Humanizing Customer Support with AI: Meet AVA

#FlipTheScript

Rachael Rekart
Director, Machine Assistance
Autodesk gives you the power to make anything.
“Why is AVA female?”

“Why is AVA human?”

“Is this the future?”

“Does this set the right expectations?”
AUTODESK’S PUSH INTO VIRTUAL ASSISTANTS
Ms Rekart had heard all the arguments about servile female bots perpetuating dodgy stereotypes in an industry where women are already marginalized . . . Yet for her, the new breed of artificially intelligent women such as AVA embody female empowerment.

‘This is the next new revolution in technology,’ Rekart said. ‘They can think faster than us and learn faster than us. Why should they be male?’”
I’m fine.
”I honestly think this is really about being transparent, it’s the only way to do this. The uncanny valley is all about feeling tricked and uneasy because it almost looks too real. Being transparent with your customers that ‘Hey, I’m not real, no matter how real I look’ — that’s the way that we’ve decided to approach it.”
She’s **smart**, a master of high-end design software. She’s **kind**, ready to help at any time of day or night.

She’s the new AVA—an acronym for automated virtual assistant—a **next-generation digital assistant** created by Autodesk Inc. to help its customers with its software.”
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