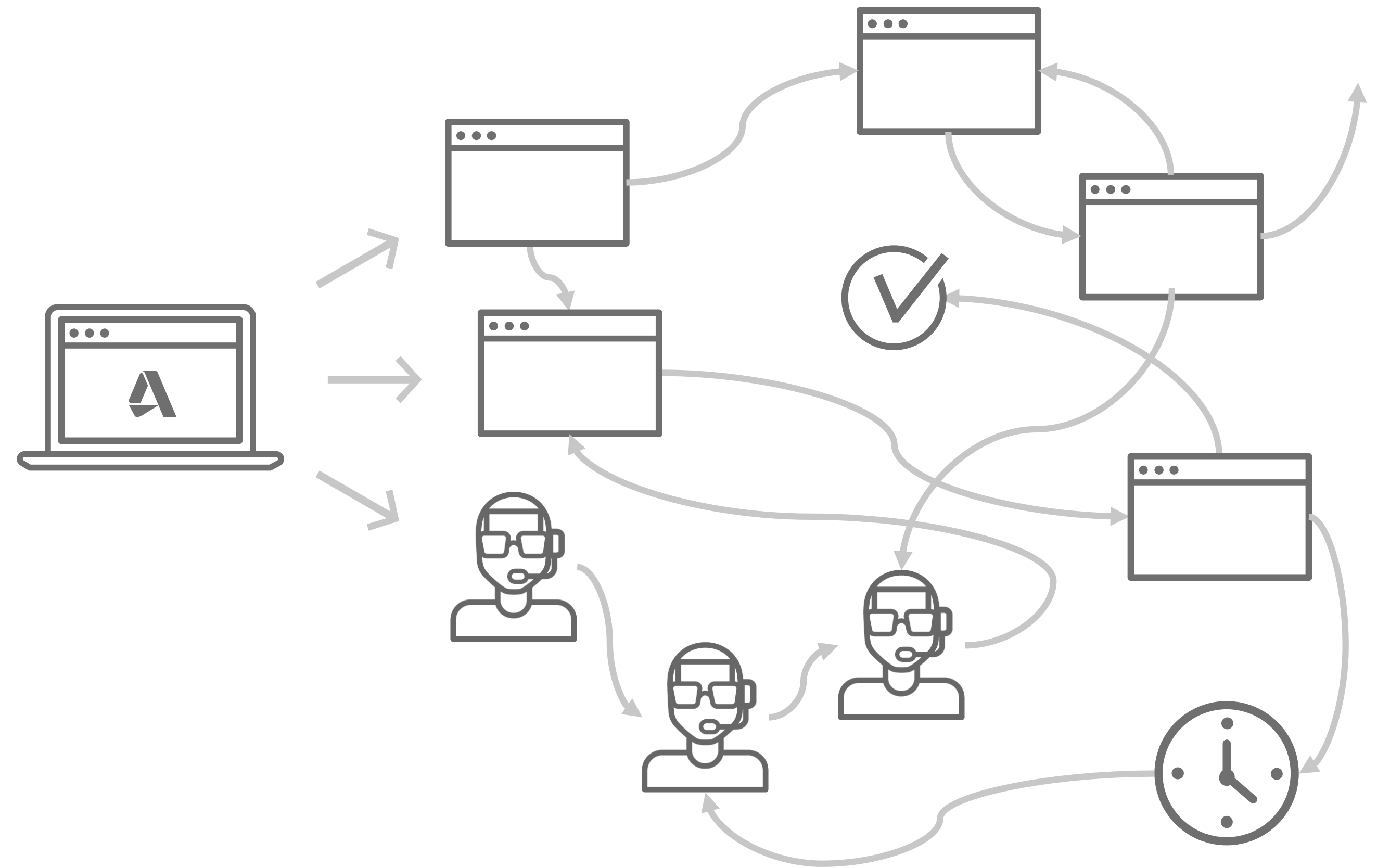


Finding help: what it often feels like



Problems with finding help today

- No consistent way of finding help on Autodesk web sites
- Too many help options to choose from without good distinction
- Complex pathways and loops to get to the right human agent
- Pass from agent to agent



What we heard from you

Extremely **confusing** website – getting help was impossible

Asking for help **should be easier** instead than what it is today

Provide a support number or a **live chat** feature

Had to look in **too many places** to find what I needed to know

Make information about hobbyist use easier to find, **not hidden**

Better website and easier ways to **contact** customer service



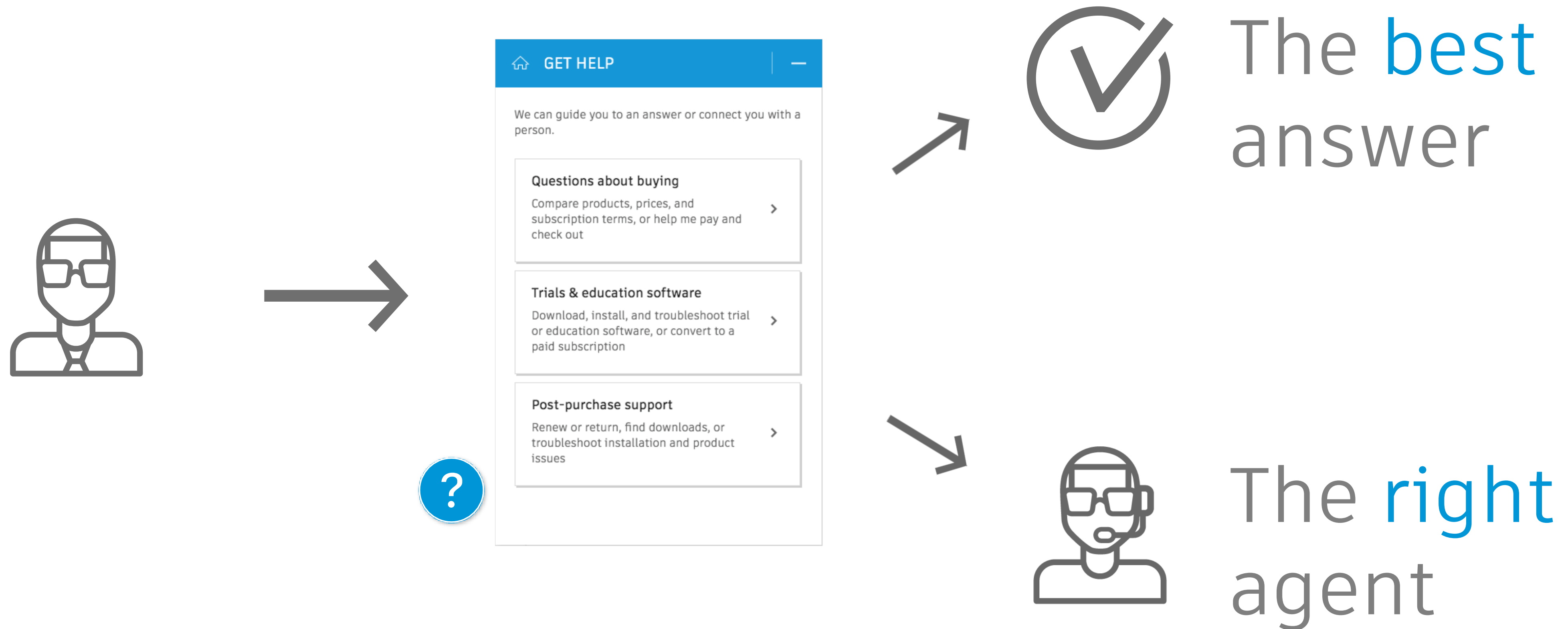
The solution: Universal Help

Shikha Chopra

Senior Product Manager, Universal Help





Universal Help = intelligent help



What is Universal Help?

- Combines **self help, machine help and human help** to provide you with the right answer or the right agent with minimum effort
- Provides consistent access to help based on **who you are and what you are doing**



 GET HELP 

We can guide you to an answer or connect you with a person.

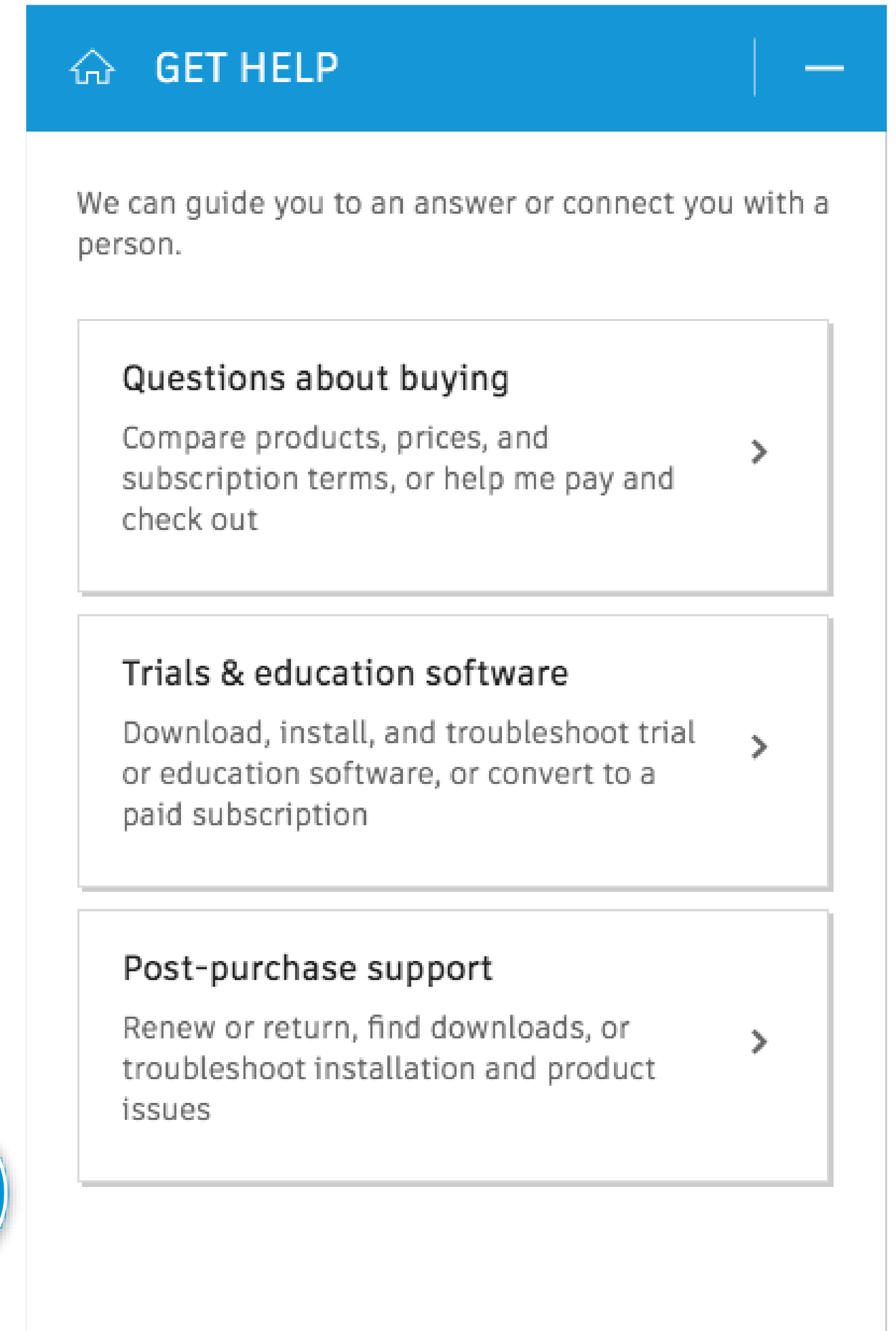
Questions about buying
Compare products, prices, and subscription terms, or help me pay and check out >

Trials & education software
Download, install, and troubleshoot trial or education software, or convert to a paid subscription >

Post-purchase support
Renew or return, find downloads, or troubleshoot installation and product issues >



What we built

- **Lightweight, guided** help experience offering **curated, contextual** answers and built-in interactive workflows for help with buying, trying and troubleshooting Autodesk products
- **Machine learning** algorithms for better support issues classification and agent routing



Universal Help Demo



 GET HELP 

We can guide you to an answer or connect you with a person.

