Session ID: 323830

The Intelligence Behind Intelligent Help

UHM team

November 2019

AUTODESK. UNIVERSITY

About this presentation

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These statements are being made as of today and we assume no obligation to update these forward-looking statements to reflect events that occur or circumstances that exist or change after the date on which they were made. If this presentation is reviewed after this date, these statements may no longer contain current or accurate information.

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

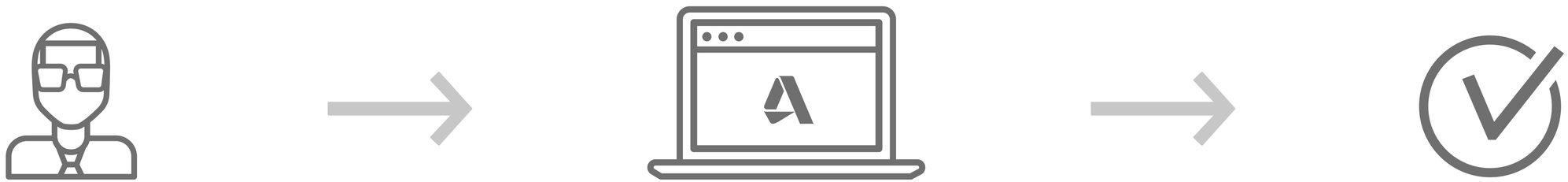
- PROBLEMS
- SOLUTION
- HOW WE GOT HERE
- WHAT'S NEXT

Problems with help today

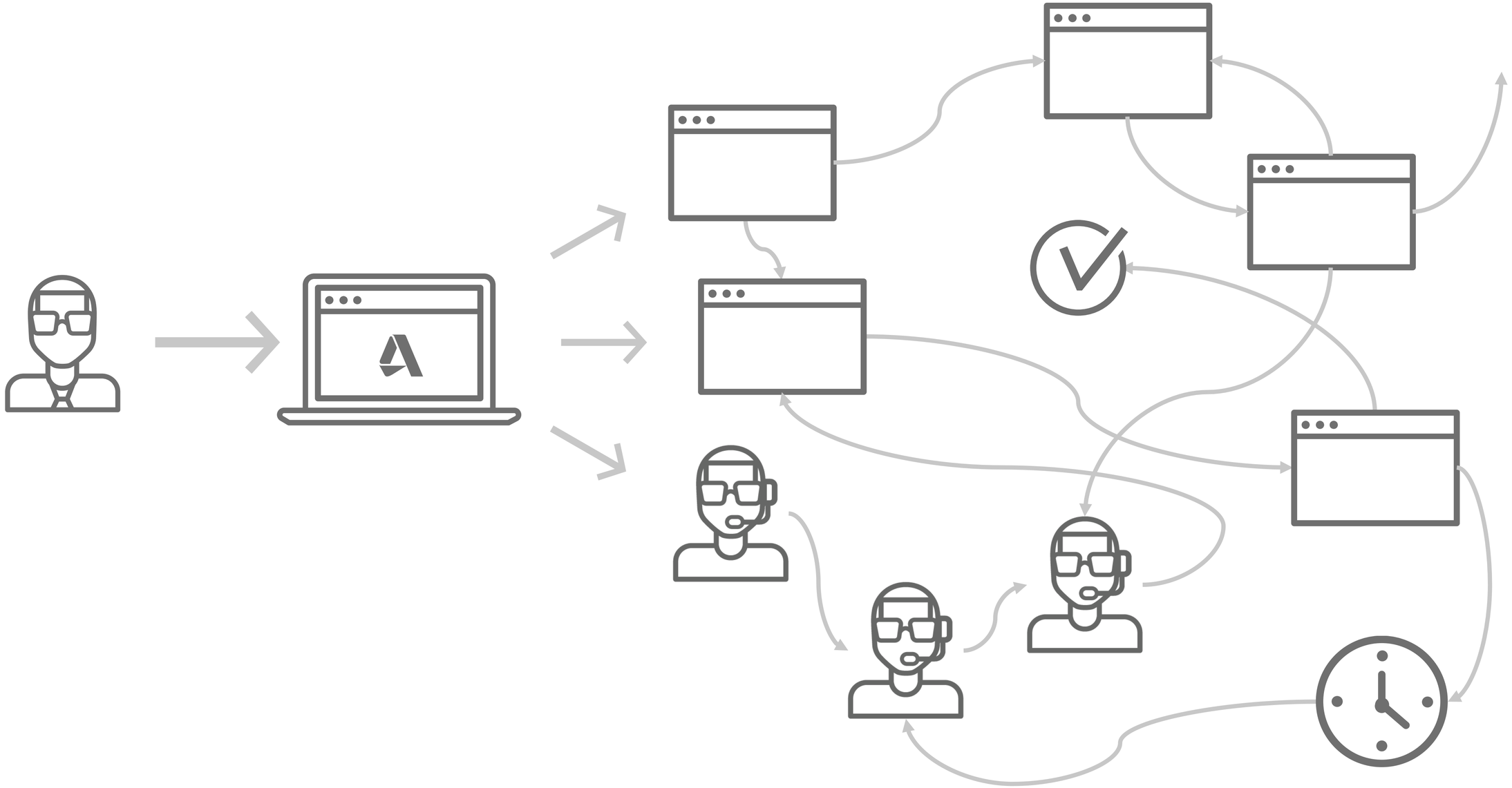
Joe Travis

Senior Manager, Autodesk Knowledge Network

Finding help: what you want

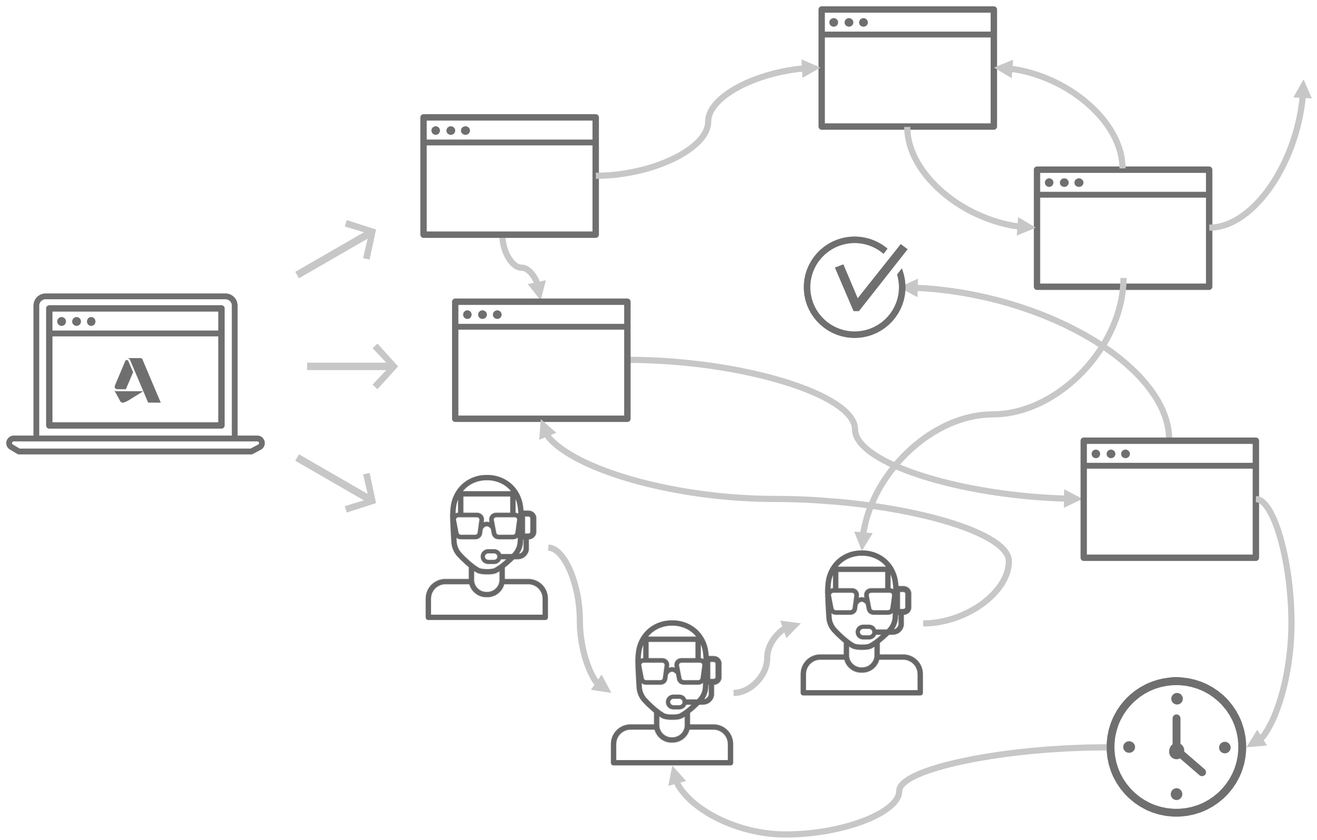


Finding help: what it often feels like



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***

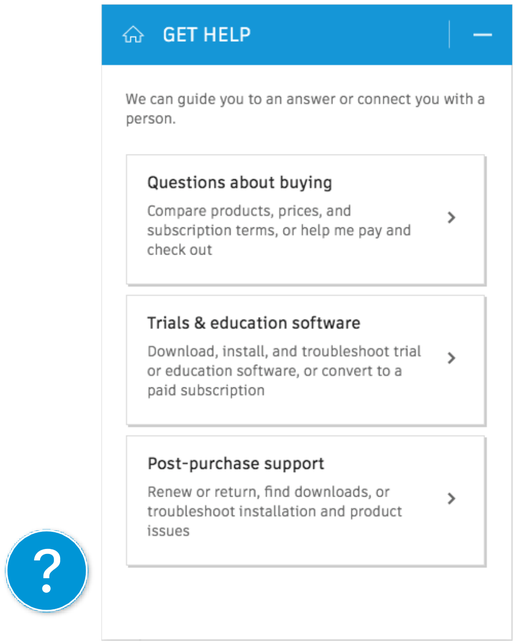
*Better website and easier ways to **contact** customer service*

