



Proven CX Business Impact

This CX case study was selected in September 2024 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven CX Business Impact: Autodesk's Business Transformation Through Voice of the Customer

Company Overview

Autodesk® is a global software company with solutions spanning the architecture, engineering, construction (AEC), manufacturing, and media industries. With over 14,000 employees worldwide, Autodesk is recognized as one of the largest providers of 3D design solutions. The company has evolved into a trusted strategic partner, helping customers achieve new efficiencies and advance their digital transformation goals.

Business Challenge

Autodesk's challenge was the need for a sustainable, scalable approach to understanding customer sentiment. The company's previous customer listening efforts were fragmented, and customers were unsure if their feedback was acted upon. The goal was to enhance customer engagement while reducing business costs and improving metrics like account order value (AOV), renewal rates, and product utilization.

CX Initiative: Voice of the Customer

Autodesk launched a comprehensive **Voice of the Customer (VoC)** initiative, uniting go-to-market teams under a single mission: to transform how customers experience Autodesk. This initiative focused on enhancing customer listening capabilities and integrating feedback into strategic business decisions.

Key components of the initiative included:

- **Establishing a unified listening strategy** that standardized feedback collection across the customer journey, ensuring data integrity and privacy.

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- **Improved technical architecture**, allowing advanced analysis of both structured (surveys) and unstructured (social media, forums) feedback to provide actionable insights.
- **Employee enablement and change management**, empowering field teams to gather and act on feedback while following up with customers at critical points in the customer lifecycle.

Proven Business Impact

Autodesk's VoC initiative has driven significant business outcomes:

- **Account Order Value (AOV)**: Promoters of Autodesk's brand experienced **34% less product churn** and **1.6x faster AOV growth** compared to detractors.
- **Customer Barriers**: Removing 47 key customer barriers resulted in new sales and an **8% reduction in customer support cases** per 1,000 monthly active users.
- **Cost Savings**: The initiative generated **\$1.5M+ in operational cost savings**.
- **Technology Administrator NPS®**: Focused improvements for this key customer segment led to a **20-point increase in NPS** and a **2-point higher renewal rate**

Core Business KPIs Impacted

- Account Order Value (AOV)
- Customer Retention
- Churn Rate
- Cost Avoidance
- Customer Effort Score (CES)
- Customer Satisfaction (CSAT)

Autodesk's transformation through VoC continues to enhance customer experience, while driving business growth and operational efficiencies.

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