Questions about buying
Compare products, prices, and subscription terms, or help me pay and check out >

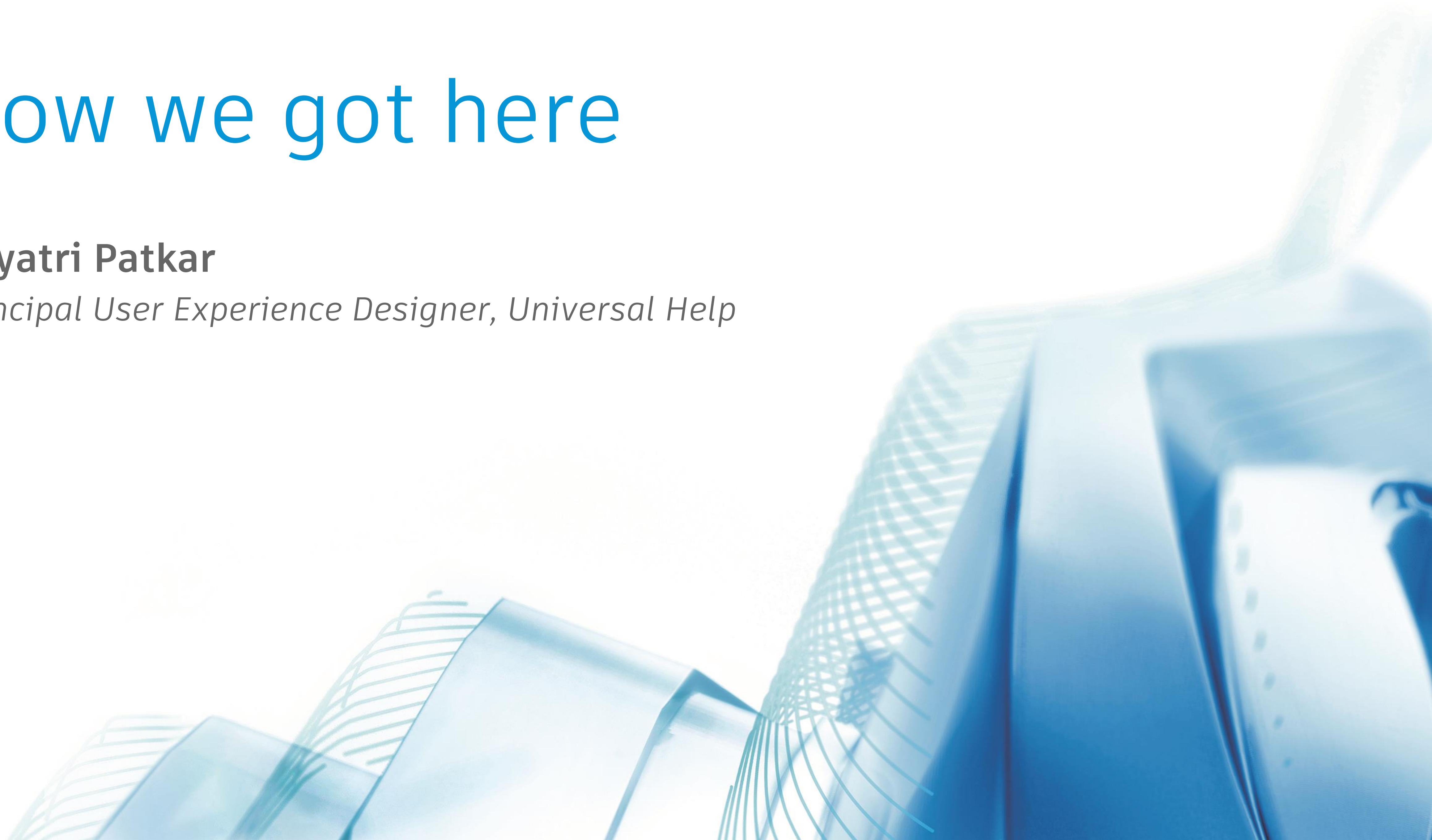
Trials & education software
Download, install, and troubleshoot trial or education software, or convert to a paid subscription >

Post-purchase support
Renew or return, find downloads, or troubleshoot installation and product issues >

How we got here

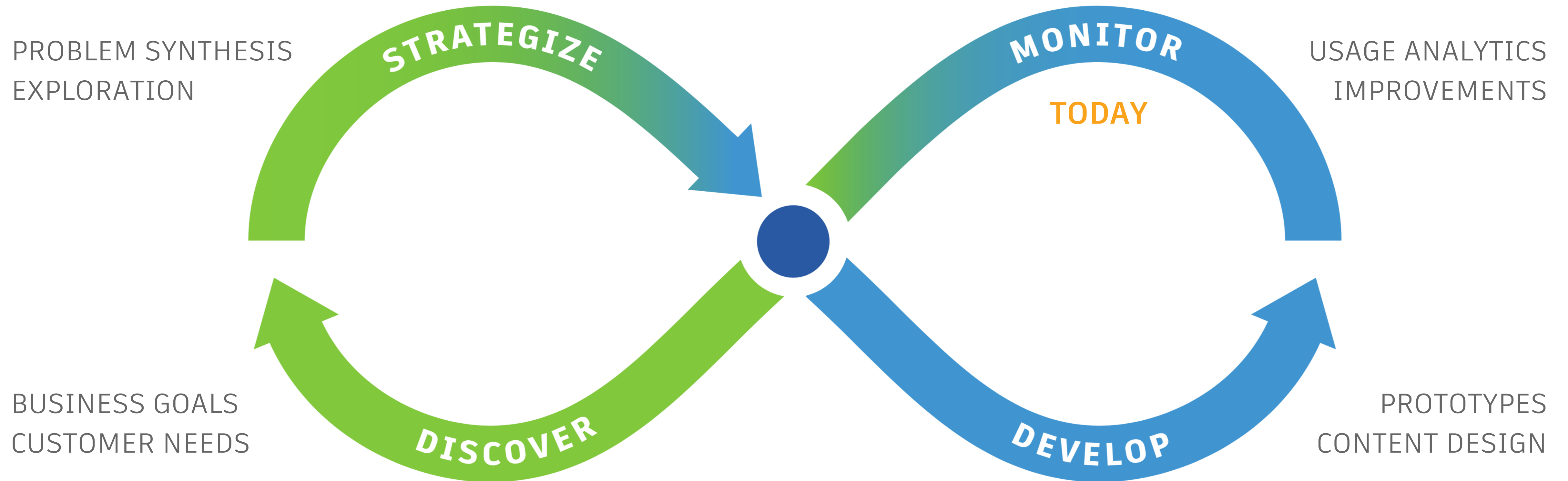
Gayatri Patkar

Principal User Experience Designer, Universal Help



Design Process

User-centered, iterative, collaborative



What you told us

Research findings

7
STUDIES

20+
COUNTRIES

1,163
PARTICIPANTS

- Make it **easy** to find help
- Help you **where you are** on the website
- Offer a **variety of convenient options** in one place
- Offer solutions **relevant** to you
- Connect you to the **right person** quickly
- Don't make you **repeat yourself**

Industry benchmark study

I have a more favorable view of companies with **navigable websites**

72% AGREE

A horizontal bar chart with a blue segment representing 72% and a light gray segment representing the remaining 28%.

I expect collaboration so I **don't repeat myself**

69% AGREE

A horizontal bar chart with a dark blue segment representing 69% and a light gray segment representing the remaining 31%.

I **start with online resources** before contacting

56% AGREE

A horizontal bar chart with an orange segment representing 56% and a light gray segment representing the remaining 44%.

Zendesk Benchmark data from 45,000 companies across the globe. 1,850 customer, 570 Customer Support Agents.

Core design principles

Don't get in your way

Use what we know about you



No unexpected turns

You can always “dial 0”

Design principle 1

Don't get in your way

No endless loops

Keep you moving closer to the answer

Keep you on the same page



Design principle 2

No unexpected turns

Know what you're getting into

Keep you informed

Fail gracefully



Design principle 3

Use what we know about you

Leverage your profile info & location

Require sign-in only when it benefits you

Don't make you repeat yourself



Design principle 4

You can always “dial 0”

Human help is always an option

Get to the right agent first time



How Universal Help works



ISSUE CLASSIFICATION



SOLUTIONS

HUMAN HELP

What you need help with

Links

Workflows

Short answers

Phone

Chat

Email

How Universal Help works

Issue classification



GET HELP

We can guide you to the right person.

Questions about product features & pricing
Compare product features & pricing, check out

Trials & education
Download, install or education software, paid subscription

Post-purchase support
Renew or return, troubleshoot in issues

Product features & pricing

About subscription

Buying online

Buying by phone

Functionality & features

Pricing

Promotions

My topic isn't listed

+ Talk to a sales expert

PICK A TOPIC

OR

GET HELP

We can guide you to the right person.

Questions about product features & pricing
Compare product features & pricing, check out

Trials & education
Download, install or education software, paid subscription

Post-purchase support
Renew or return, troubleshoot in issues

Install & activate

AutoCAD

Describe your question or issue in detail.

I cannot find my serial number and product key.

SUBMIT

47/1000

ASK A QUESTION



How Universal Help works

Solutions

GET HELP

< Back

Functionality & features

Here are our top solutions.

View all software features

Check system requirements and certified hardware

What is the difference between AutoCAD and AutoCAD LT?

What is the difference between AutoCAD, Inventor, and Fusion 360?

Which Autodesk software do I use to print 3D models?

DID YOU FIND WHAT YOU WERE LOOKING FOR?

+ Talk to a sales expert

CURATED LINKS

GET HELP

< Back

How do I use one subscription for multiple users?

There are two ways to have multiple users on one subscription: add seats to a single-user subscription, or purchase a multi-user subscription (a network license).

You can add seats to an existing, single-user subscription through your Autodesk Account. You can purchase a multi-user subscription through an Autodesk sales representative or an authorized reseller.

DID YOU FIND WHAT YOU WERE LOOKING FOR?

Yes

No

+ Talk to a sales expert

SHORT ANSWERS

GET HELP

< Back

Install & activate

Here are some answers based on what you told us.

Look Up Product Keys

Find serial numbers & product keys

can't find 2013 autocad and its serial number and product key

Serial Number

DID YOU FIND WHAT YOU WERE LOOKING FOR?

Yes

No


Need more help? [Contact us](#)

INTELLIGENT LINKS

GET HELP

< Back

Restart AVA



Hello, I'll get the software you need.

Which product are you looking for?

Enter product names...

Not what you were expecting?