The solution: Universal Help

Shikha Chopra

Senior Product Manager, Universal Help

Universal Help = intelligent help



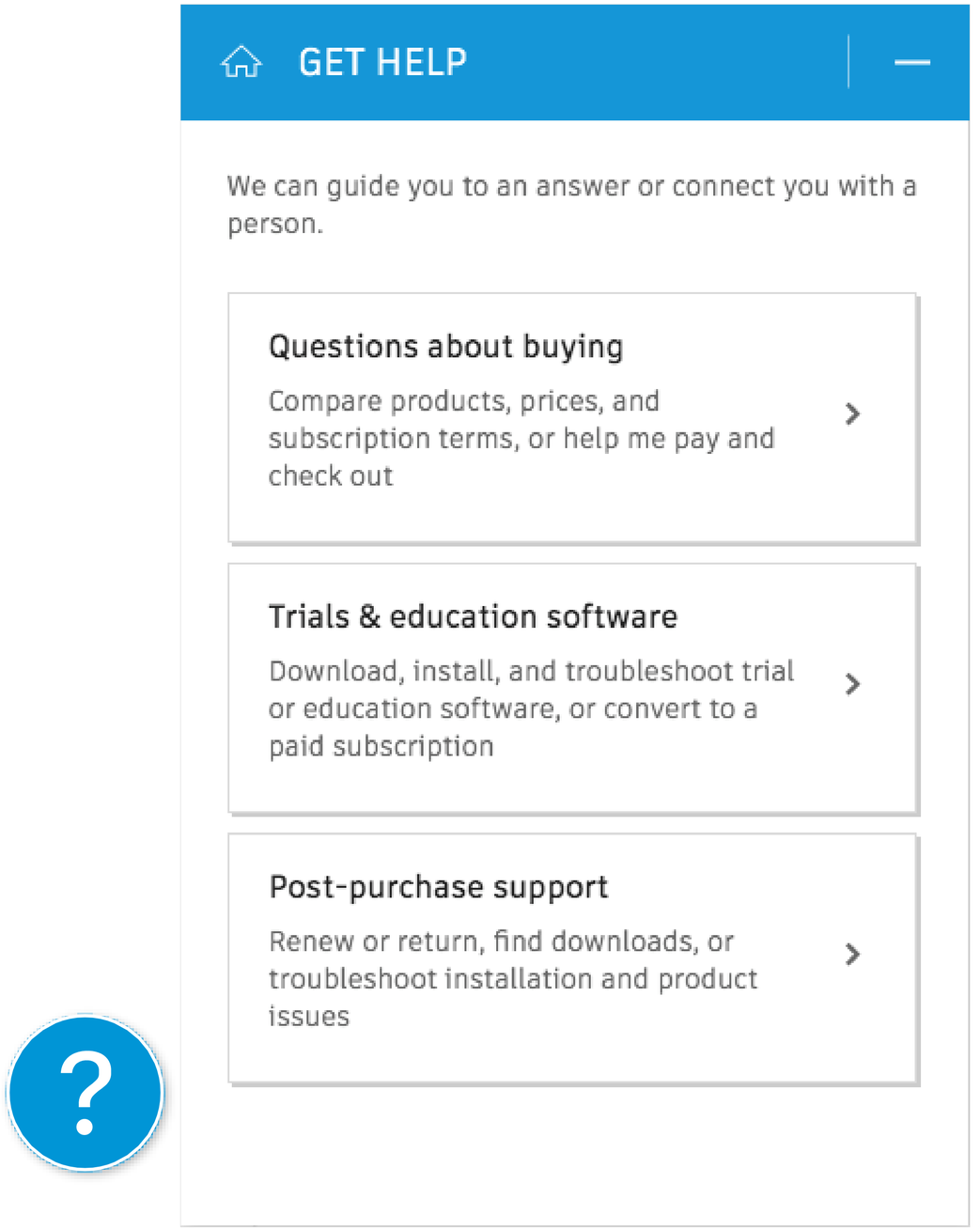
The best answer

The right agent

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

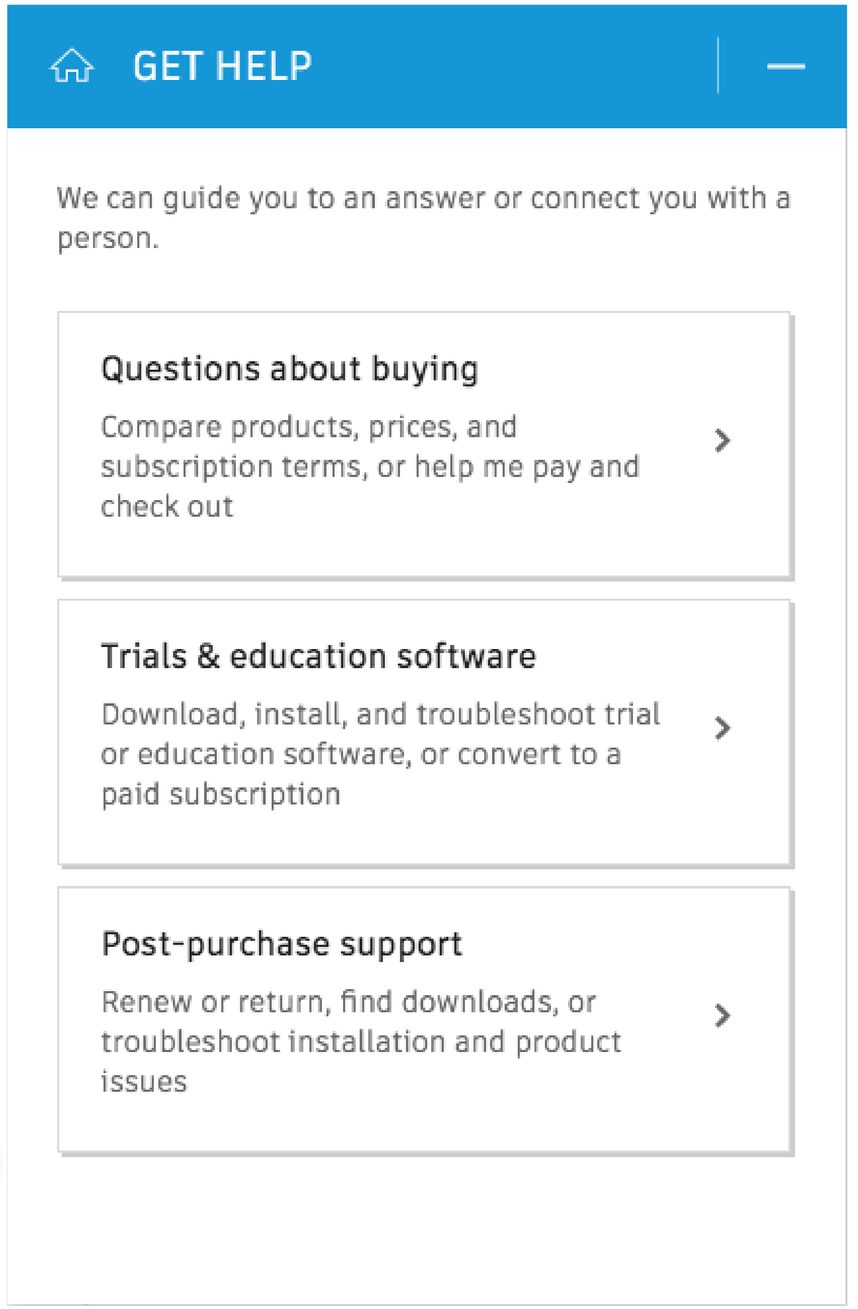
- Provides consistent access to help based on **who you are and what you are doing**



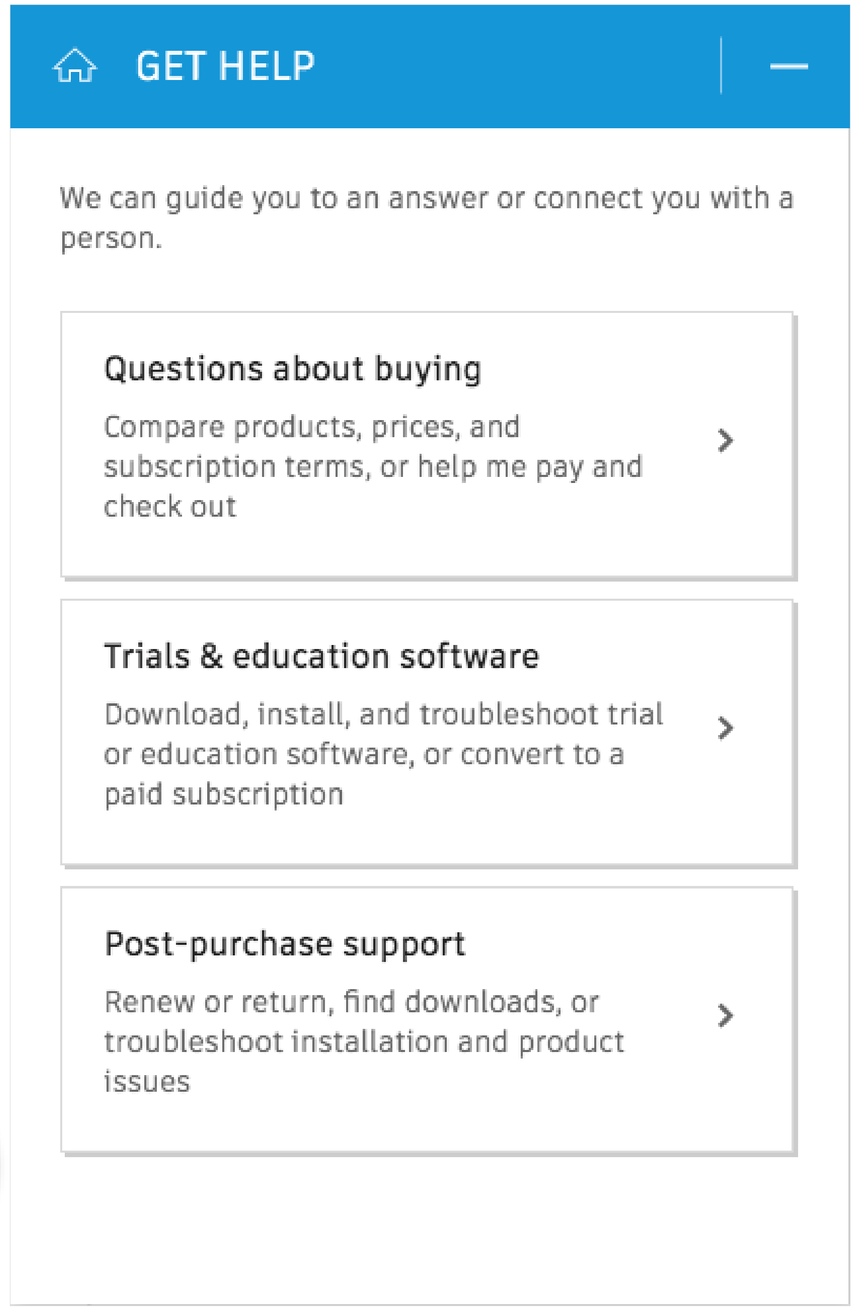
What we built

- **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



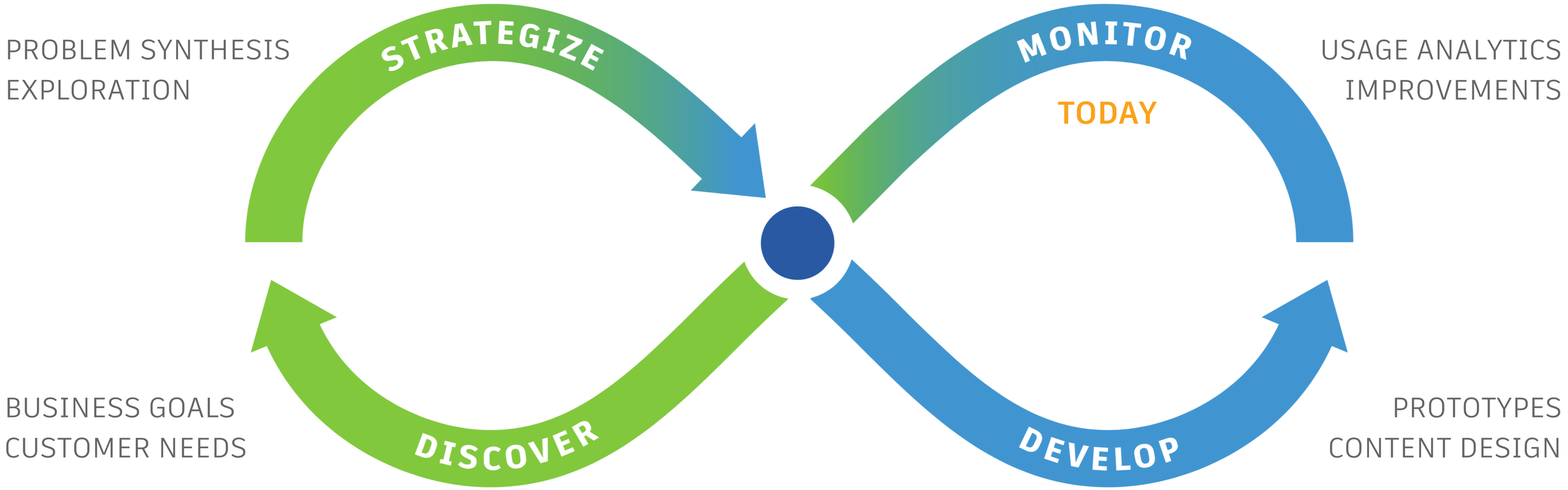
How we got here

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**

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

I **start with online resources** before contacting

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

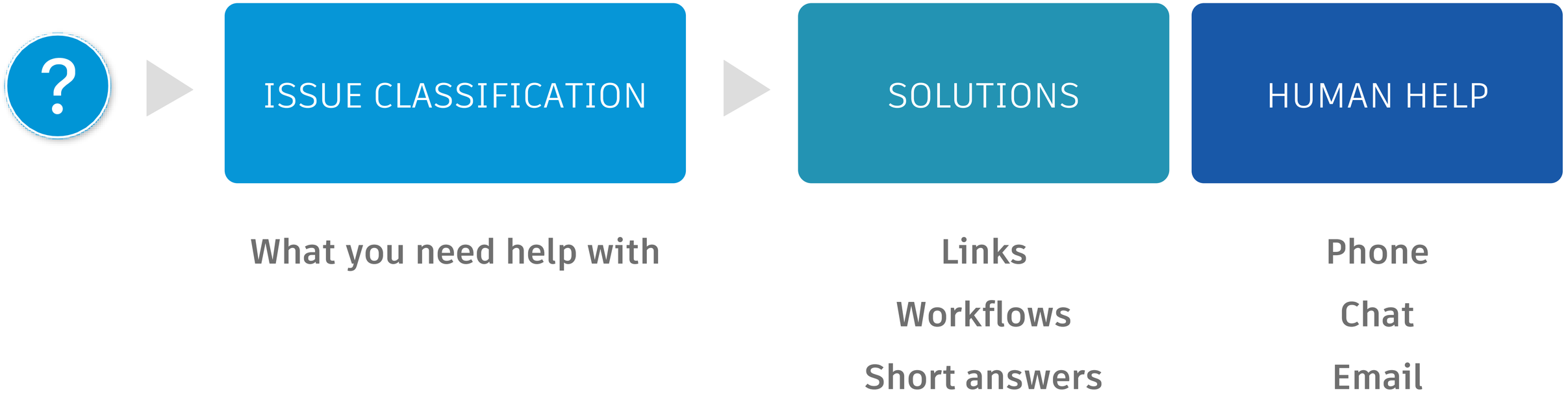
Design principle 4

You can always “dial 0”

