



AUTODESK.

Autodesk improves customer satisfaction and self-service offerings

CHALLENGE:

Autodesk created their first Customer Insights team a few years ago to gauge customer feedback around a change in the way the company sold their products. The company needed to make sure product offerings were continuously aligned with customer needs. They had faced three main challenges:

SOLUTION:

By leveraging Clarabridge, Autodesk is able to automatically analyze customer feedback from multiple surveys and online sources. A culture of customer empathy has emerged across the business, and departments are proactively ensuring they are delivering on customer satisfaction and loyalty.

RESULTS:

By overhauling and improving their web based support and learning resources, Autodesk started seeing a decrease in support cases by 9% compared to the previous year. This, in turn, has already led to millions of dollars in cost savings in case handling, and led to overall higher satisfaction levels among customers.



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Autodesk's customer experience management journey started a few years ago at the onset of a business model transition. As the company changed the way they sold their products, it became paramount to understand how their customers felt about the shift. Autodesk also needed to make sure product offerings were continuously aligned with their customers' fast evolving needs. Autodesk's Customer Insights team was created as part of this change, and is responsible for ensuring that customer needs and feedback drive business decisions and processes.

Insight into the Customer Journey

Autodesk's relationship with their customer is largely determined by how effective their support interactions are. As such, the company has put significant effort into understanding that part of the customer journey.

Several programs are helping Autodesk to reach that understanding:

- **Web intercept surveys** are used to measure satisfaction of their main support sections on Autodesk.com and on their Community sites. The team leverages Clarabridge to analyze high volume responses to open-ended survey questions, identify "hot topics," and uncover feedback trends.
- **Customer Support Interaction Survey Program** invites customers via email to respond to surveys around support satisfaction. Once the feedback is analyzed in Clarabridge, the insights are used to show how well their technical team is performing, and also directly affects the support representatives' performance reviews.

The Customer Insights team also oversees several important programs servicing the product development and marketing teams, overall corporate satisfaction and loyalty, and the corporate partner programs. For example, the team leverages Clarabridge to automatically organize and analyze product-specific comments on



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Autodesk's Community sites. This allows the product team to be immediately alerted on.

A Culture of Customer Empathy

With the business model transition and the creation of their CX team, Autodesk has seen a cultural shift towards

becoming a more customer-centric company:

- **Many departments have been made accountable** for customer loyalty and satisfaction ratings, and several customer metrics have been rolled up into corporate goals.
- Across the company, the **appetite to read and listen to customer comments has increased** tremendously. Multiple flat screens have been made available throughout Autodesk's main facilities, so that customer comments alongside Customer Support Interaction scores can be shared daily.
- The company's daily jargon has expanded, and **terms such as Customer CSAT and NPS have become well known** and understood metrics. Thought leadership articles about the importance of putting the customer first are being written and shared internally.
- **Cross-divisional partnerships** have been created to bridge the product development teams with other teams, such as Marketing and Support, dedicated to making that product and its customer experience a successful one.
- **Feedback mechanisms are being embedded** directly into newer cloud-based products, so that customers can not only rate products, but also provide immediate and direct input on usage and feature aspects.



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Bottom-Line ROI and a 360-Degree View of the Customer

Through their dedication to create a superior customer understanding, Autodesk has started to see a positive impact across all aspects of their corporate ecosystem.

By overhauling and improving their web based support and learning resources, Autodesk started seeing a decrease in support cases by 9% compared to the previous year. More importantly, they saw customer satisfaction levels increase, while the volume of support cases decreased. The subsequent yearly savings from reducing case handling are estimated to be in the millions of dollars. There has also been a 34% increase in unique visitors to their web based resources, indicating that Autodesk has indeed improved their content and have empowered customers to effectively solve many of their questions.

Customer insights are being shared and acted upon at all levels of the business. For example, insights from customer surveys have led to an increased focus on creating a more cohesive product delivery and seamless product upgrade process. As a result of their Partner CSAT program, a few of Autodesk's top partners have taken on a similar customer centric strategy, making sure low satisfaction ratings are being followed up on and that complaints are being addressed. By encouraging and developing an ecosystem of customer empathy, Autodesk is leading the way in customer experience excellence.