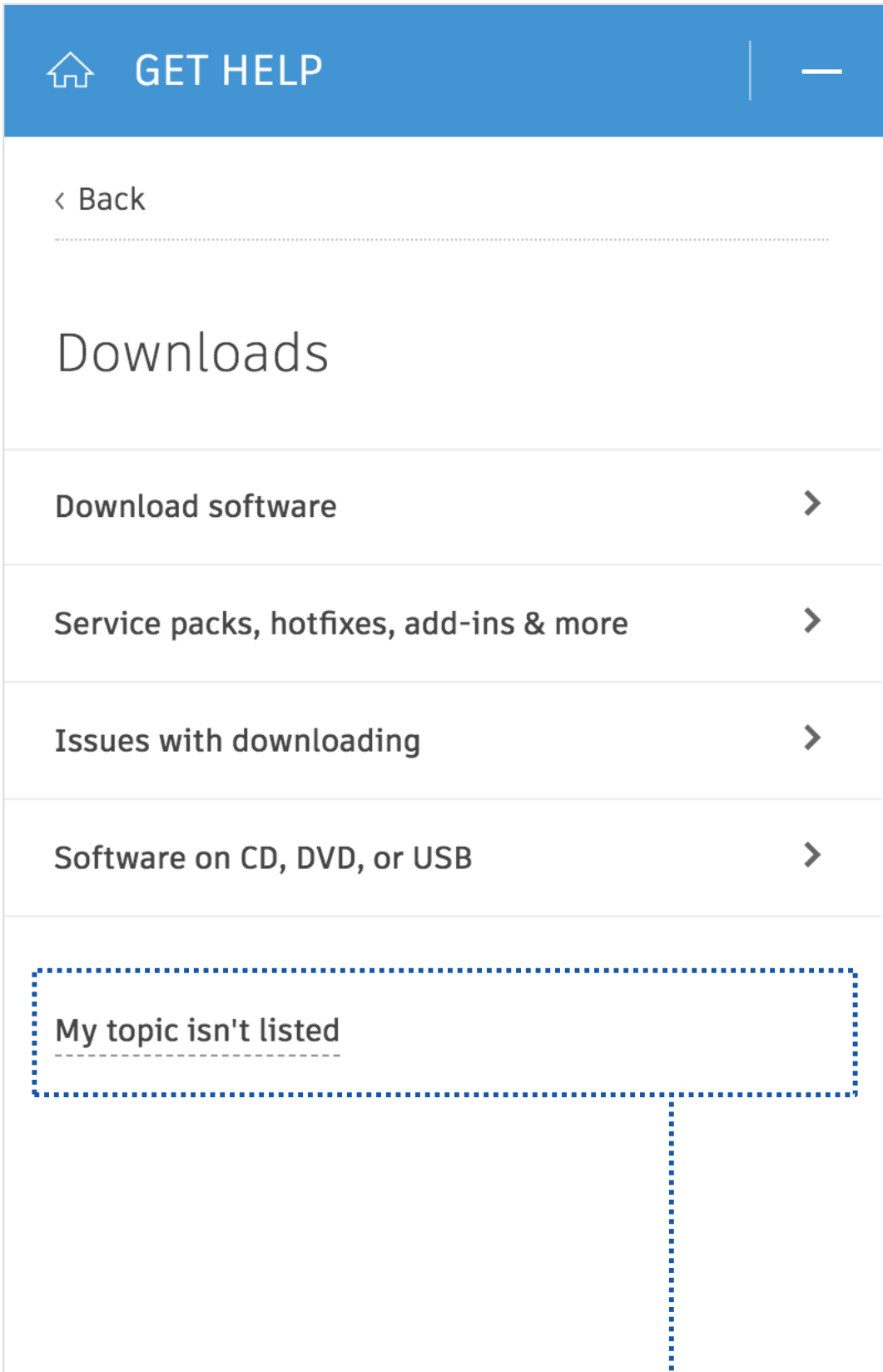
+ Talk to a sales expert

GUIDED WORKFLOWS

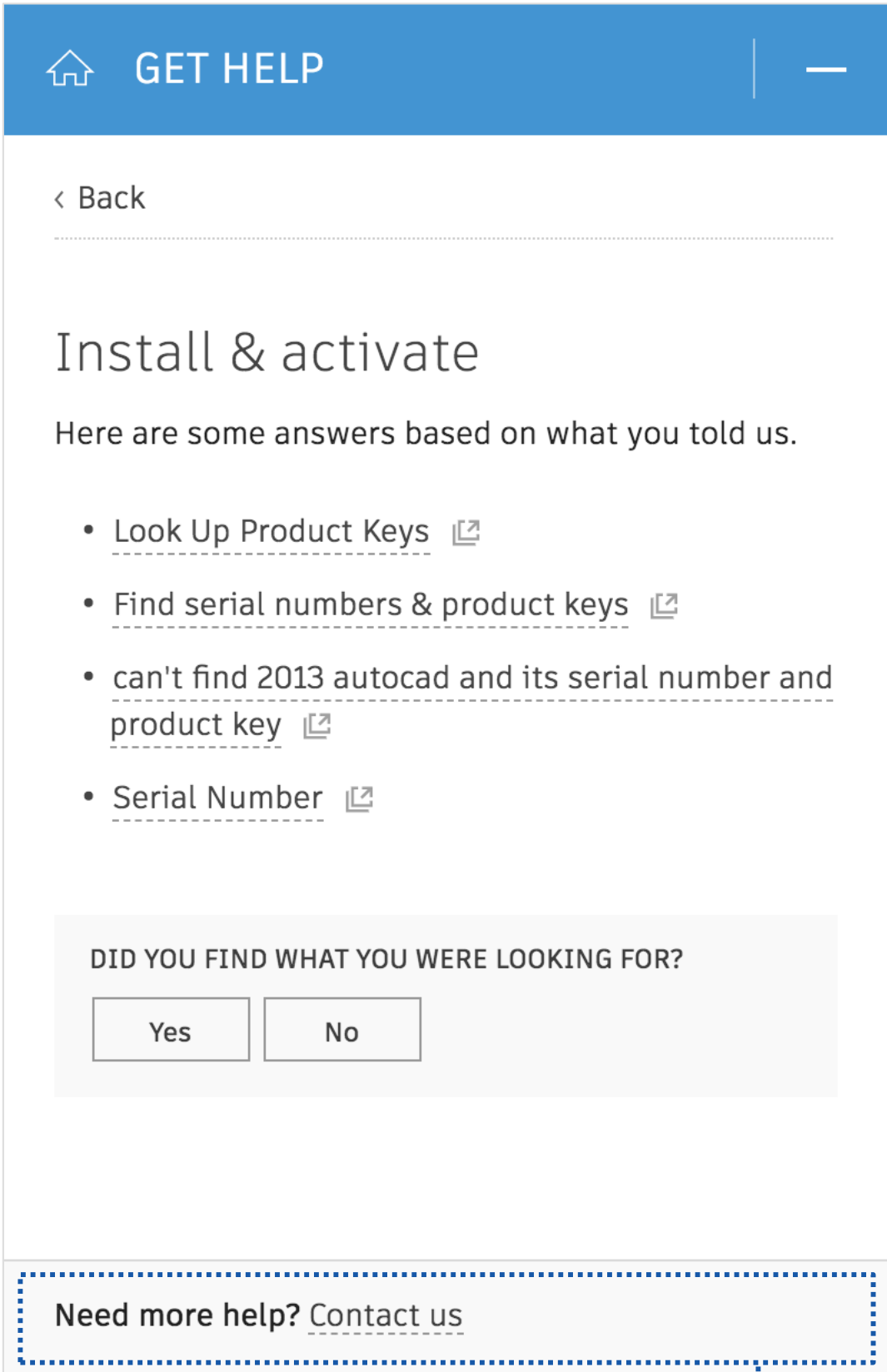


How Universal Help works

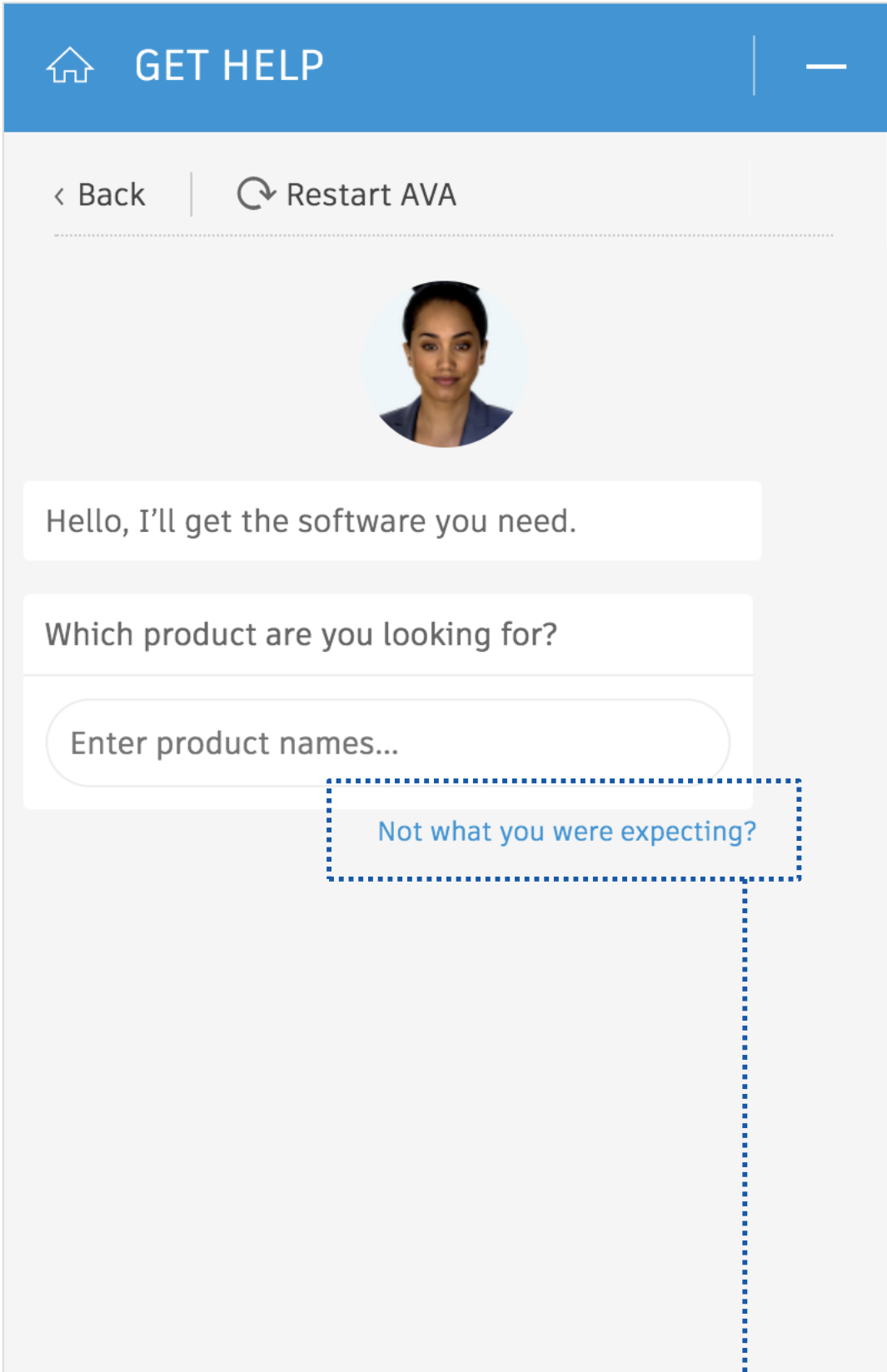
Ways out



FROM TOPICS



FROM SOLUTIONS

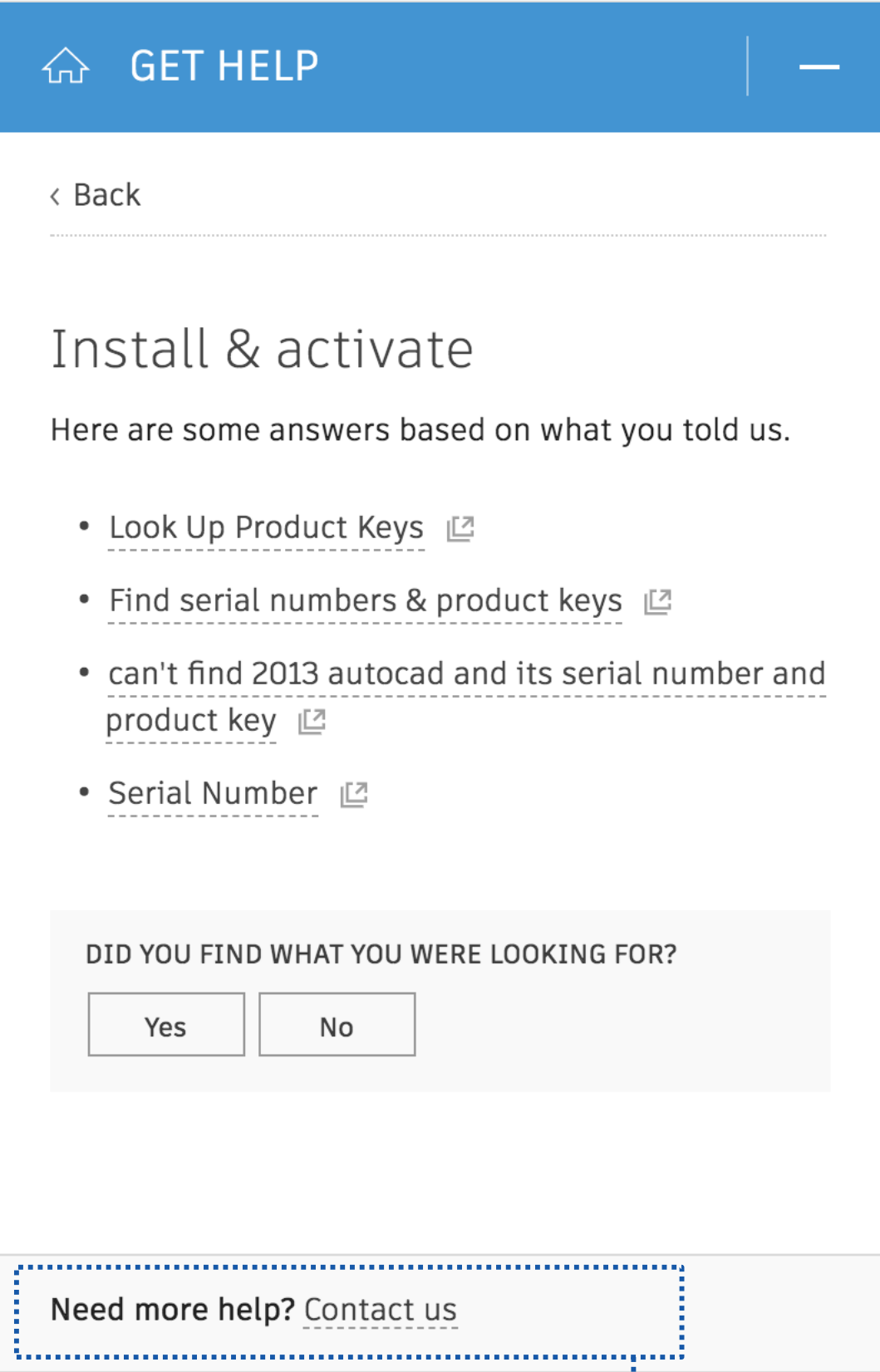


FROM VIRTUAL AGENT

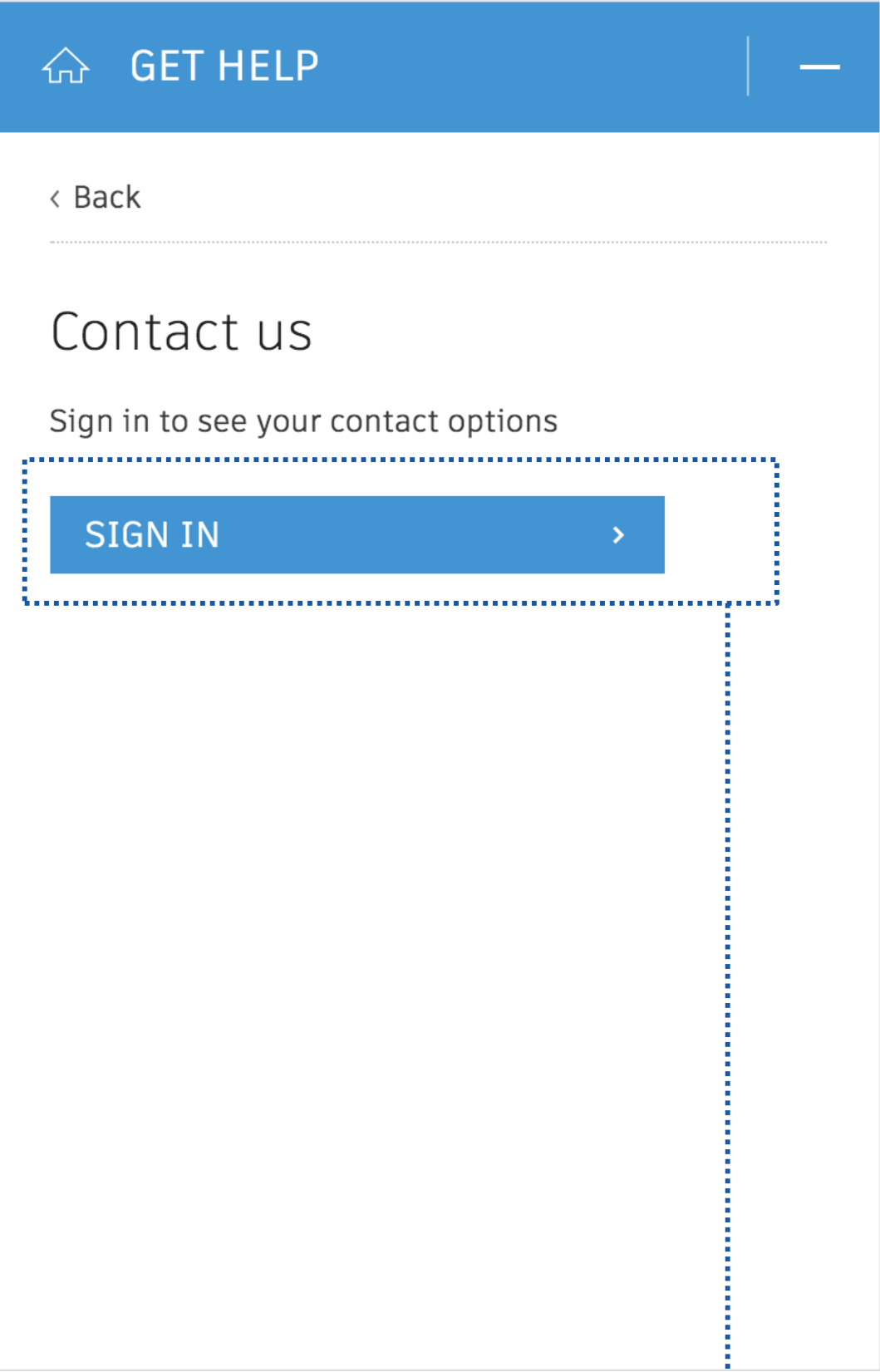


How Universal Help works

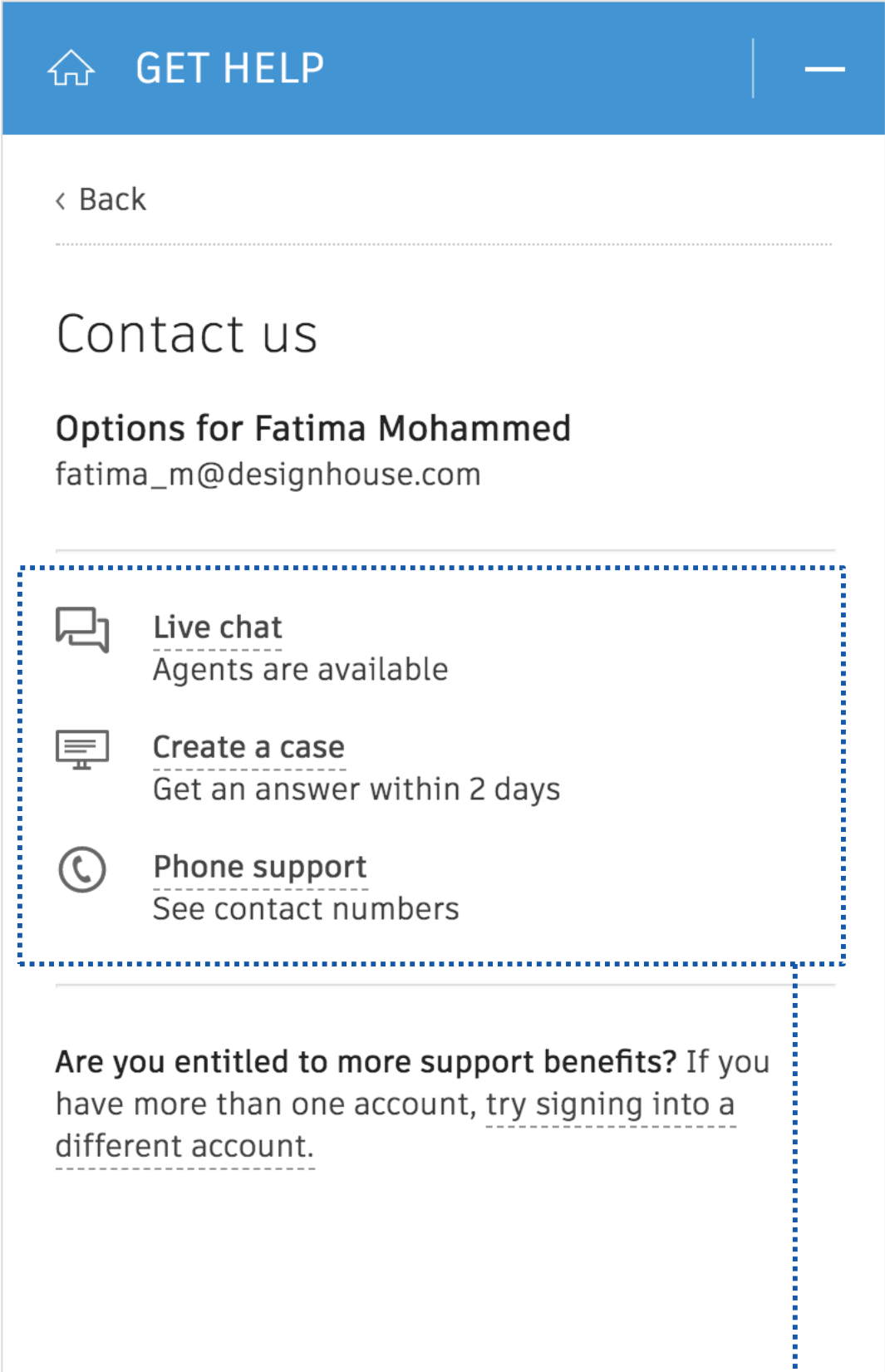
Variety of human help options



AFTER SOLUTIONS



INTEGRATED SIGN-IN



YOUR CONTACT OPTIONS



How Universal Help works

Relevant and in one place



HUMAN
HELP

AUTODESK.

[Save chat](#)

Ching Yee T: Thanks for contacting Autodesk. My name is Ching Yee and I'll be helping you today. Let me review the information you provided—I'll be with you in just a moment.

Send

CHAT WITH SUPPORT

AUTODESK. Schedule a Call

2

SELECT A DATE AND TIME

Your question is about **Product Troubleshooting** for AutoCAD. This call will be in English.

November 11 - November 24, 2019

Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15
Morning Full	Morning Available	Morning Available	Morning Available	Morning Available
Afternoon Available	Afternoon Available	Afternoon Available	Afternoon Available	Afternoon Available
Evening Available	Evening Full	Evening Full	Evening Full	Evening Full

CANCEL **BACK** **NEXT**

SCHEDULE A CALL

Phone support

866-681-4359
Toll free

646-217-0167

Express Service ID:
74318665

Your supported products:
AutoCAD, AutoCAD for Mac

CALL SUPPORT

Talk to a sales expert

Call 855-223-9694
Accessible from mobile
Mon - Fri: 6 a.m. to 4 p.m. Pacific time

Have sales contact you
We will get back to you shortly

CALL SALES

Create a case

Name
Burcum Turkmen

Email
cal@ssttest.net

All fields are required, unless noted.

Phone (optional)

Select a country (optional)
Select...

EMAIL

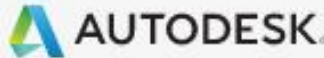
COMING
SOON


CALL BACK

COMING
SOON


CHAT WITH SALES


Where can you find Universal Help?





[SIGN IN](#)

 UNITED STATES

 MENU

AutoCAD


COMPARE

INCLUDED TOOLSETS

SUPPORT & LEARNING

FREE TRIAL

SUBSCRIBE





CAD software to design anything—now with time-saving specialized toolsets, web and mobile apps


\$1,610.00/year


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↓


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 Have Autodesk contact you




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What is AutoCAD?

AutoCAD® is computer-aided design (CAD) software that architects, engineers, and construction professionals rely on to create precise 2D and 3D drawings.

- Draft and edit 2D geometry and 3D models with solids, surfaces, and mesh objects
- Annotate drawings with text, dimensions, leaders, and tables
- Customize with add-on apps and APIs

 GET HELP



We can guide you to an answer or connect you with a person.

Questions about buying

Compare products, prices, and subscription terms, or help me pay and check out