Human help is always an option

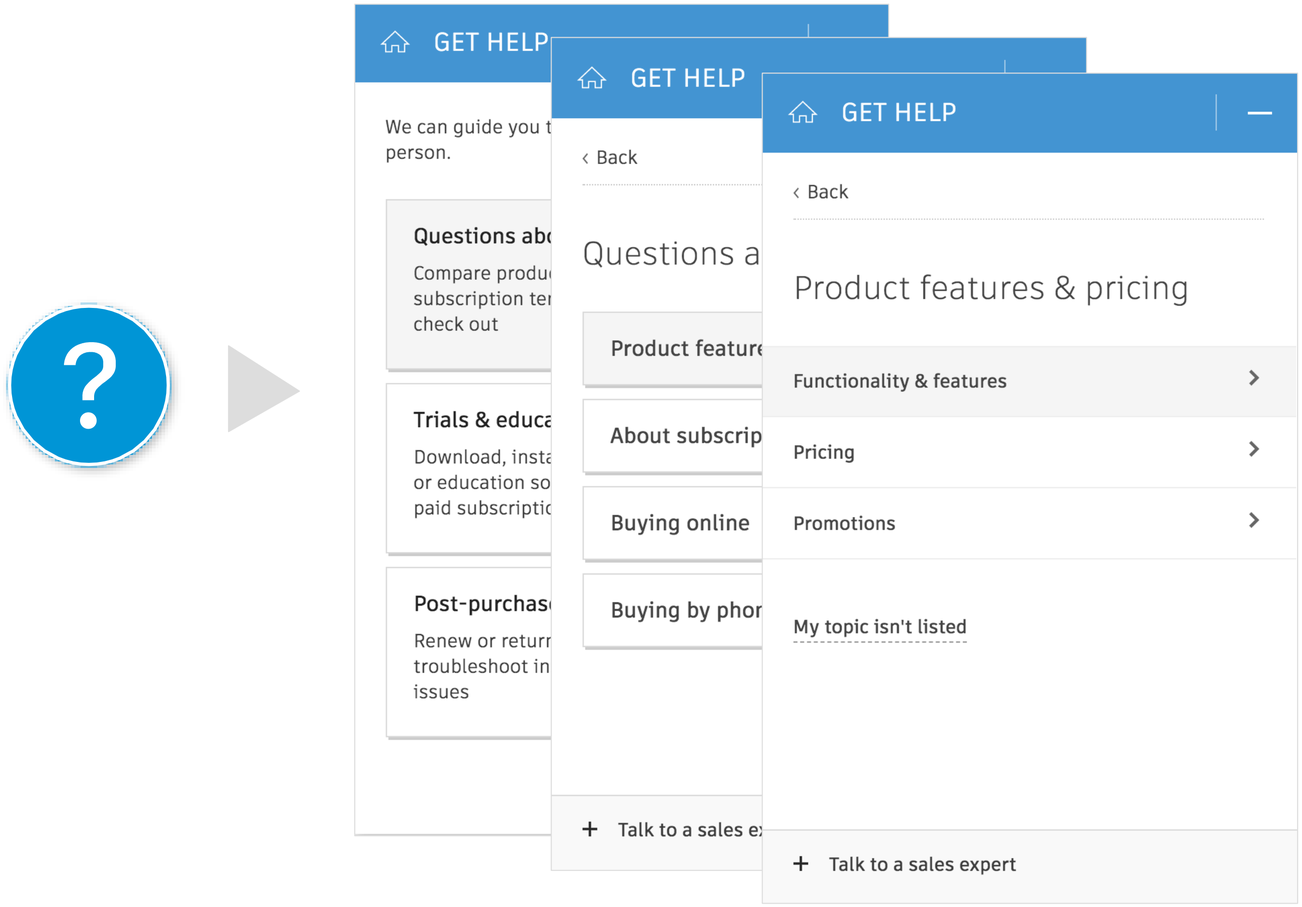
Get to the right agent first time

How Universal Help works



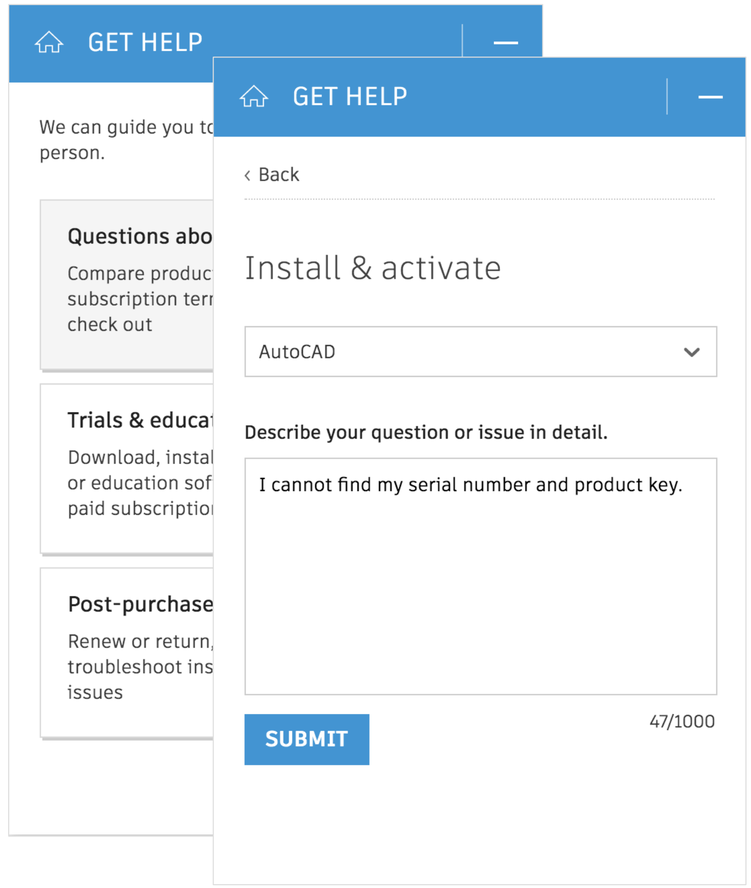
How Universal Help works

Issue classification



PICK A TOPIC

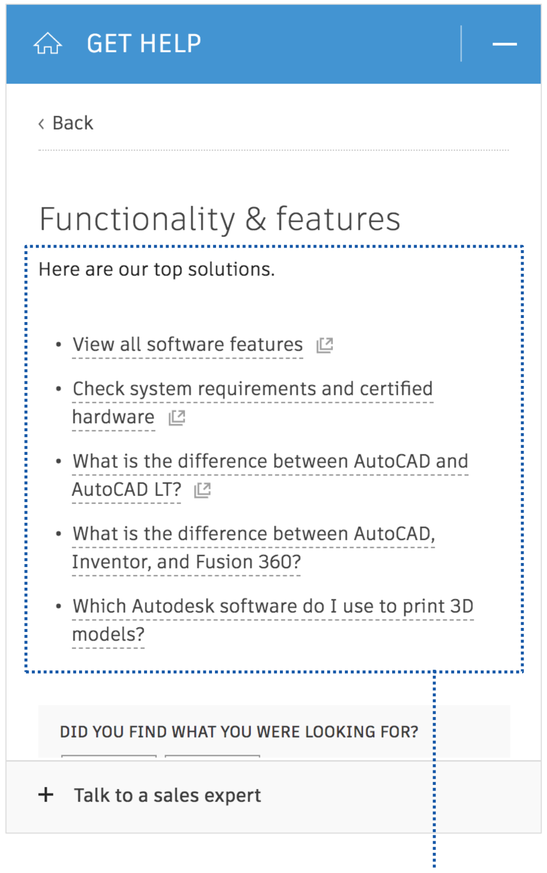
OR



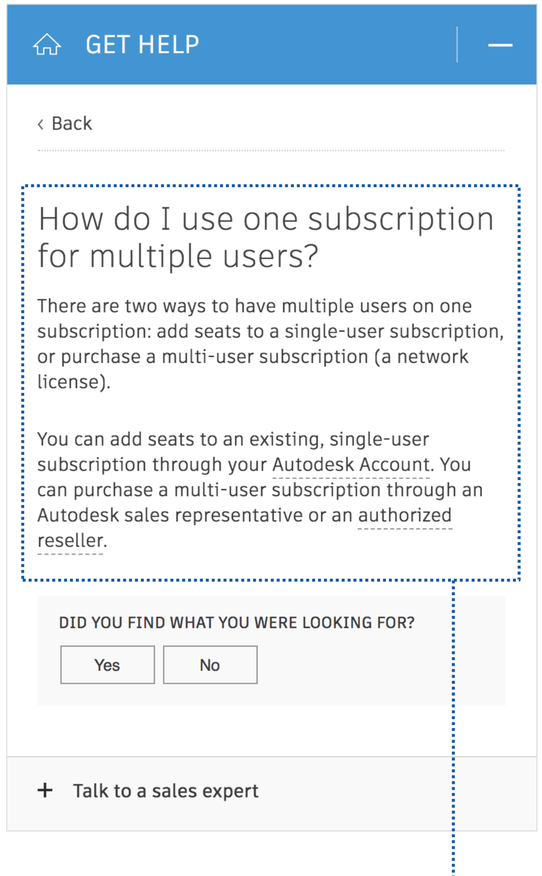
ASK A QUESTION

How Universal Help works

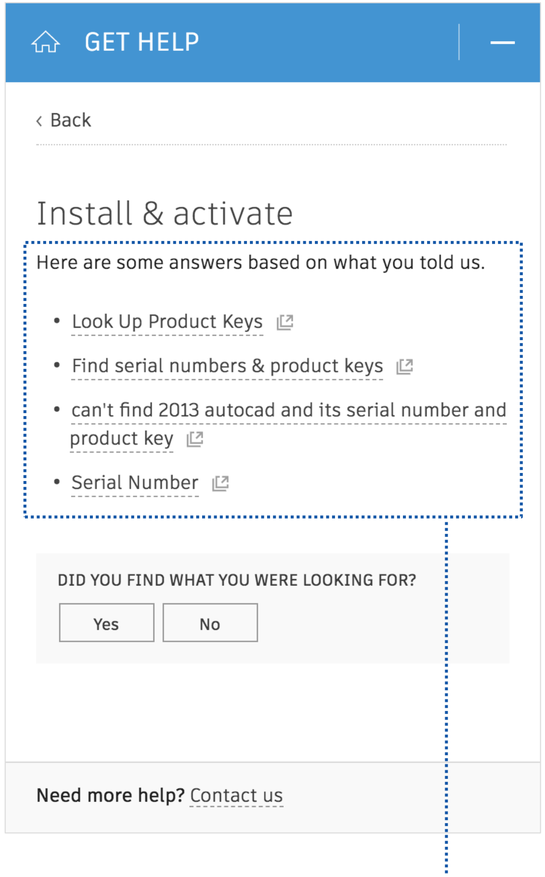
Solutions



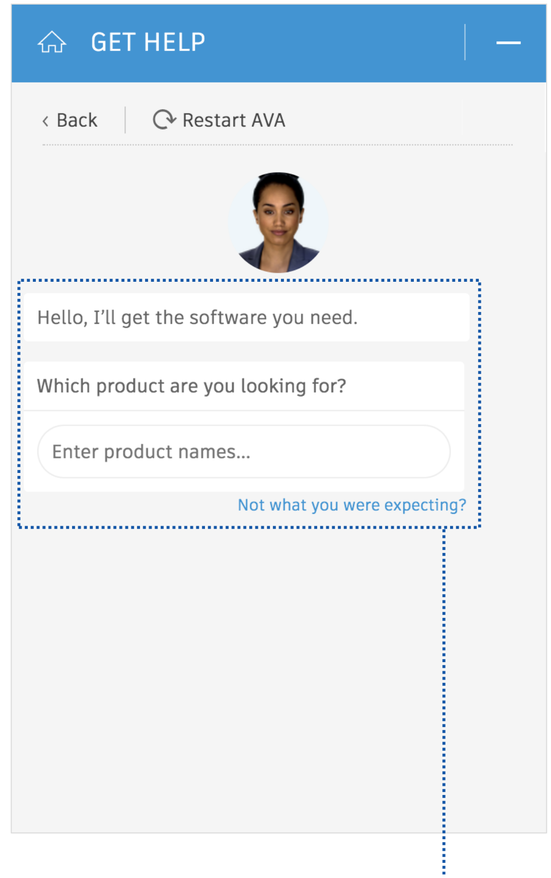
CURATED LINKS



SHORT ANSWERS



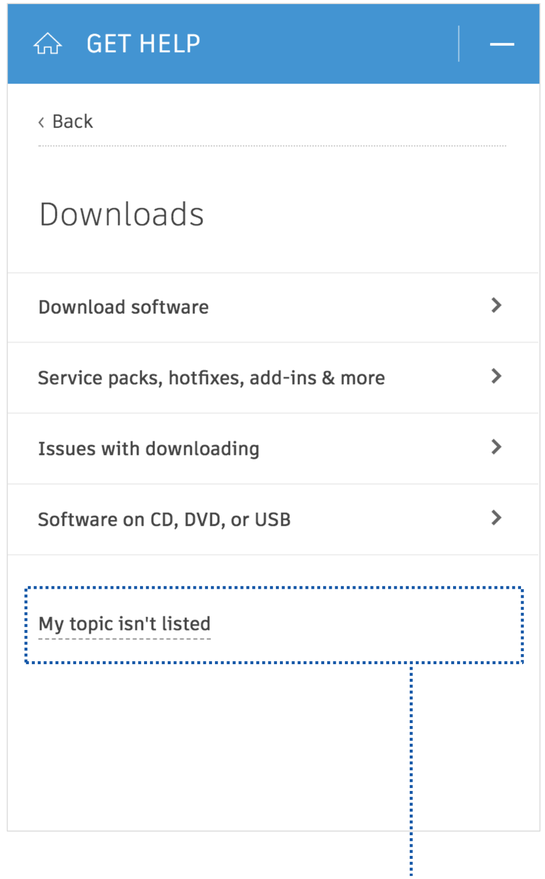
INTELLIGENT LINKS



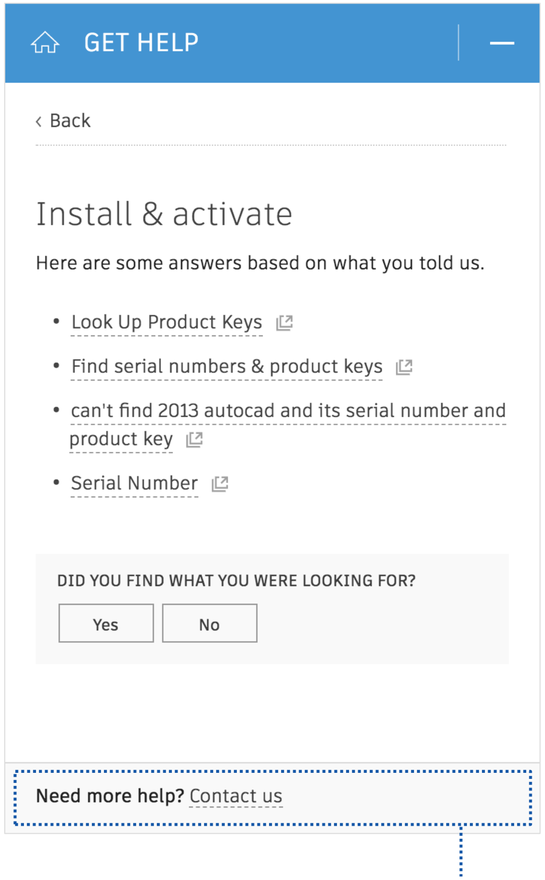
GUIDED WORKFLOWS

How Universal Help works

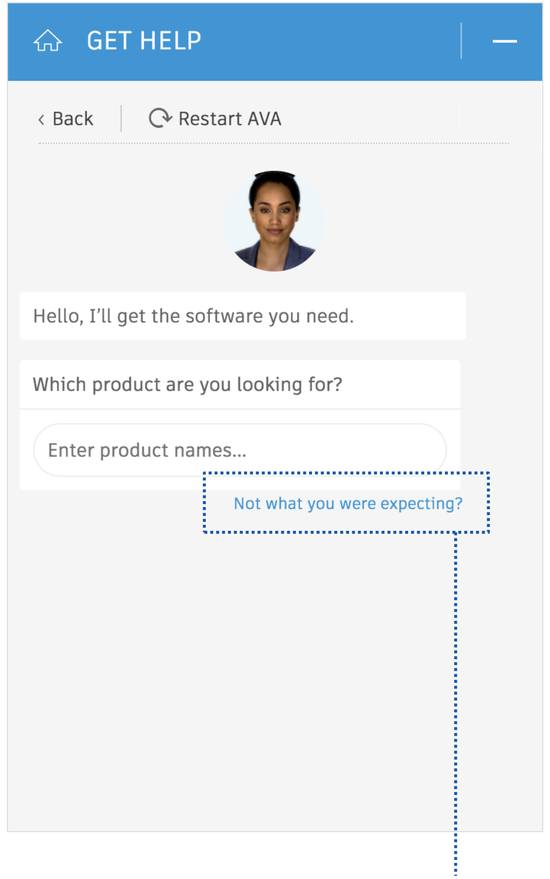
Ways out



FROM TOPICS