>

Trials & education software

Download, install, and troubleshoot trial or education software, or convert to a paid subscription

>


Post-purchase support

Renew or return, find downloads, or troubleshoot installation and product issues

>




Tell us how it's working for you

 GET HELP

[< Back](#)

Software on CD, DVD, or USB

Here are our top solutions.

- Can I download Autodesk software from a CD, a DVD, or a USB drive?
- How to order boxed software 

DID YOU FIND WHAT YOU WERE LOOKING FOR?

Yes

No

Need more help? [Contact us](#)

HELPFUL?

GREAT! WAS IT EASY TO FIND? 

1

2

3

4


5

6

7

Very difficult

Very easy

GOOD. WANT TO SAY MORE? 

Please leave a comment


SUBMIT

[Skip](#)

YES

OR

NO

THANKS FOR LETTING US KNOW. 

[Contact an agent.](#)

HOW CAN WE MAKE THIS BETTER?

Please leave a comment

SUBMIT

[Skip](#)

What customers like you are saying...

I really like how this is laid out...live chat, schedule a call, create a case... because sometimes you have to go through menu, after menu, after menu and it just drives you crazy to do it. This is actually very nice.

*The [virtual agent] assistance for the download, that was **really intuitive.***

AI is everywhere

Joe Travis

Senior Manager, Autodesk Knowledge Network



SHUTT WILDLAND
DOTTED LAND
SHUTT WILDLAND



KECK
(0000000)

JALIM
(0000000)


ALBERT
(0000000)

KECK LAKE
(0000000)

FIB
(0000000)

Google Maps will predict
your destination before
you even ask for
directions...



 how to draw in autod|

🔍 how to draw in autod - Google Search

🔍 how to draw in autodesk

🔍 how to draw in autodesk sketchbook


🔍 how to draw in autodesk inventor

🔍 how to draw in autodesk sketchbook mobile

🔍 how to draw in autodesk sketchbook android



🔍 Search Google or type a URL



Frequently bought together



Total price: \$705.77

Add all three to Cart

Add all three to List

- ✓ **This item:** Acer Aspire C24-865-UA91 AIO Desktop, 23.8" Full HD, 8th Gen Intel Core i5-8250U, 8GB DDR4, 1TB HDD... \$599.99
- ✓ HP OfficeJet 3830 All-in-One Wireless Printer, HP Instant Ink & Amazon Dash Replenishment Ready... \$59.89
- ✓ HP 63 | 2 Ink Cartridges | Black, Tri-color | F6U61AN, F6U62AN \$45.89

Sponsored products related to this item



DE'LONGHI ESAM3300
Super Automatic
Espresso/Coffee Machine
★★★★☆ 1,262
\$529.99 ✓prime



HP Pavilion All-in-One 24-
xa0045xt Premium Home
and Business AIO Desktop
(Intel 8th...
\$1,199.00



Premium 40 Inch LED TV -
40inch LED Backlight Flat
Screen Television - Hi-Res
40in ...
★★★★☆ 14
\$299.99 ✓prime



Dell Inspiron 3263 FHD
22in Touch Screen All in
One Computer PC (Intel
Dual Core i3...
★★★★☆ 1
\$438.99



Dell Inspiron 24 3000, All
in One Desktop, 23.8 FHD
Touchscreen Premium
2019 Comput...
★★★★★ 1
\$729.00



Apple iMac MC309LL/A
21.5-Inch 500GB HDD
Desktop - (Renewed)
★★★★☆ 110
\$296.51



Dell Optiplex Desktop
Computer Package - Intel
Quad Core i5 3.1GHz, 8GB
RAM, 500GB ...
\$239.97



2019 Dell Inspiron 24
3480 All-in-One AIO
Desktop Computer 23.8"
FHD IPS Touch Disp...
\$899.00

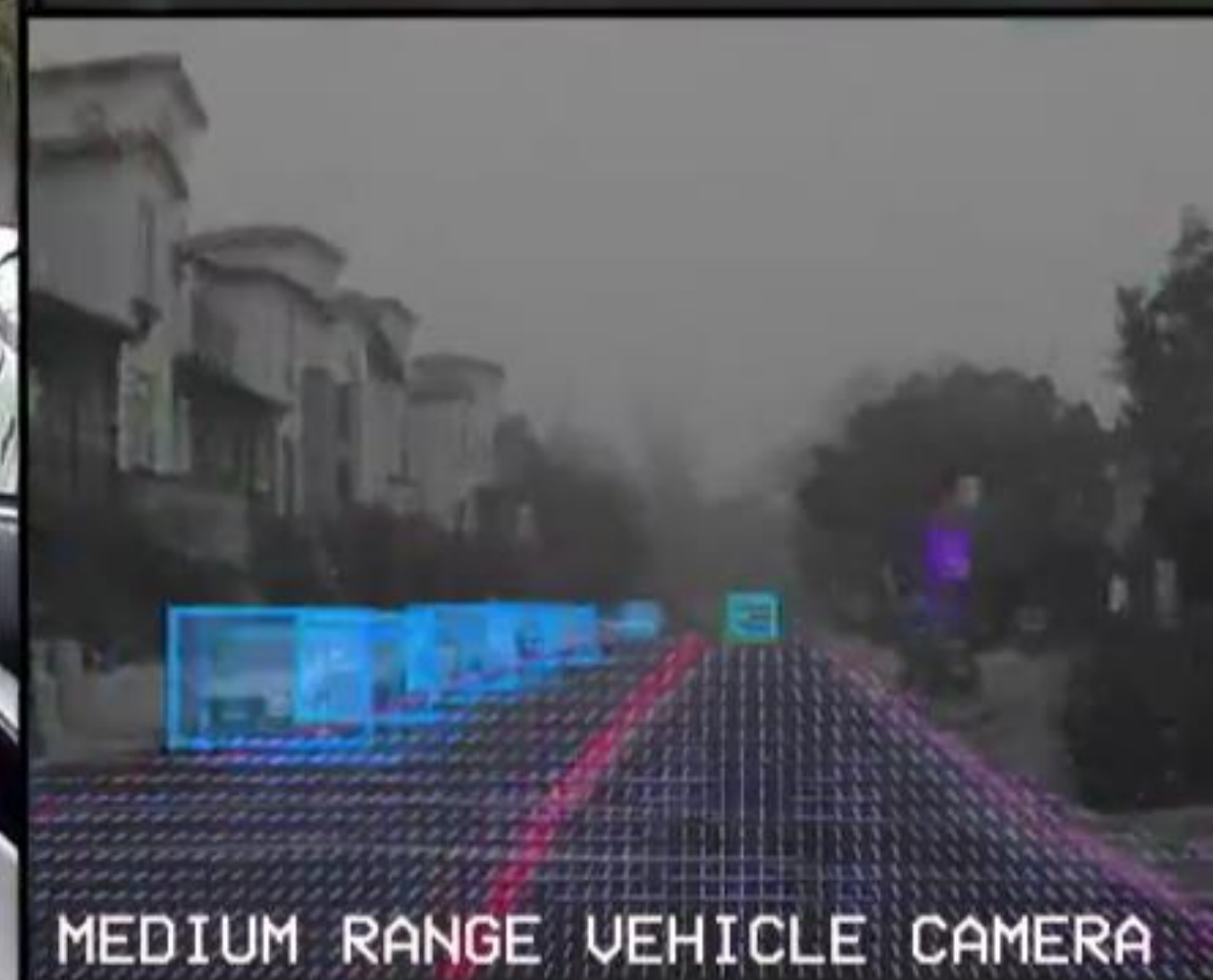
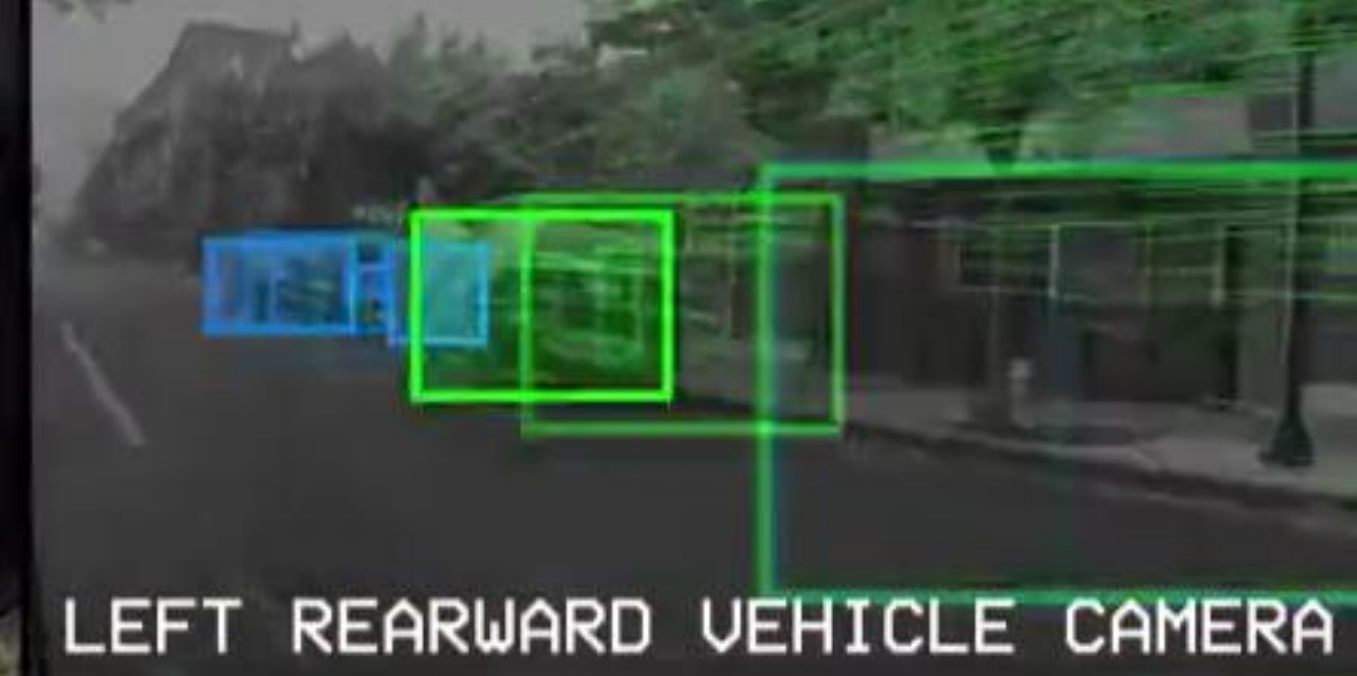
What other items do customers buy after viewing this item?



Acer Aspire Z24-890-UA91 AIO Desktop, 23.8" Full HD, 9th Gen Intel Core i5-9400T, 12GB
★★★★☆ 59
\$749.99 ✓prime



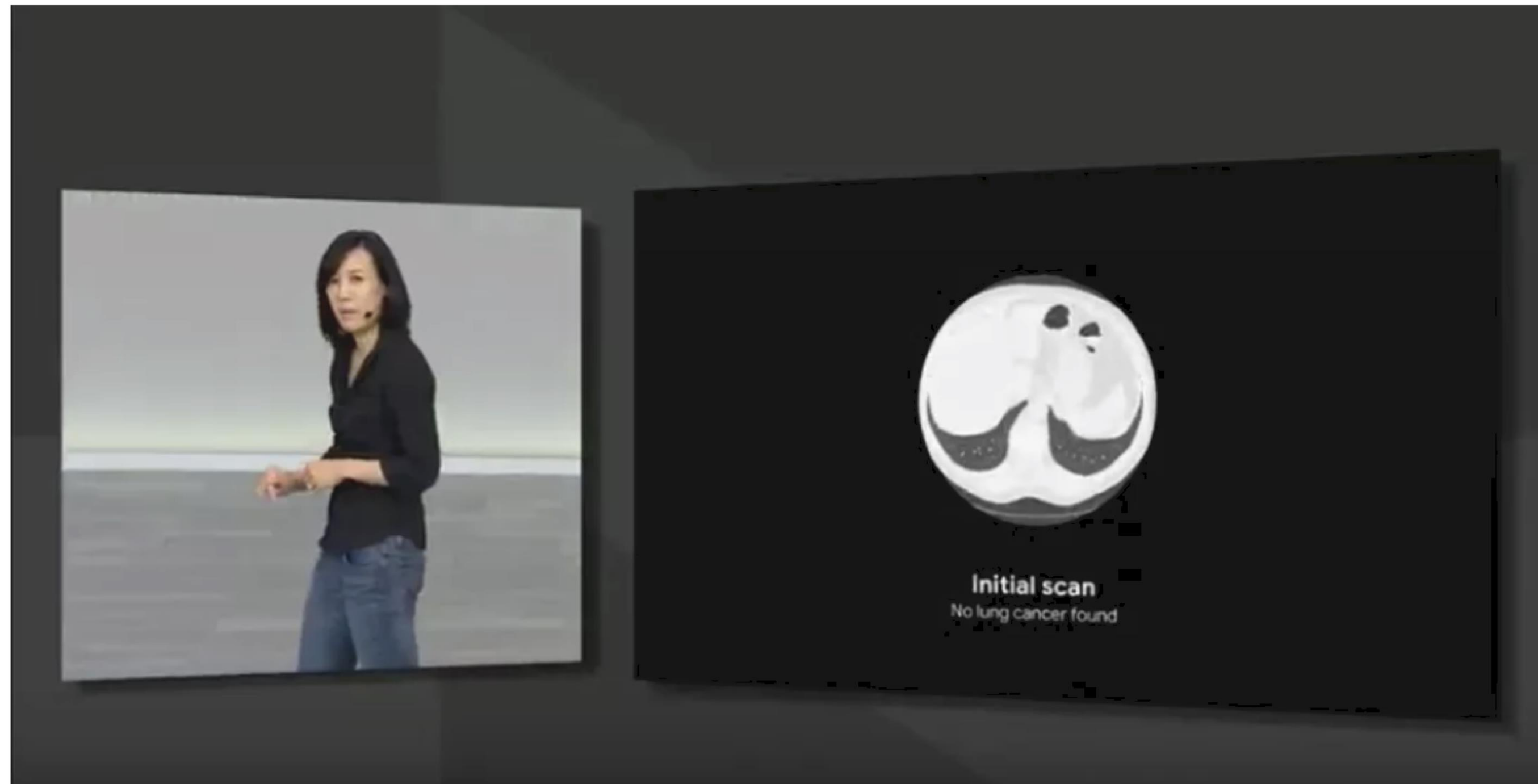
Acer Aspire C24-865-ACi5NT AIO Desktop, 23.8" Full HD, 8th Gen Intel Core i5-8250U, 12GB
★★★★☆ 190
\$649.99 ✓prime



Google says its AI could detect early signs of cancer

Its technology could catch things missed by trained oncologists, the company says.

BY ABRAR AL-HEETI | MAY 7, 2019 12:25 PM PDT



Google Product Manager Dr. Lily Peng said Google has trained a neural network to detect early signs of cancer.

Screenshot by Abrar Al-Heeti/CNET

AI+ML 101

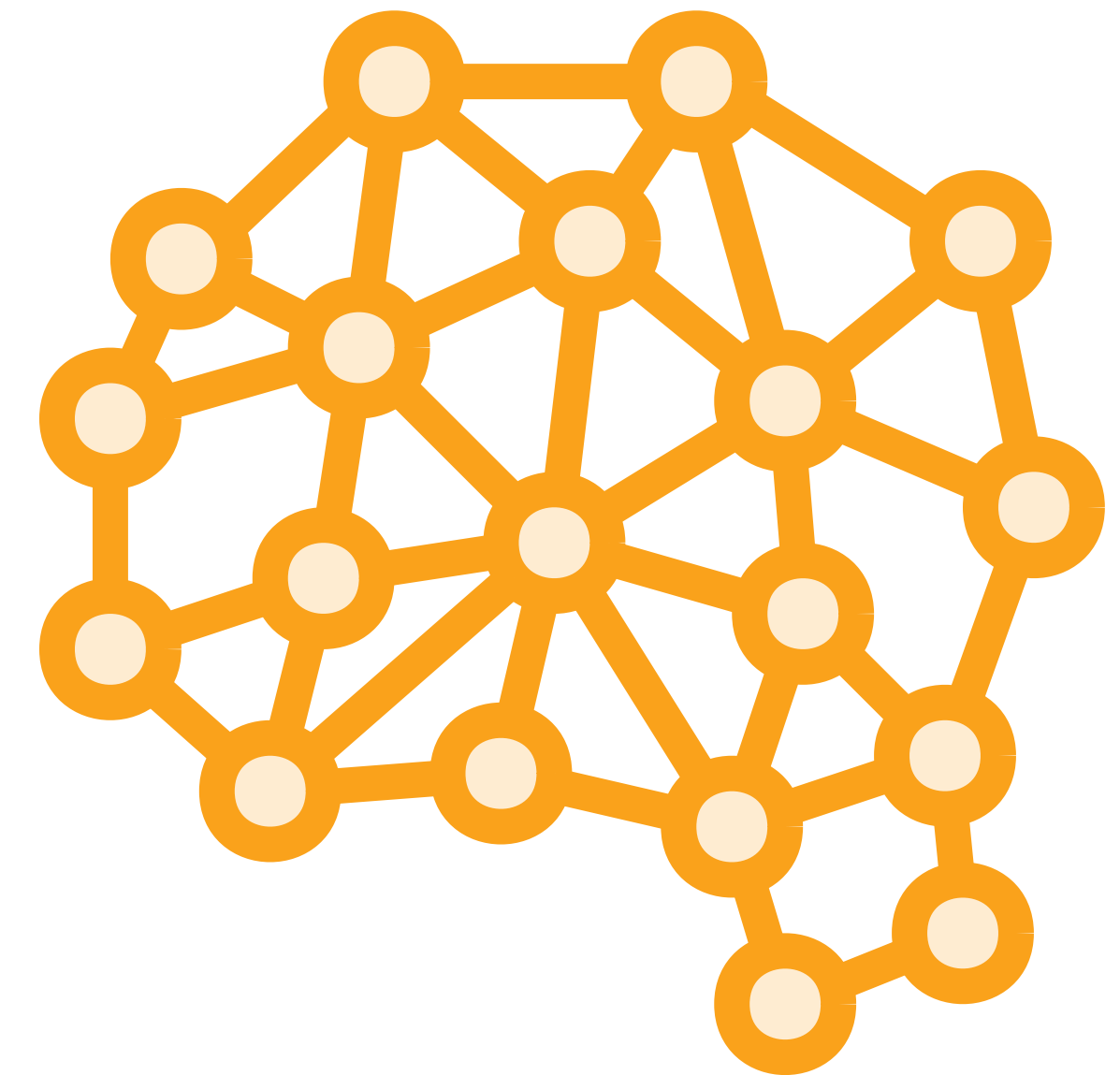
Lars Jensen

Senior User Experience Researcher



AI+ML 101

- **Artificial Intelligence (AI)** = getting computers to "think" more like people in various ways, like:
 - Speech recognition/natural language processing
 - Vision/perception
 - Learning/reasoning/planning
 - “...*anything that hasn't been done yet*”
- **Machine Learning (ML)** = an approach to AI that lets computers “learn by example”