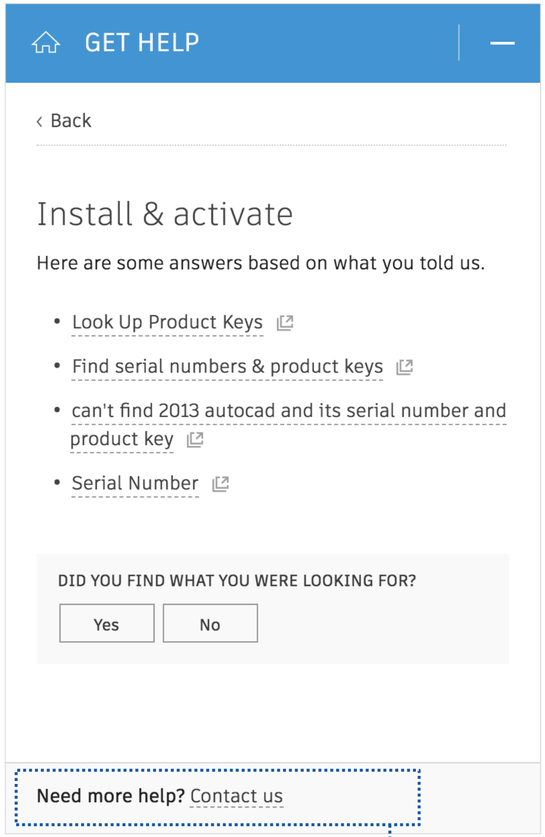
FROM SOLUTIONS



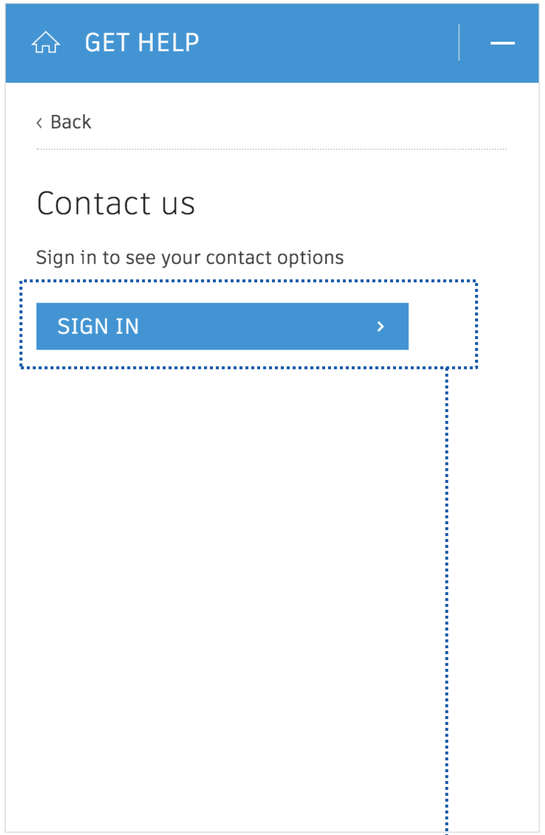
FROM VIRTUAL AGENT

How Universal Help works

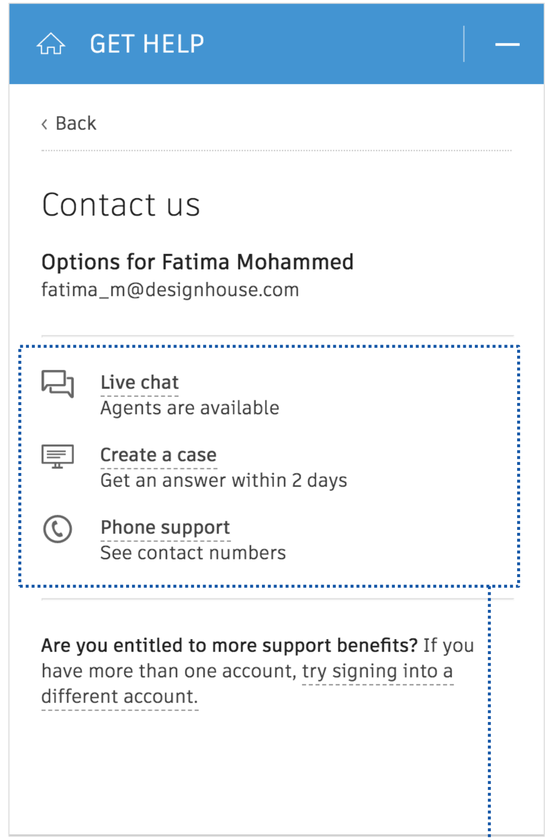
Variety of human help options



AFTER SOLUTIONS



INTEGRATED SIGN-IN

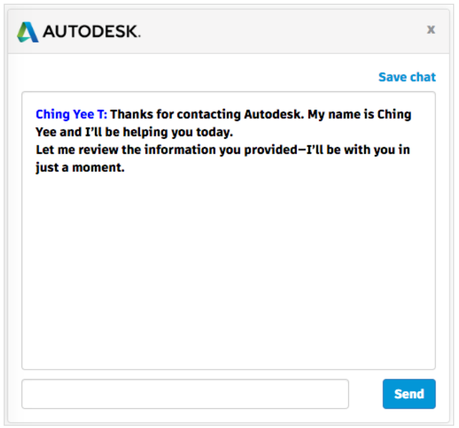


YOUR CONTACT OPTIONS

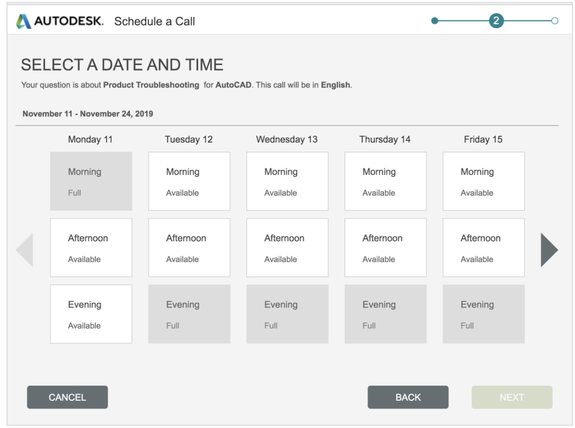
How Universal Help works

Relevant and in one place

HUMAN HELP

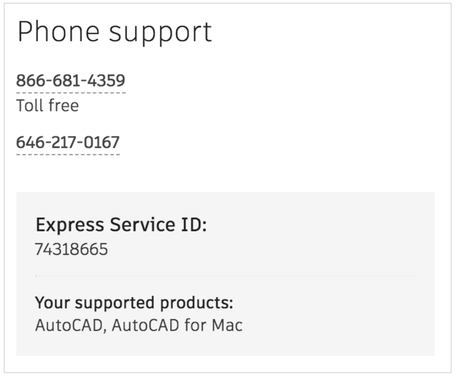


CHAT WITH SUPPORT

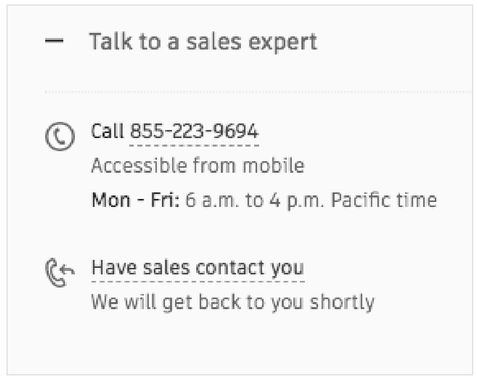


SCHEDULE A CALL

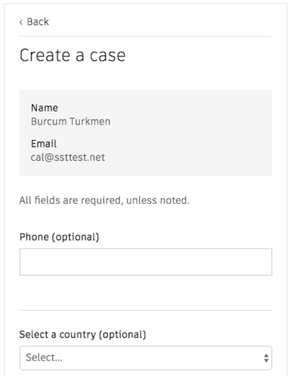
CALL BACK



CALL SUPPORT



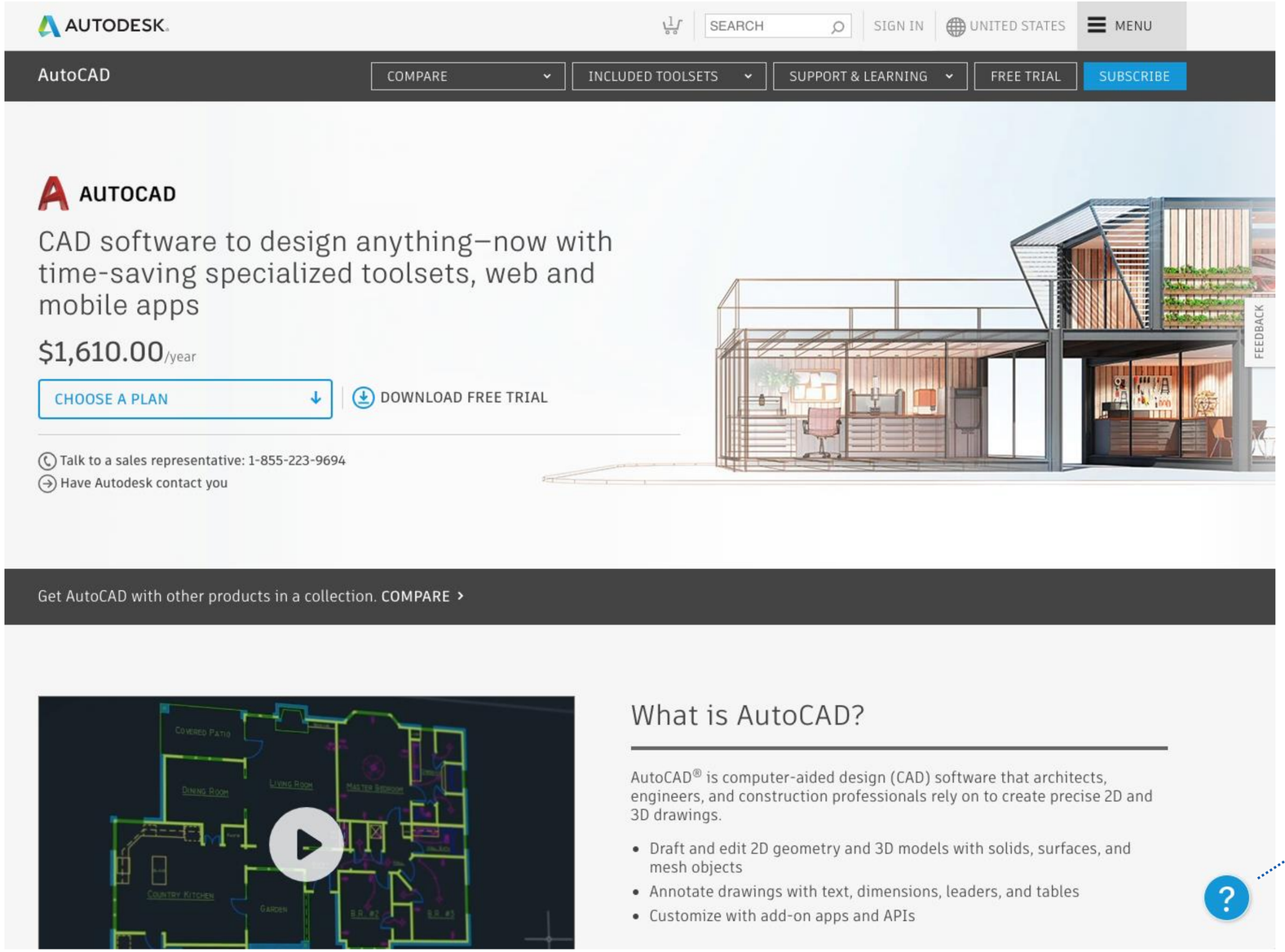
CALL SALES

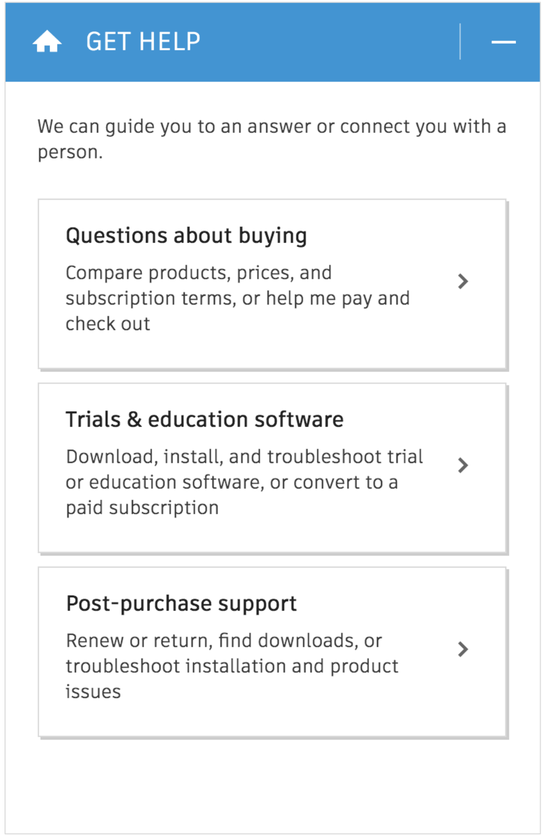


EMAIL

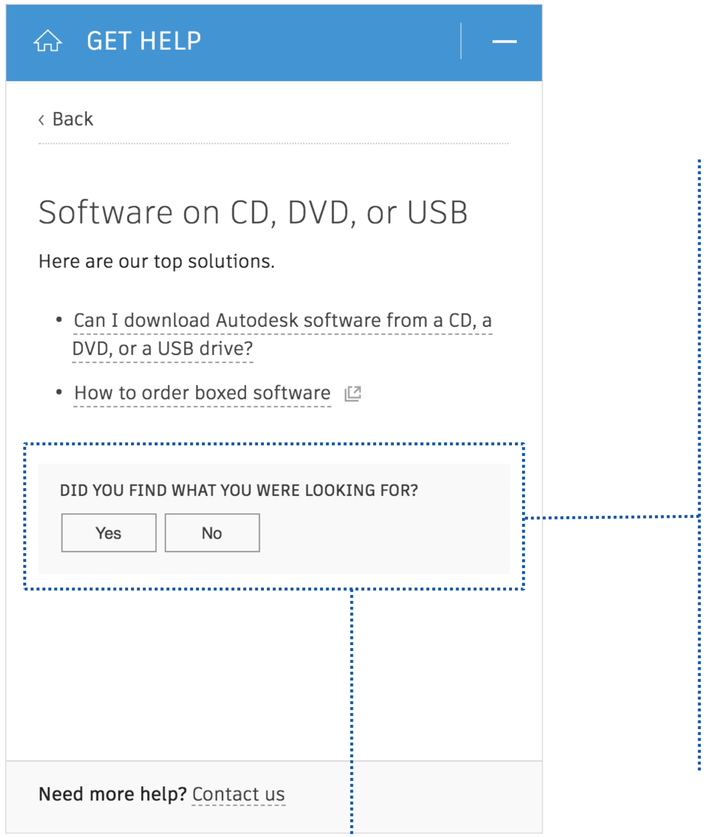
CHAT WITH SALES

Where can you find Universal Help?

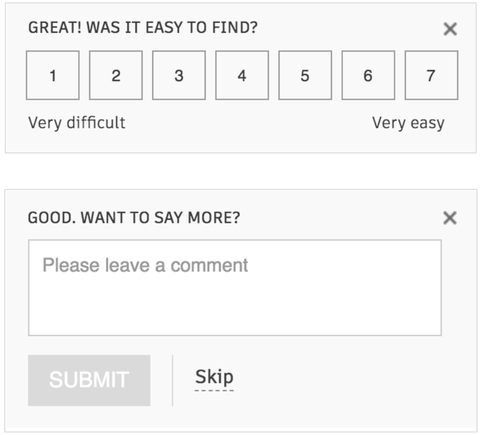




Tell us how it’s working for you

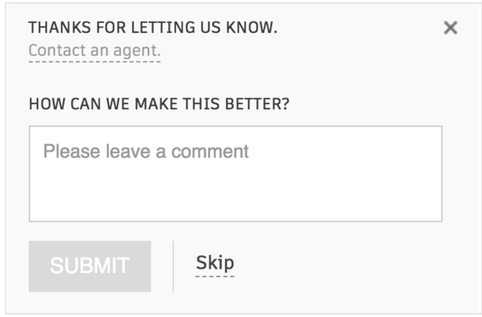


HELPFUL?



YES

OR



NO

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.*

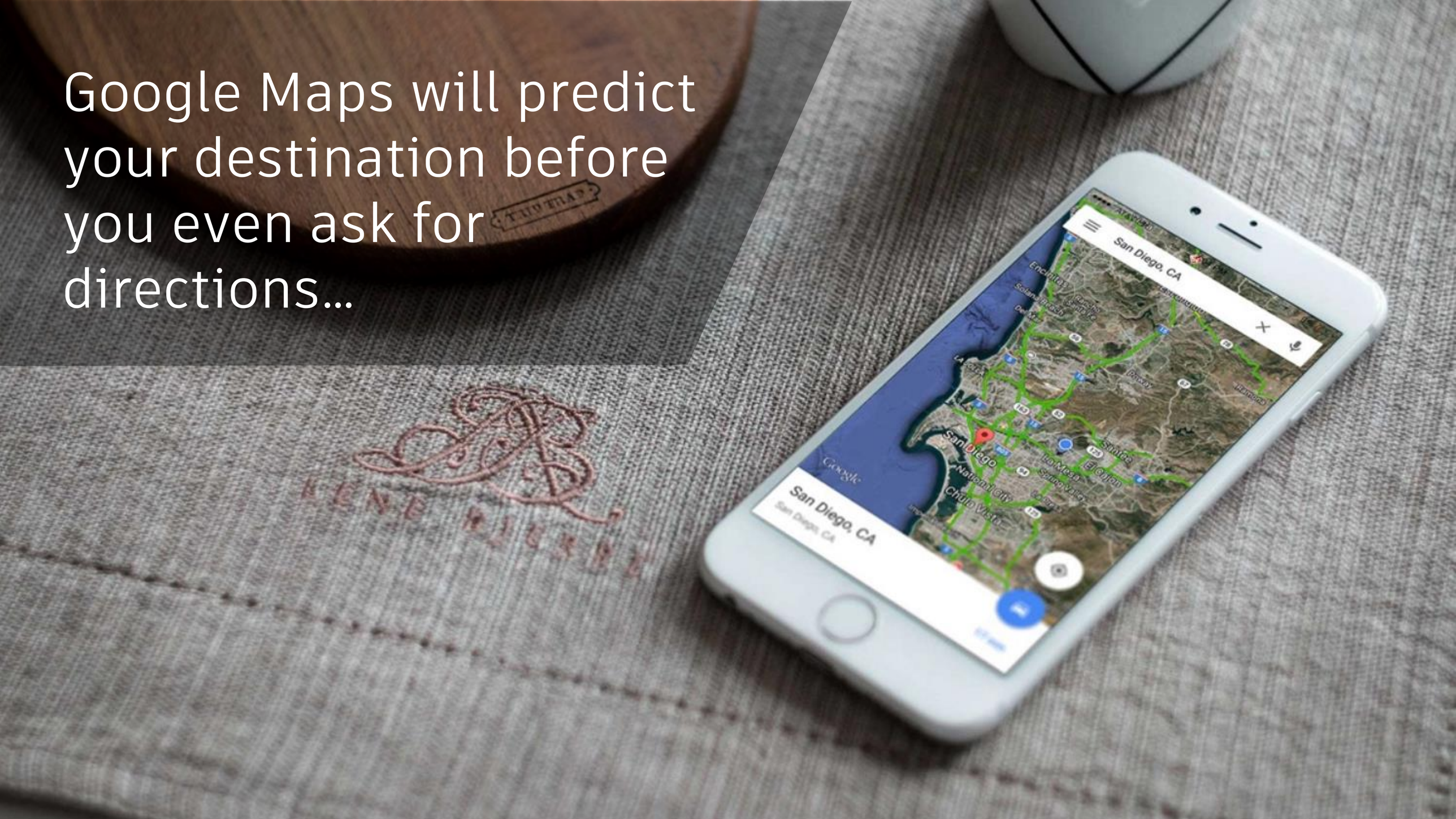
The [virtual agent] assistance for the download, that was ***really intuitive****.*

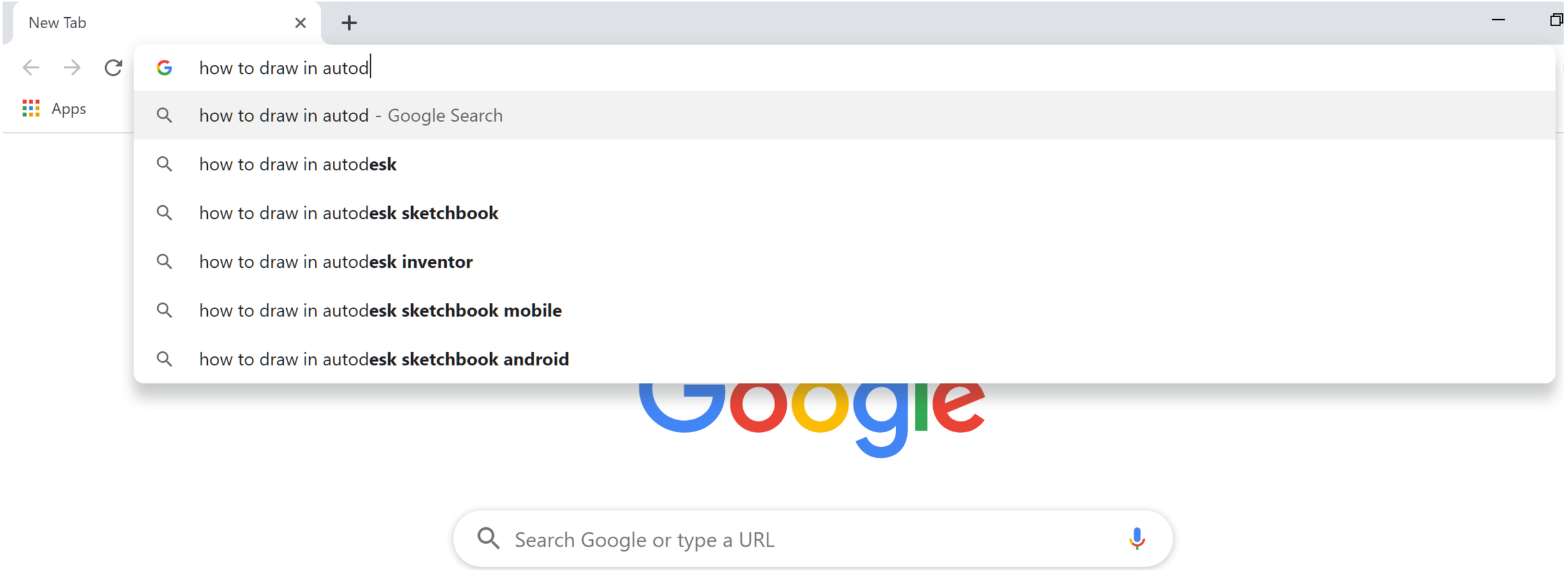
AI is everywhere

Joe Travis

Senior Manager, Autodesk Knowledge Network

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




New Tab
Apps
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
Google
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