AI+ML 101

Machine Learning vs Classical Programming



Good when **rules are easy**

AI+ML 101

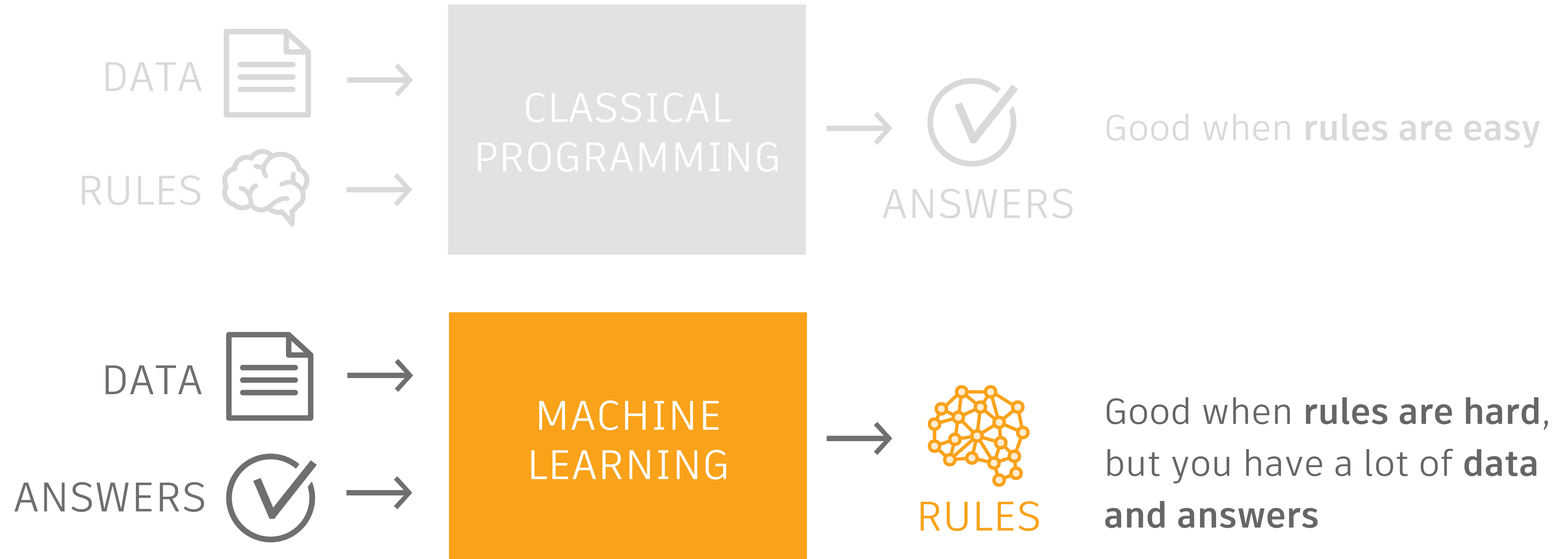
When rules are hard

*"I can't describe it
(rules), but I know
it when I see
it (answers)."*

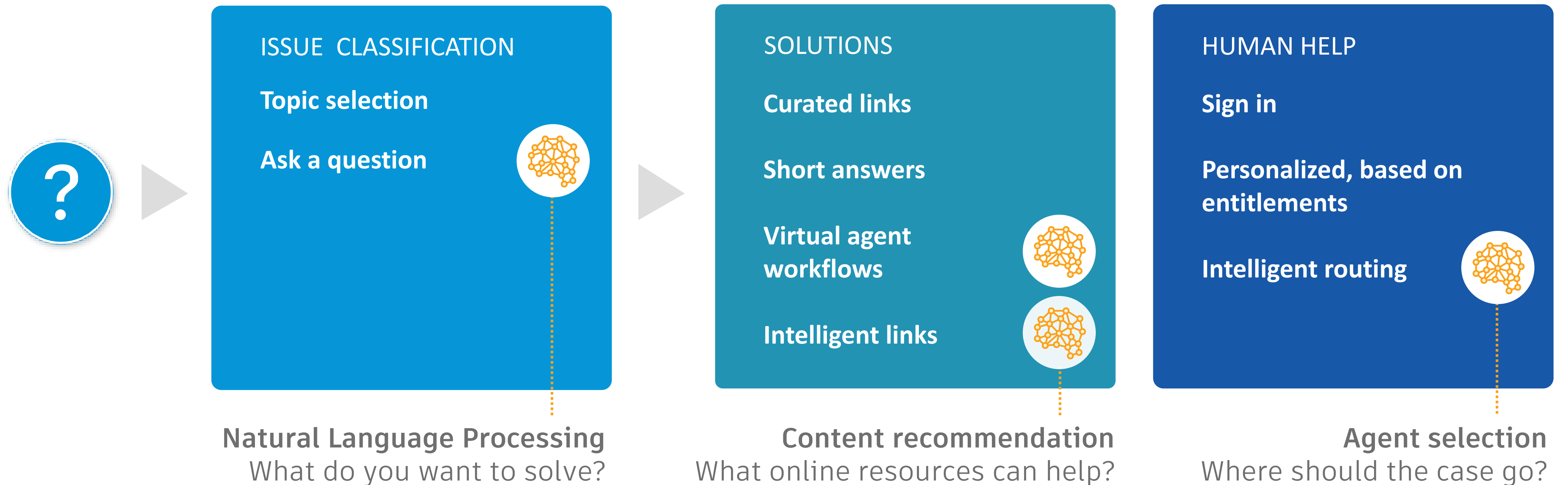


AI+ML 101

What is Machine Learning?



How Universal Help uses ML

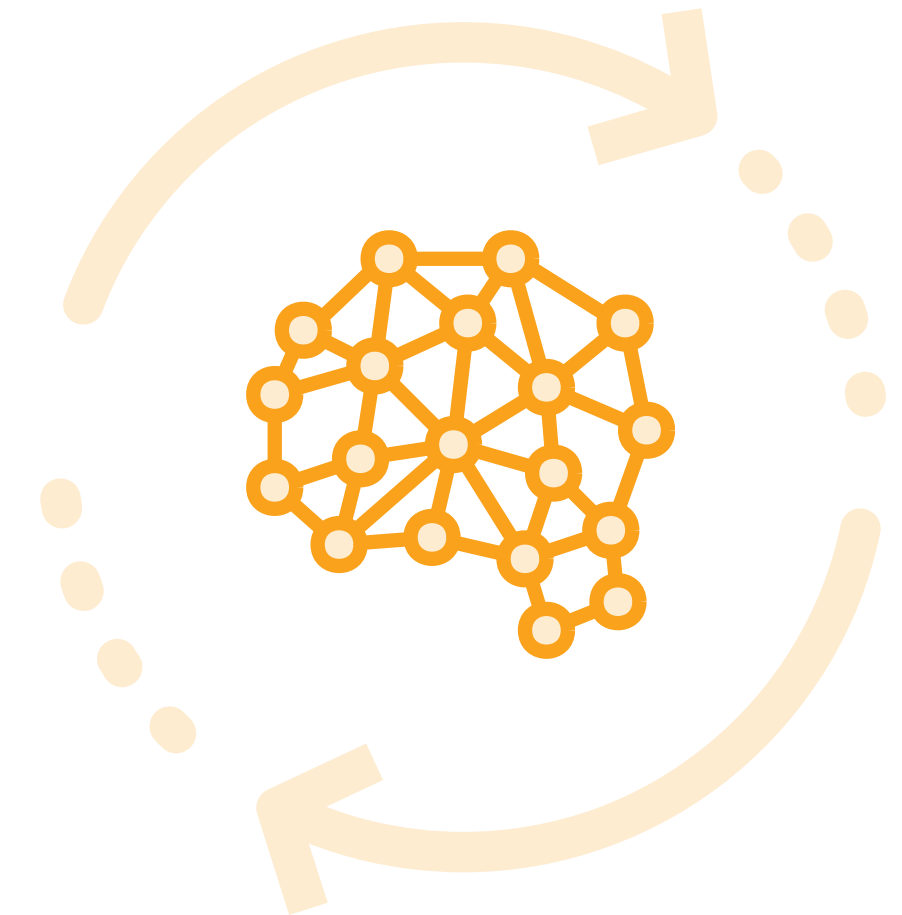


CONTEXT - page when invoked, product usage, other customer info

TRAINING DATA - chat histories, email support, cases

How could we use ML in the future?

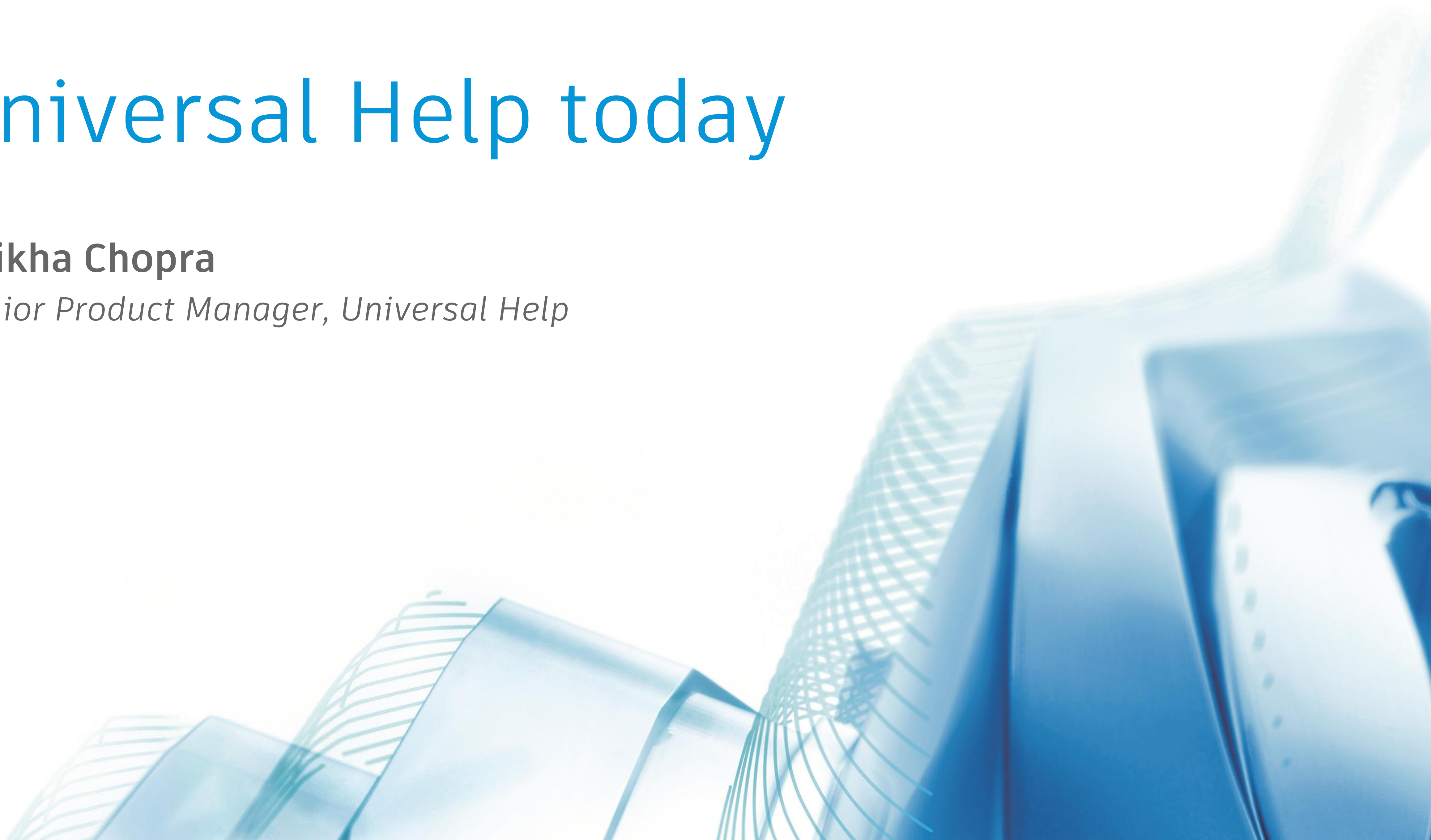
- Use more open text input (Natural Language Processing)
- Recognize user emotions (Sentiment Analysis)
- Take more of your situation/context into account
- Find solutions for problems we have not seen yet
- Predicting what you need help with before you ask a question



Universal Help today

Shikha Chopra

Senior Product Manager, Universal Help



Universal Help values



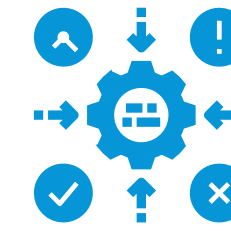
AVAILABLE

Customers save time by accessing support wherever they are instead of looking for it.



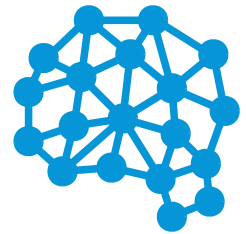
CONSISTENT

Provide consistent experiences, policy implementation and improvement opportunities.