DELONGHI 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

LEFT REARWARD VEHICLE CAMERA
MEDIUM RANGE VEHICLE CAMERA
RIGHT REARWARD VEHICLE CAMERA
LOW
LANE LINES
LANE LINES
ROAD FLOW
IN-PATH OBJECTS
ROAD LIGHTS
OBJECTS
ROAD SIGNS

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

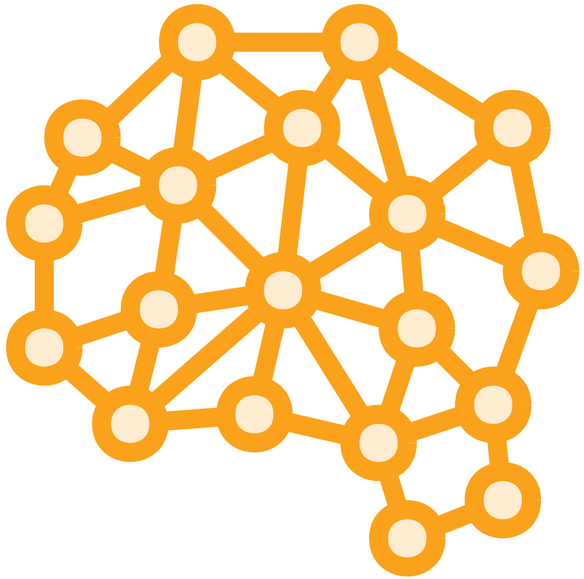
AI+ML 101

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**

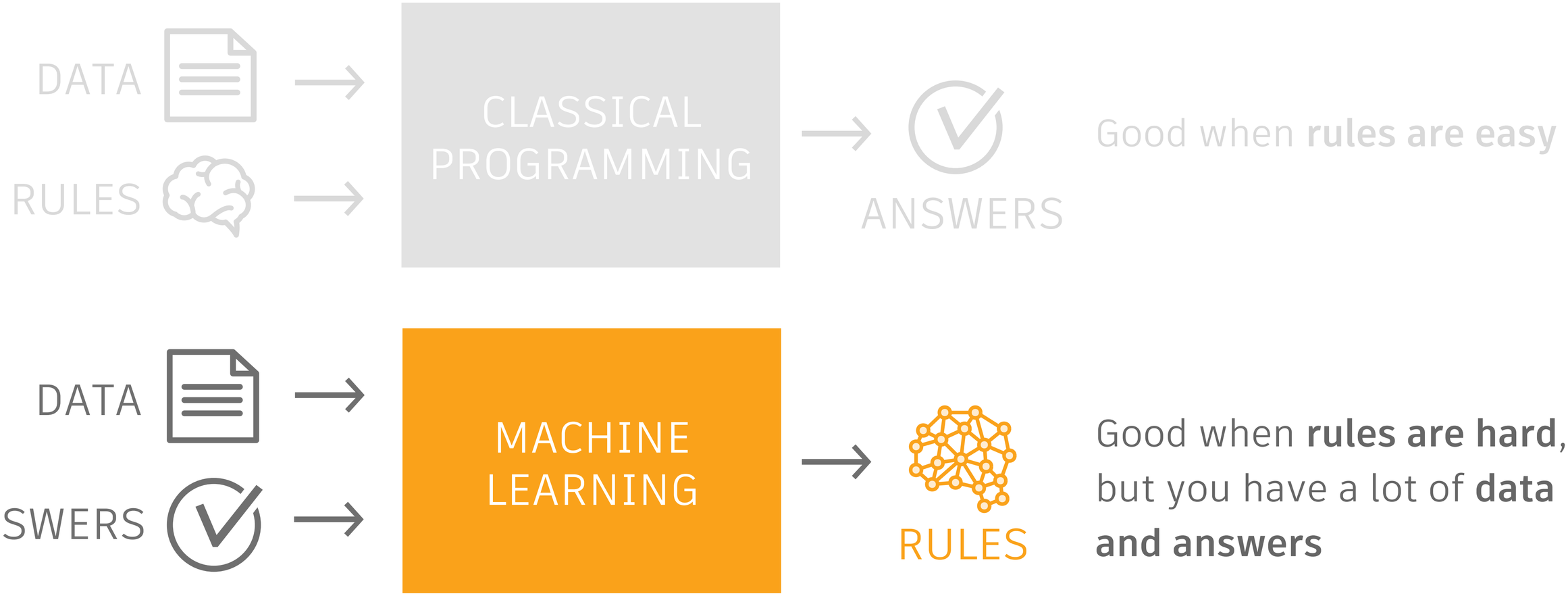
AI+ML 101

When rules are hard

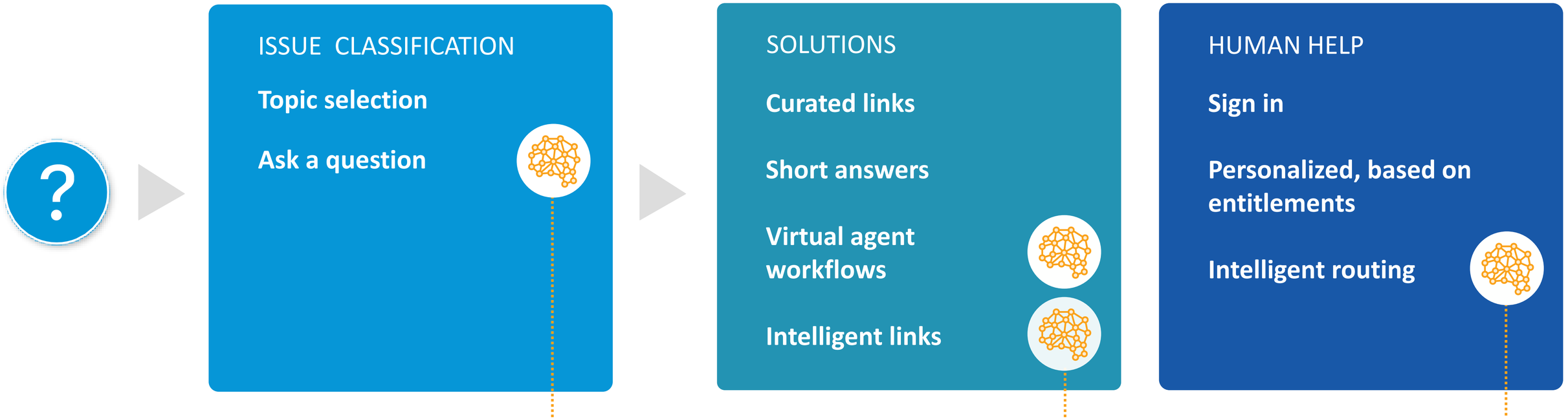
"I can't describe it (rules), but I know it when I see it (answers)."

AI+ML 101

What is Machine Learning?



How Universal Help uses ML



Natural Language Processing
What do you want to solve?

Content recommendation
What online resources can help?

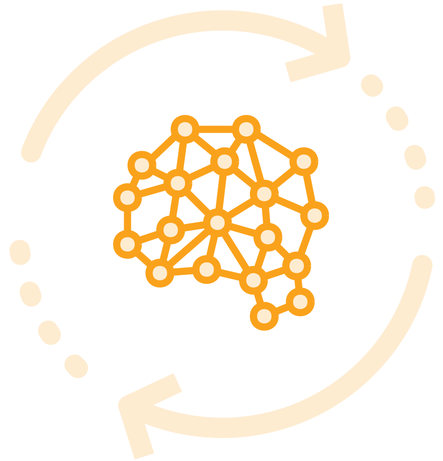
Agent selection
Where should the case go?

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

TRAINING DATA - **chat histories, email support, cases**

How could we use ML in the future?

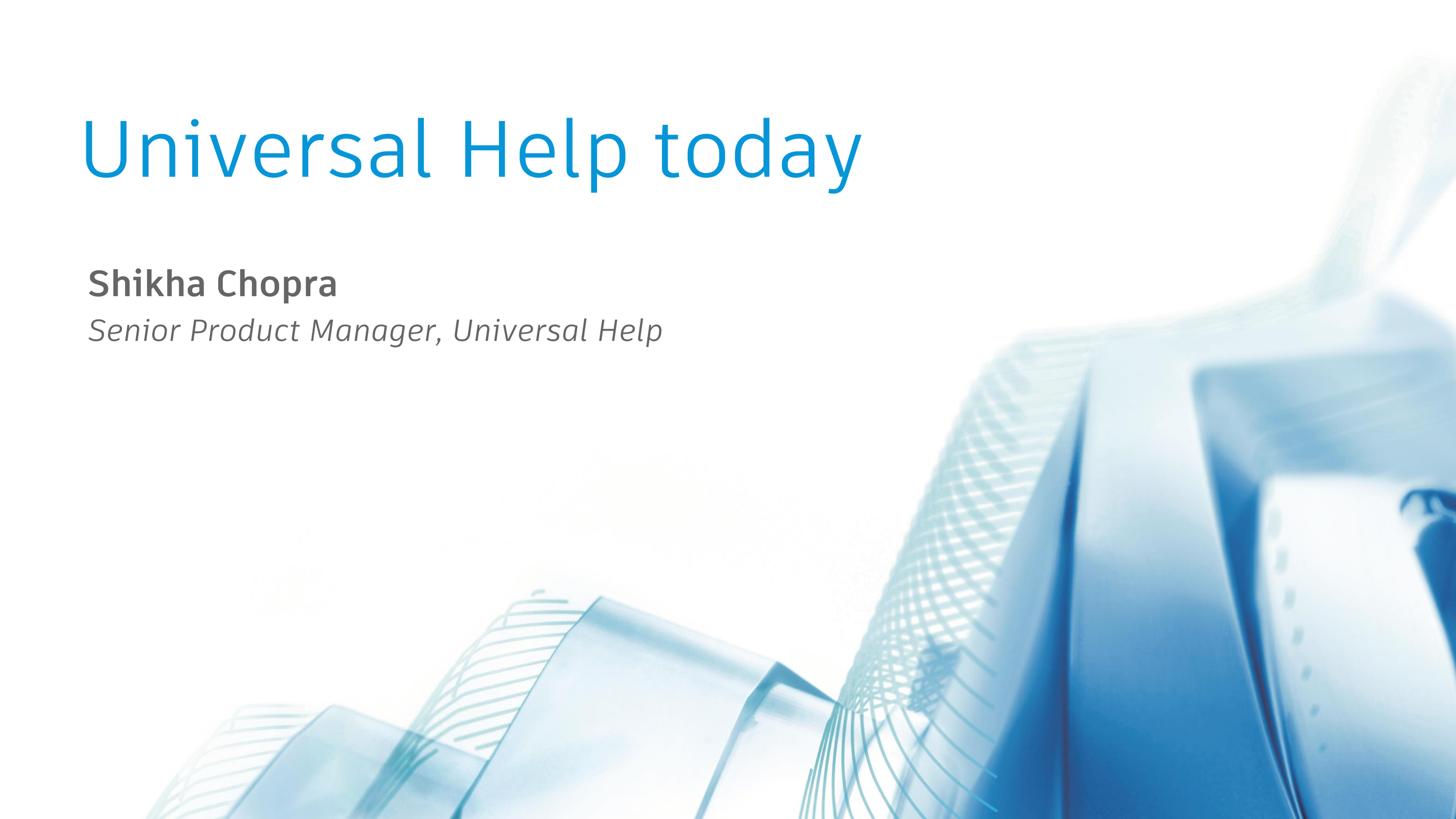
- Use more open text input (Natural Language Processing)
- Recognize user emotions (Sentiment Analysis)
- Take more of your situation/context into account
- Find solutions for problems we have not seen yet
- Predicting what you need help with before you ask a question



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

US & Germany

AUTODESK. SEARCH SIGN IN UNITED STATES MENU

AutoCAD COMPARE INCLUDED TOOLSETS SUPPORT & LEARNING FREE TRIAL SUBSCRIBE

AUTOCAD

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

$1,610.00/year

CHOOSE A PLAN | DOWNLOAD FREE TRIAL

Talk to a sales representative: 1-855-223-9694

Have Autodesk contact you

FEEDBACK

Get AutoCAD with other products in a collection. COMPARE ›

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

US & Germany

AUTODESK. SEARCH SIGN IN UNITED STATES MENU

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

AUTOCAD LT

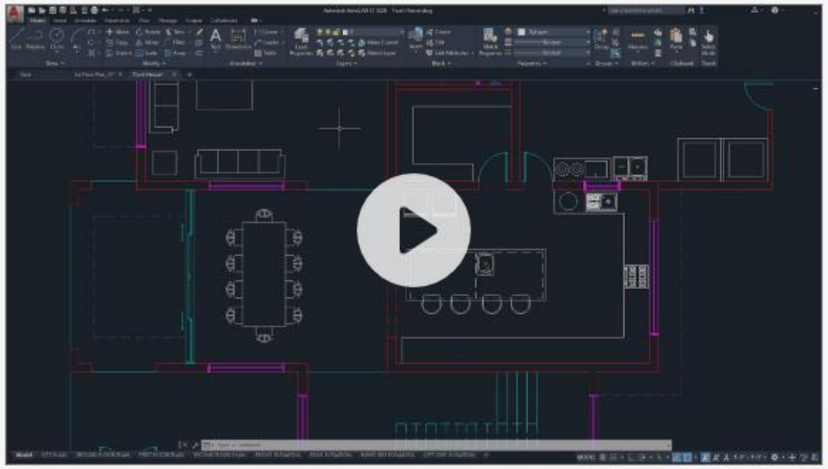
Precision 2D drafting & documentation software includes AutoCAD web and mobile apps

$400.00/year

SUBSCRIBE › | DOWNLOAD FREE TRIAL

Talk to a sales representative: 1-855-223-0529

FEEDBACK



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.

SEARCH | SIGN IN | UNITED STATES | MENU

REVIT | *Overview* | Industries | What's new | Features | Free trial | Subscribe | Support & learning

REVIT

Multidisciplinary BIM software for higher quality, coordinated designs

$2,310.00/year

SUBSCRIBE › | DOWNLOAD FREE TRIAL

Talk to a sales representative: 1-844-726-1539

Have Autodesk contact you

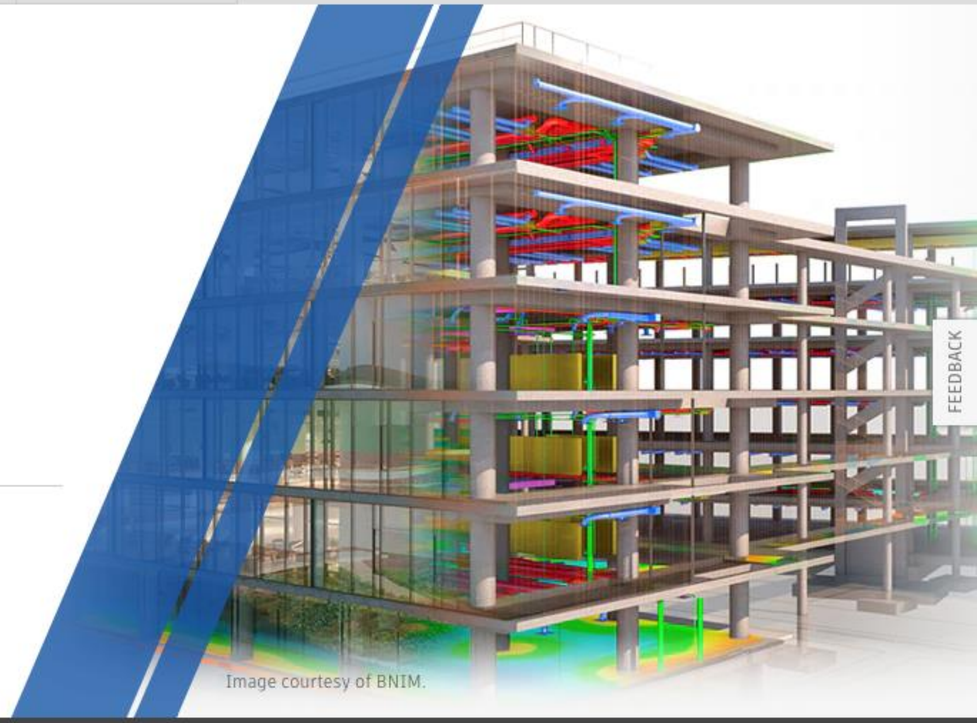


Image courtesy of BNIM.

FEEDBACK

Get Revit + AutoCAD + Navisworks in a collection. COMPARE ›

Efficiently and accurately capture design intent in 3D

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

- Automatically update floor plans, elevations, sections, and 3D views.
- Use 3D visualizations to see a building before it's built.

What's new in 2020

Maya

US & Germany

AUTODESK.

SEARCH | SIGN IN | UNITED STATES | MENU

MAYA | *Overview* | Features | Free trial | Subscribe | Support & learning

MAYA

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

$1,545.00/year

SUBSCRIBE › | DOWNLOAD FREE TRIAL

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

Have Autodesk contact you

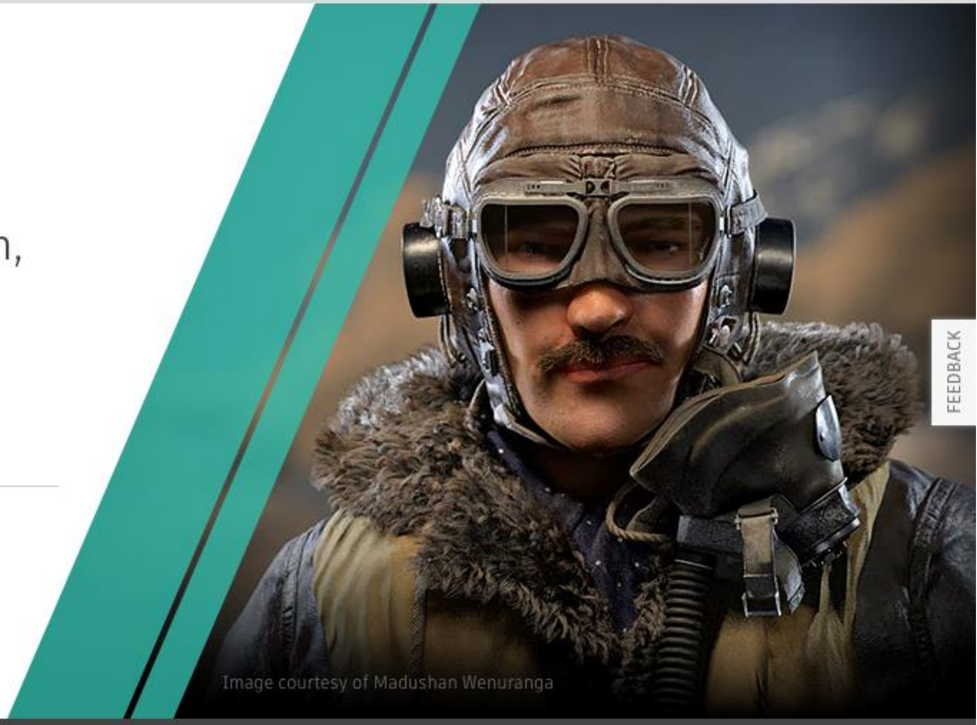
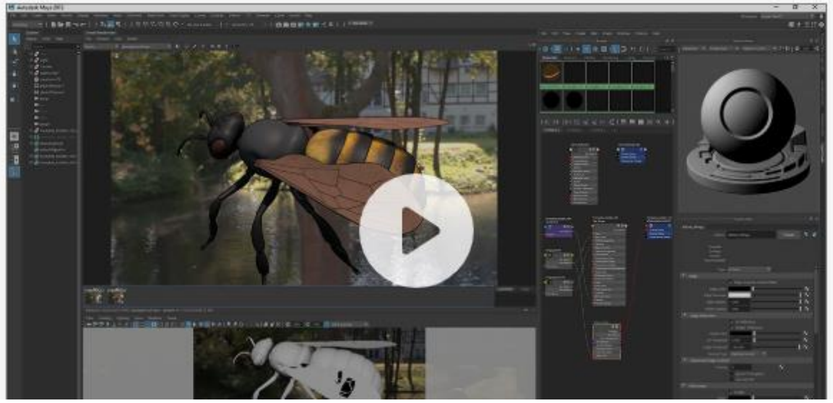


Image courtesy of Madushan Wenuranga

FEEDBACK

Get Maya in the Media & Entertainment Collection. COMPARE ›



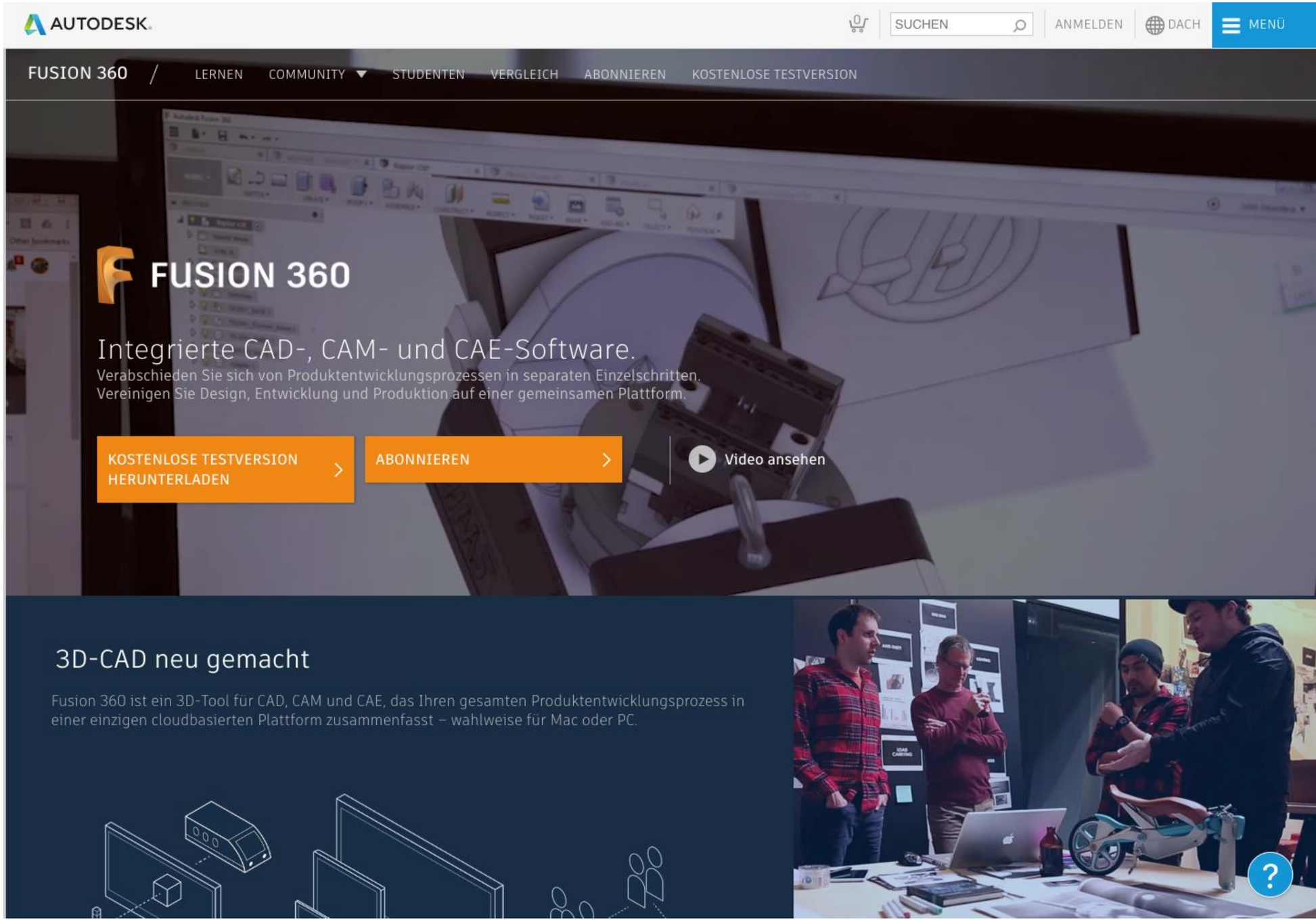
Create expansive worlds, complex characters, and dazzling effects

- 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

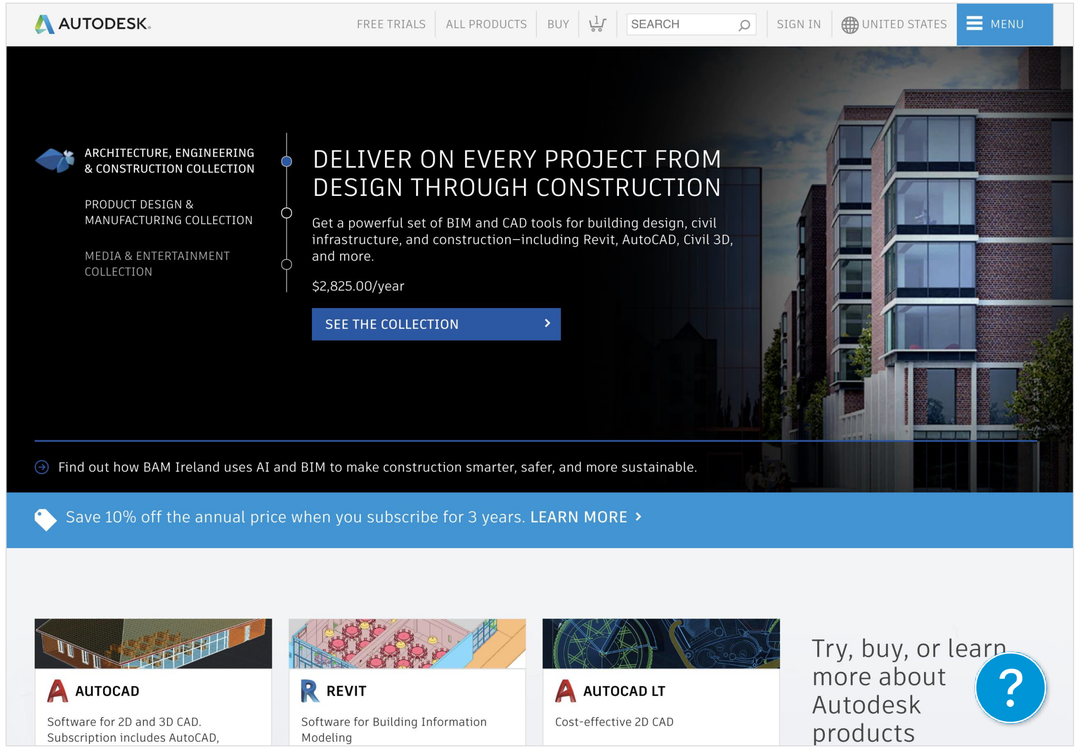


What’s next?