CONTEXTUAL

Surface the right support options by knowing who the customer is and where the customer is at.



SMART

Understand customer's inquiry by natural language and know the best next action.



SELF-HELP

Provide purposely-build content, knowledgebase and self-service transactions.





HUMAN HELP

Options to chat with human, schedule a call and ask experts from community.


AutoCAD


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FREE TRIAL

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What is AutoCAD?


AutoCAD® is computer-aided design (CAD) software that architects, engineers, and construction professionals rely on to create precise 2D and 3D drawings.





- Draft and edit 2D geometry and 3D models with solids, surfaces, and mesh objects
- Annotate drawings with text, dimensions, leaders, and tables
- Customize with add-on apps and APIs





AutoCAD LT

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AUTOCAD LT *Overview* Features Compare Free trial Subscribe Support & learning





AUTOCAD LT


Precision 2D drafting & documentation software includes AutoCAD web and mobile apps

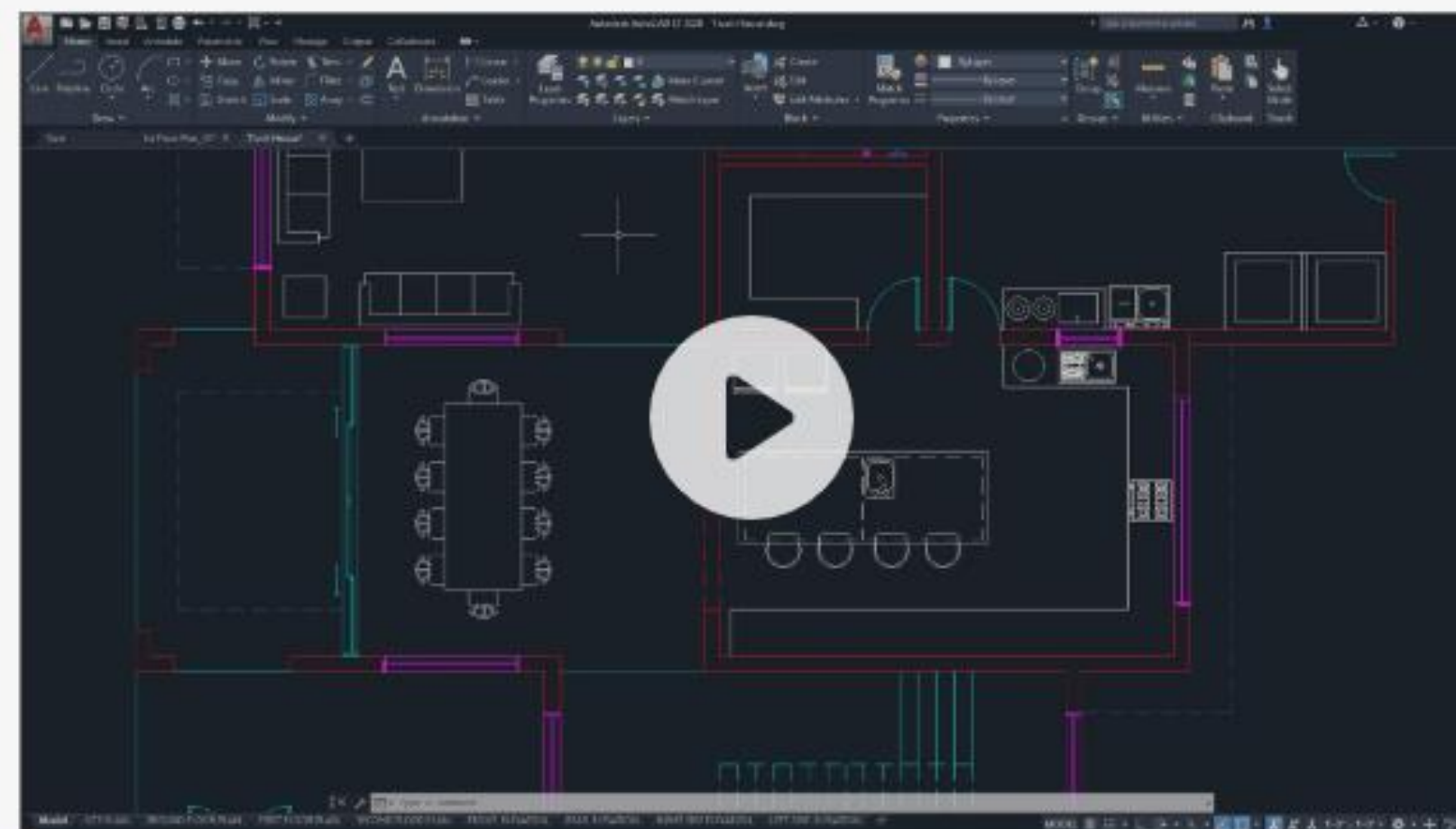
\$400.00/year

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 [DOWNLOAD FREE TRIAL](#)

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Create precise 2D drawings with easy-to-use drafting tools

AutoCAD LT® is computer-aided design (CAD) software that architects, engineers, construction professionals, and designers rely on to produce 2D drawings and documentation.

- Design, draft, and document with 2D geometry
- Access a comprehensive set of editing, design, and annotation tools
- Work quickly in an intuitive user interface


 [See all features](#)


System requirements  





Revit

US & Germany

 **AUTODESK**



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[REVIT](#) [Overview](#) Industries ▾ What's new Features Free trial Subscribe Support & learning **REVIT**

Multidisciplinary BIM software for higher quality, coordinated designs

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Use Revit® software to produce consistent, coordinated, and complete model-based building designs and documentation.


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- Use 3D visualizations to see a building before it's built.





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Maya

US & Germany

AUTODESK


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MAYA


3D computer animation, modeling, simulation,
and rendering software

\$1,545.00/year

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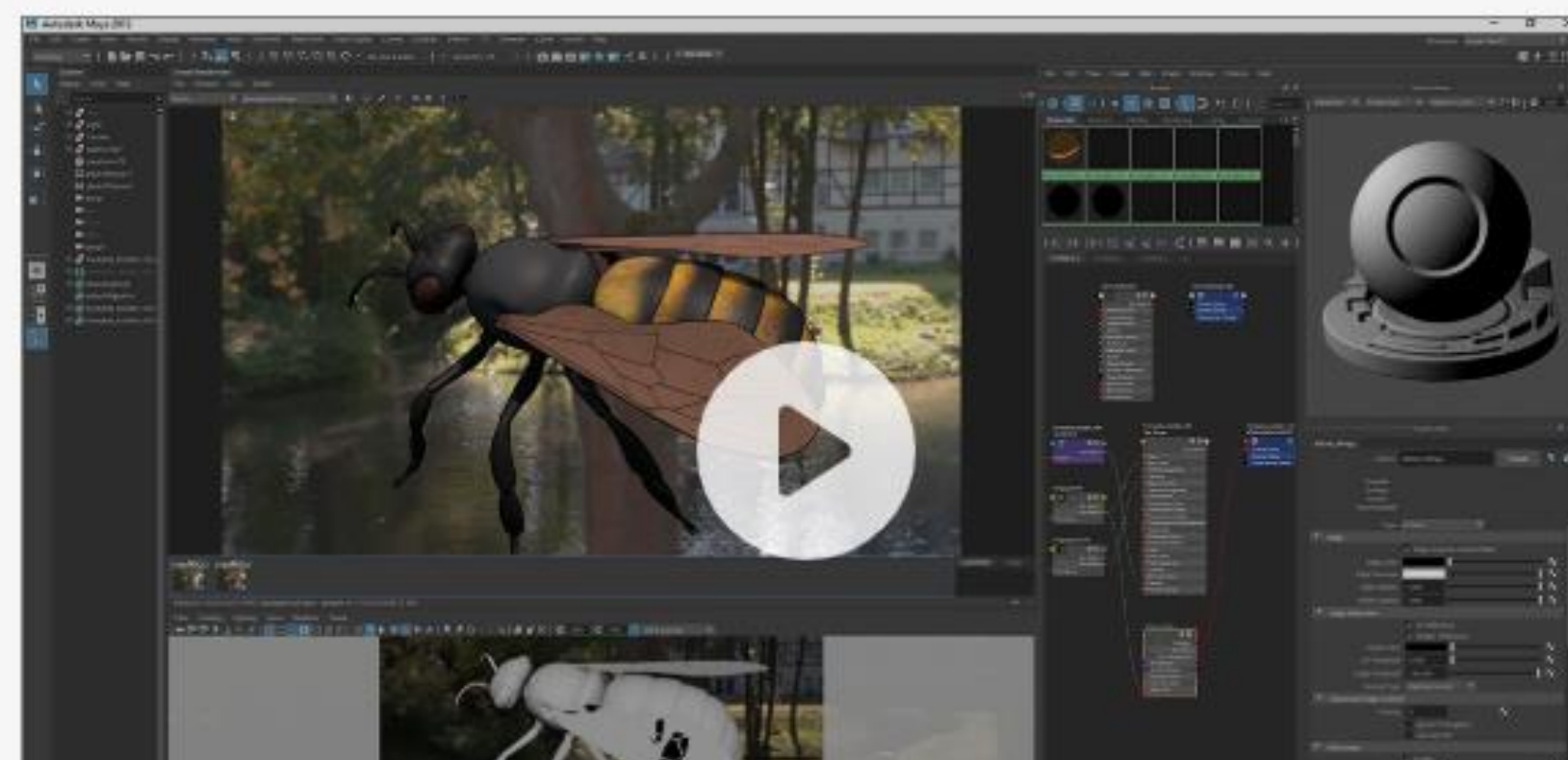
 Talk to a sales representative: 1-833-570-5778

 Have Autodesk contact you

Image courtesy of Madushan Wenuranga

FEEDBACK

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Create expansive worlds, complex characters, and dazzling effects

- Bring believable characters to life with engaging animation tools.
- Shape 3D objects and scenes with intuitive modeling tools in Maya® software.
- Create realistic effects—from explosions to cloth simulation.

[→ See all features](#)



Fusion 360

Germany

AUTODESK

SUCHEN ANMELDEN DACH MENÜ

FUSION 360 / LERNEN COMMUNITY ▼ STUDENTEN VERGLEICH ABONNIEREN KOSTENLOSE TESTVERSION

F FUSION 360

Integrierte CAD-, CAM- und CAE-Software.
Verabschieden Sie sich von Produktentwicklungsprozessen in separaten Einzelschritten.
Vereinigen Sie Design, Entwicklung und Produktion auf einer gemeinsamen Plattform.

KOSTENLOSE TESTVERSION
HERUNTERLADEN >

ABONNIEREN >

Video ansehen

3D-CAD neu gemacht

Fusion 360 ist ein 3D-Tool für CAD, CAM und CAE, das Ihren gesamten Produktentwicklungsprozess in einer einzigen cloudbasierten Plattform zusammenfasst – wahlweise für Mac oder PC.


What's next?

Shikha Chopra

Senior Product Manager, Universal Help





In the future




FREE TRIALS


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
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
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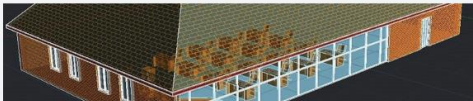
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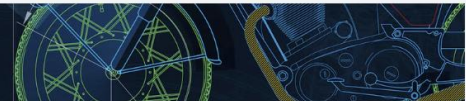
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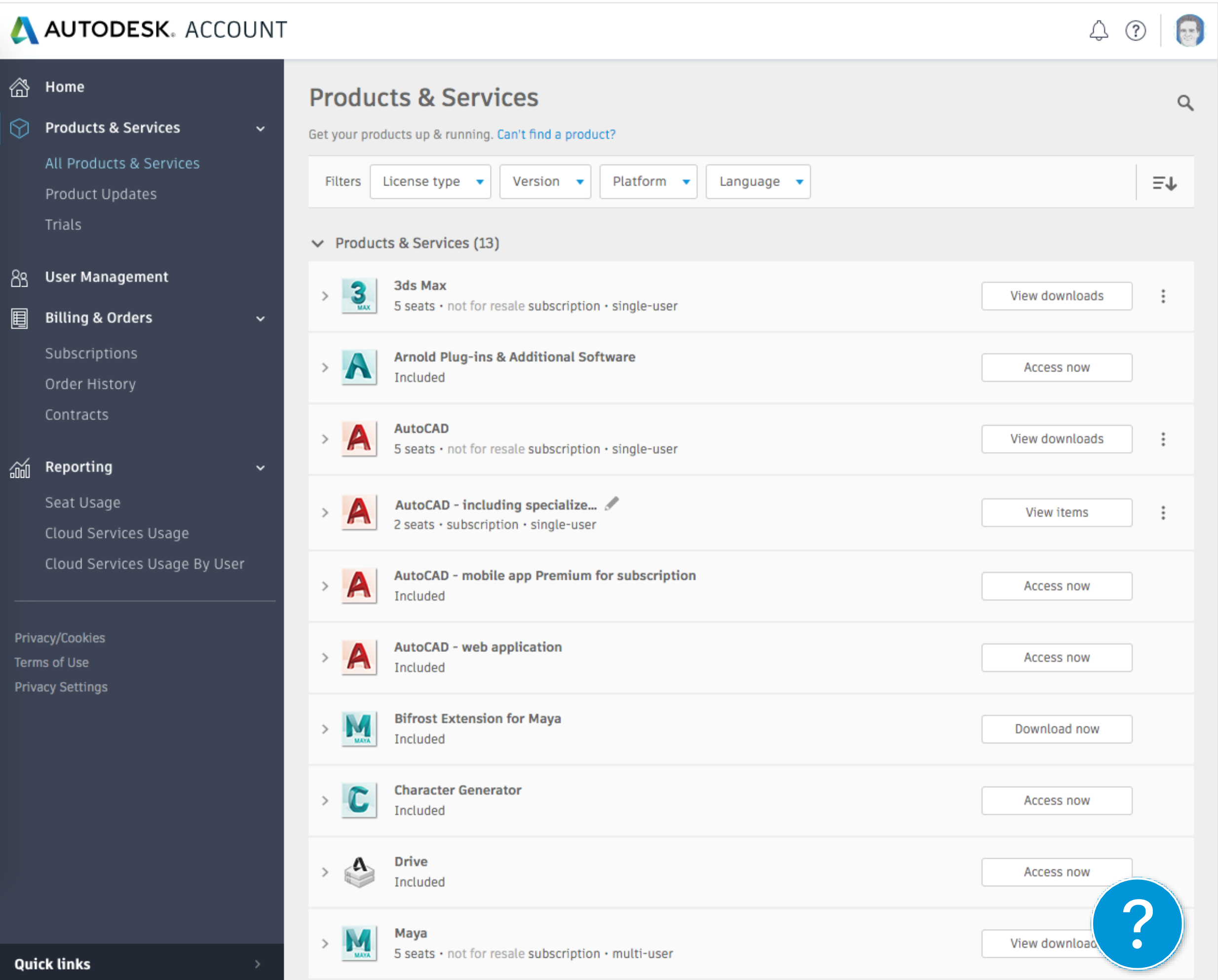