Shikha Chopra

Senior Product Manager, Universal Help

In the future



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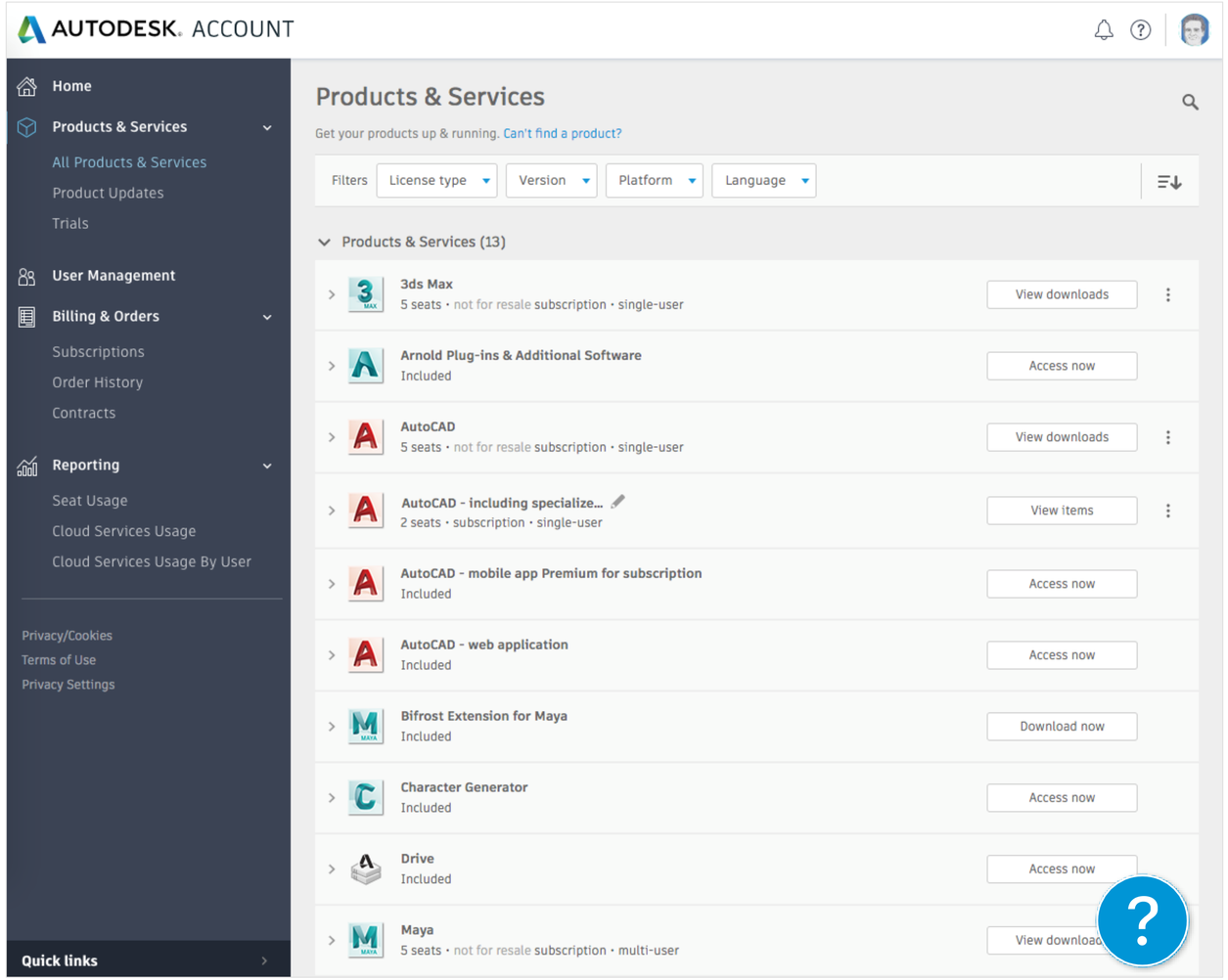
ALL GEOS

In the future



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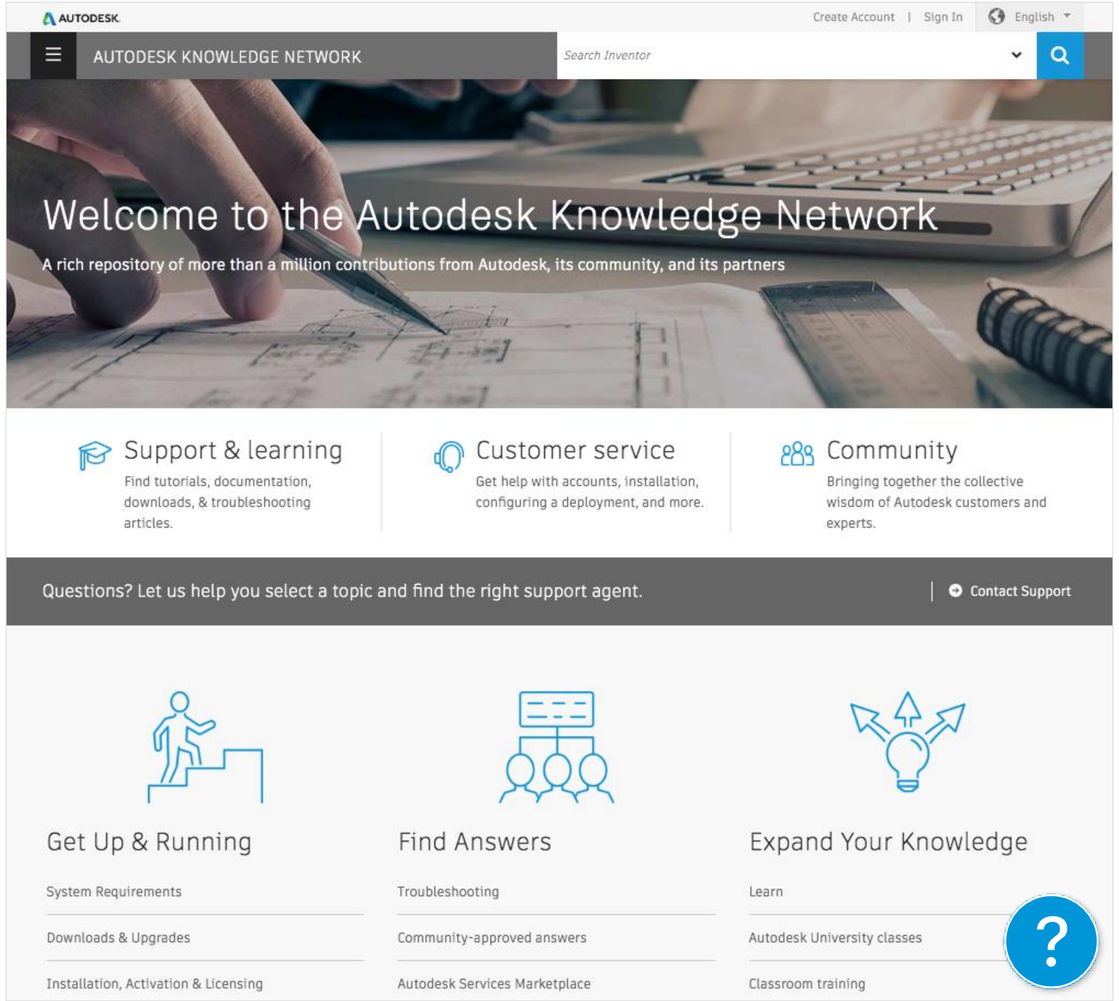


AUTODESK KNOWLEDGE NETWORK

In the future

- AUTOCAD
- 3DS MAX
- FUSION 360
- AUTOCAD LT
- EAGLE
- BIM 360
- INFRAWORKS
- ALIAS
- INVENTOR
- POWERMILL
- ADVANCE STEEL
- MAYA
- NAVISWORKS
- VAULT
- REVIT
- ...

IN ALL PRODUCTS

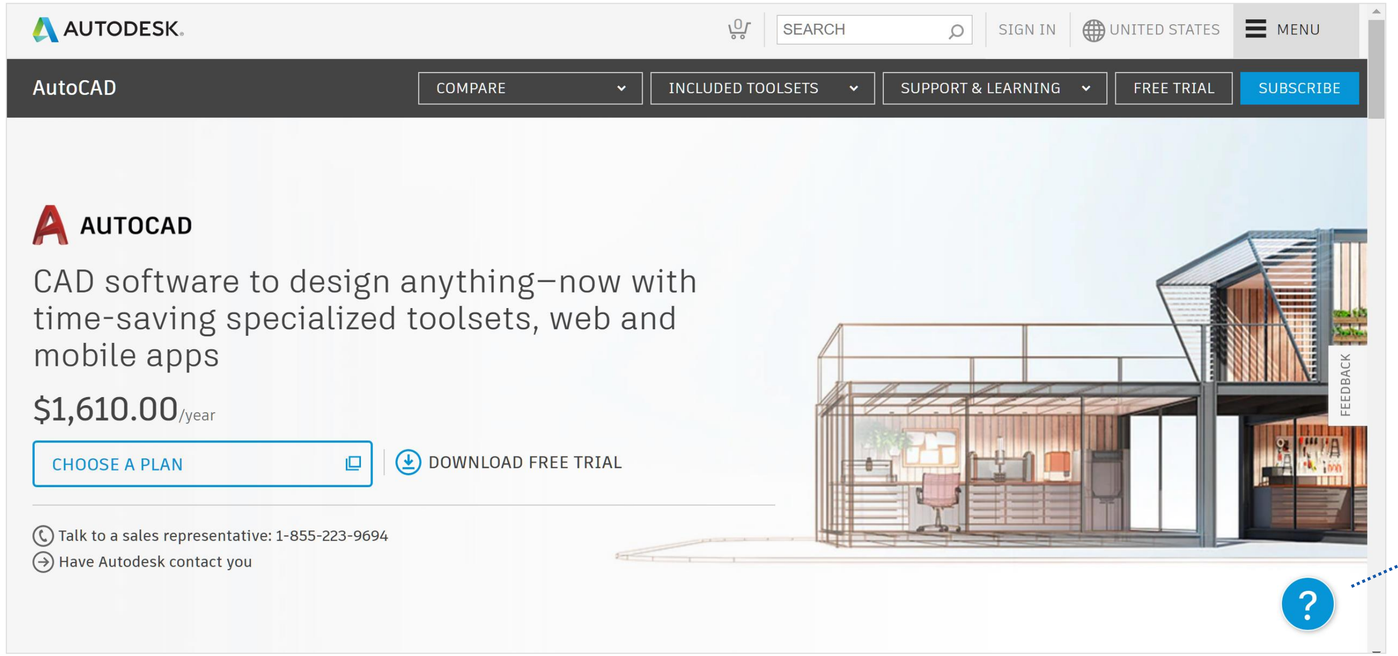
How you can help

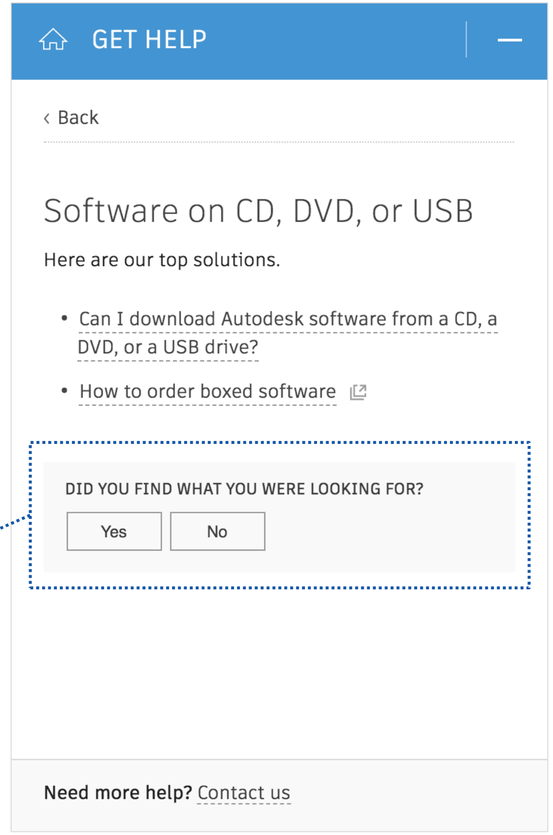
Joe Travis

Senior Manager, Autodesk Knowledge Network

Try it out

- Look for ? and find the right answers quicker
- The more you use it, the better it gets!





Your feedback on Universal Help

NOW

STRENGTHS
What do you like?

WEAKNESSES
What could be better?

OPPORTUNITIES
What else could it do?

NEXT

Participate in research for
Universal Help (and other projects)
http://autode.sk/research

Questions?

and...***Thank you!***

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Make anything™

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