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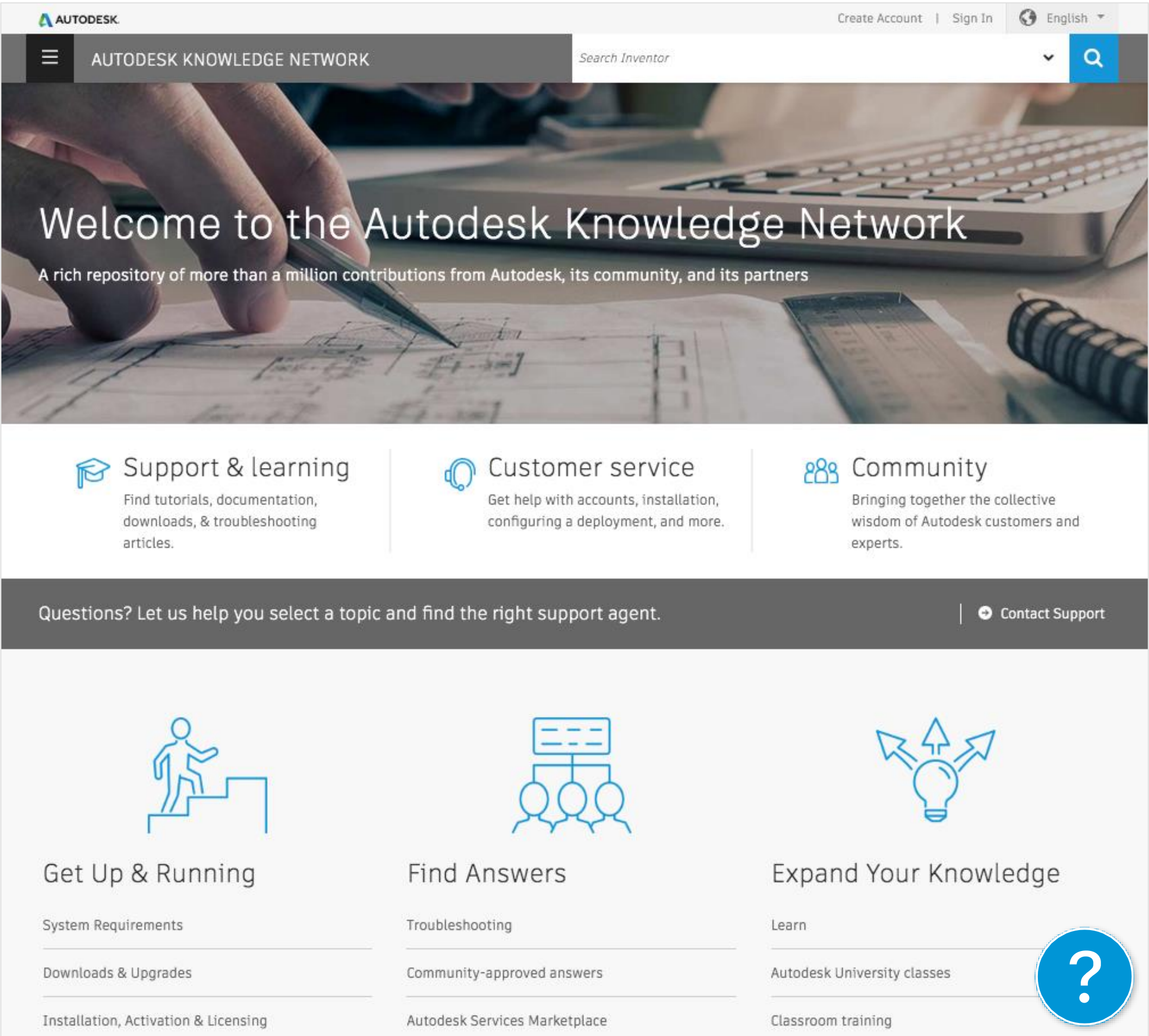


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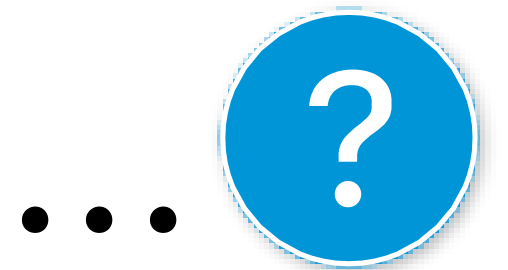
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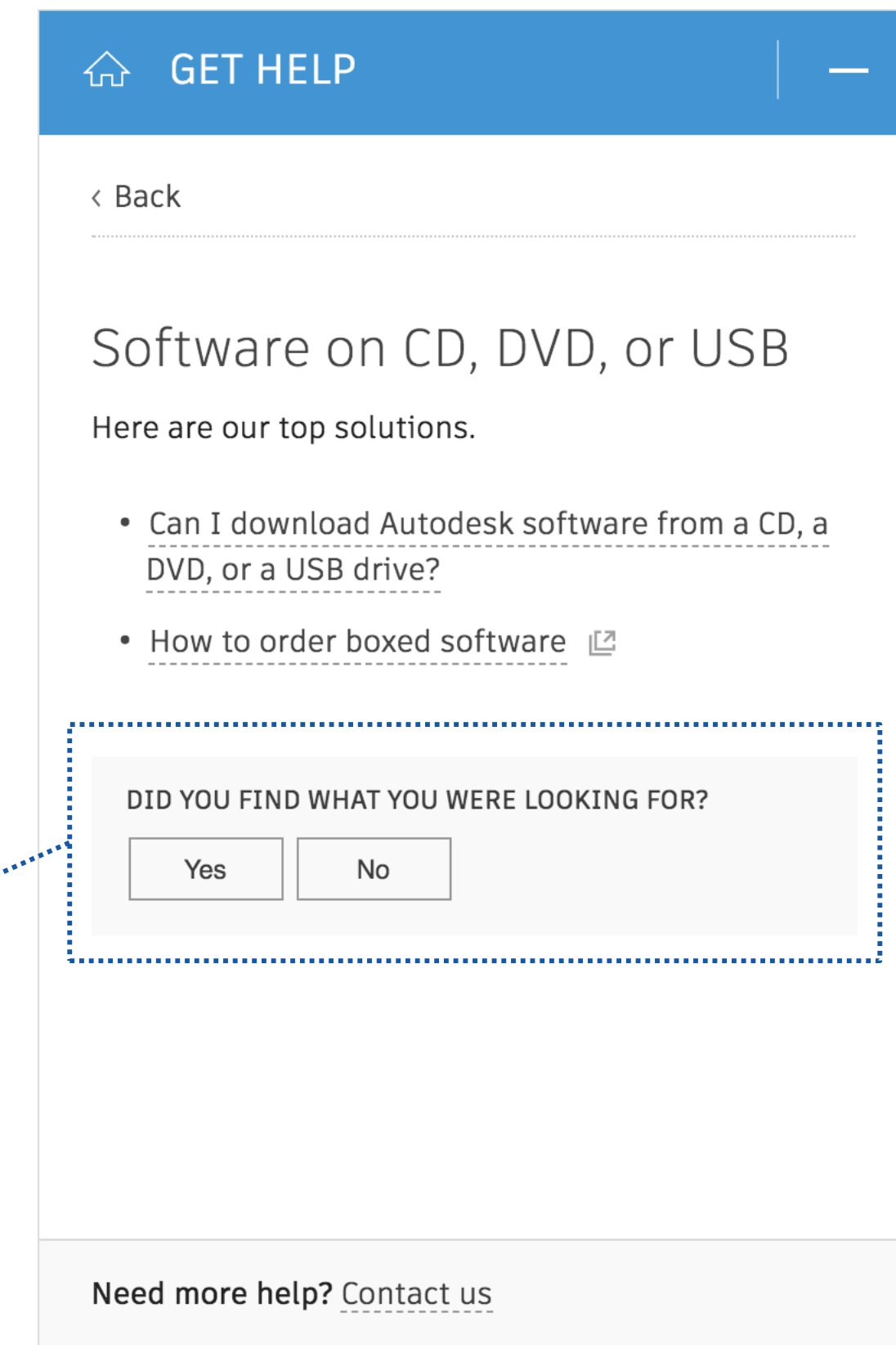
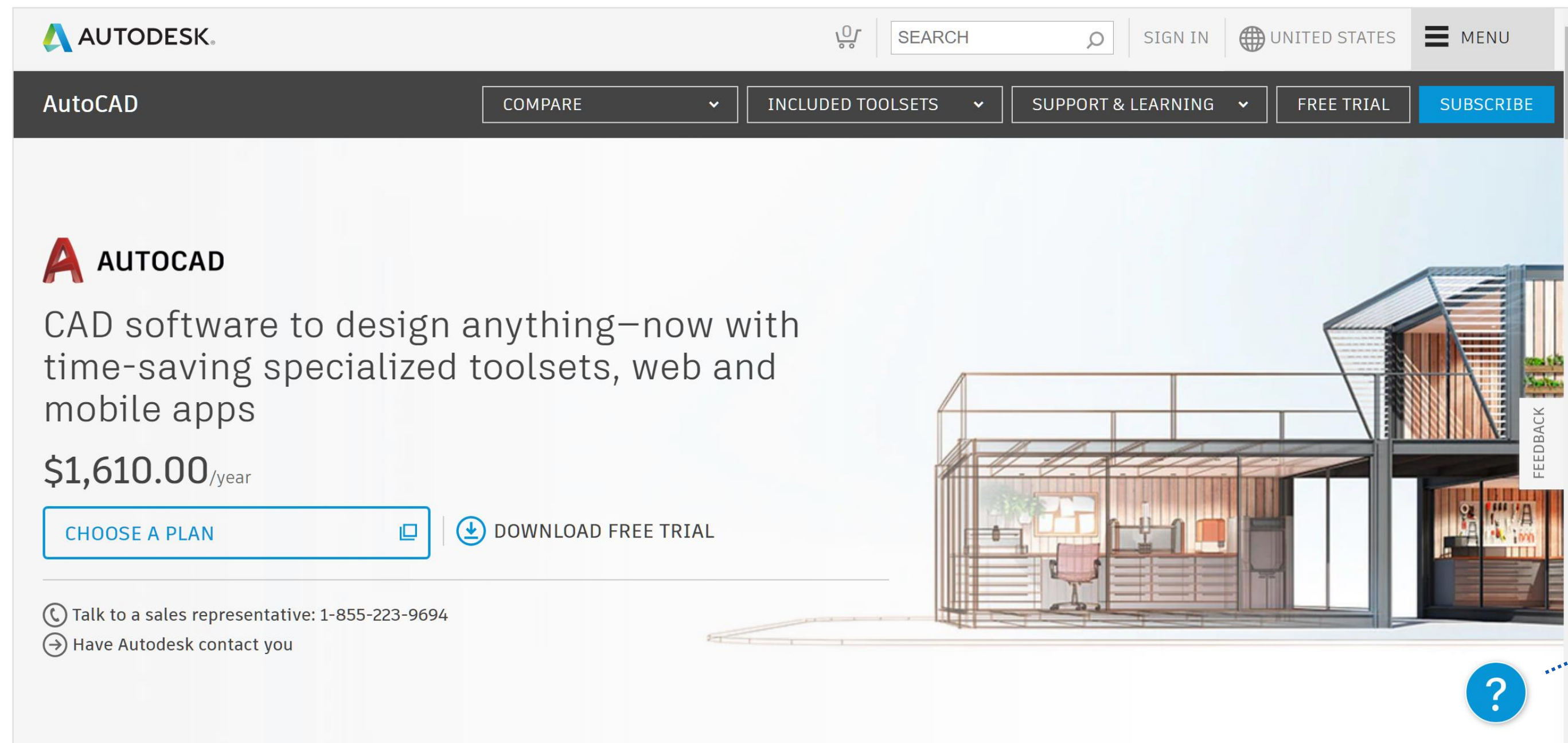
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