



Unleash team potential:

A guide to building and using Rovo Agents

According to Atlassian's State of Teams Report, executives estimate that only 24% of their teams are doing mission-critical work.

Employees now juggle a growing number of tools (269 applications on average!) and ever-increasing amounts of information. They spend the bulk of their time trying to filter through it all, which often leads to a decline in work efficiency and productivity, resulting in less time for the work they're excited about.

The question is: How can organizations filter through noise, connect tools, and maintain focus on what matters? Atlassian's Rovo Agents are the answer, blending AI and human collaboration to drive efficiency by eliminating repetitive tasks, scale specialized knowledge across a team, and improve quality outcomes.

Rovo Agents: the future of work

Agents take the power of generative AI a step further, in that Agents can work alongside a team or even on their behalf. Rovo Agents can accomplish a variety of tasks like cleaning up a Jira backlog or automatically creating release notes to even more complicated, multi-step workflows like ensuring feature releases meet readiness standards or automatically organizing Jira issues into themes. But what really sets them apart is their customization. You can tailor Agents to have a particular expertise supporting a unique team or a task grounded in your organization's knowledge. Best of all, they integrate seamlessly into your workflows, supporting teams in ways that feel intuitive.

Types of Rovo Agents: tailored to your needs

Rovo provides 20 out-of-the-box agents and a variety of marketplace agents for immediate use. These Agents can support any team from Engineering to IT Operations to Sales and Marketing. And while you can use pre-built Agents as a starting point, you can personalize these options even further by building custom Rovo Agents. Design custom Agents with specialized skills and knowledge that align with your team's unique needs or tasks and seamlessly integrate them into existing workflows. The best part? They're easy to make! Take your pick between building customized Agents on the Forge developer platform, or building them right within the product using a low- or no-code experience.

Rovo Agents empower teams to:

- Eliminate repetitive or time consuming tasks
- Solve complex problems
- Improve decision making

What makes Rovo Agents unique?

Every Rovo Agent is built on four fundamental components:

- **Goals:** Define the purpose of the Agent.
- **Character:** Tailor its personality to your team culture.
- **Knowledge:** Grant access to relevant internal or external data sources.
- **Actions:** Equip agents with specific abilities, such as creating pages, analyzing data, or enforcing frameworks.

Why invest in Agents? Organizations will quickly discover that Rovo Agents bring two particularly key benefits:

- **Time Savings:** Automate tasks like summarizing meeting transcripts or grouping Jira issues, saving hours weekly.
- **Quality Control:** Ensure adherence to standards through agents that enforce frameworks, such as the OKR Generator or Bug Triage Agent.

Step-by-Step guide to building Rovo Agents

Rovo's no-code product ensures anyone can build agents. Here's how:

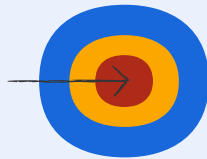
Step 1: Define your Agent's purpose

Start by combining:



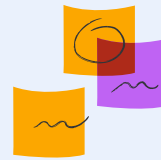
Role

Who will use the agent (e.g., Product Manager)?



Goal

What task will it solve (e.g., clean backlog)?



Use Case

Where will it apply (e.g., Jira)?

For example: A Product Manager cleaning up a backlog creates an agent that identifies duplicate tickets, flags missing details, and enforces labelling conventions.

Step 2: Configure your Agent

Agents can then be created using Rovo's guided interface:

Name: Give your custom Agent a name that clearly identifies its role or purpose, such as 'Release Manager' or 'People Ops Expert'.

Description: This description will appear when browsing for Agents and will help people understand what your Agent does.

Instructions: You can provide a custom prompt that defines the way the Agent responds. More about writing instructions for an Agent

Knowledge: This is the context you want your Agent to understand. All Agents have generic knowledge to work from, but providing relevant information (like Confluence spaces, or a Google Drive folder, or a Jira project) will help your Agent behave in a more optimized and accurate way.

Actions: Select "Add actions". From here you can choose from a list of available actions for your Agent (we recommend no more than five actions to maintain high performance). If you can't find the action you're looking for, try filtering by product or searching a keyword.

Conversation starters: These are suggestions to help people get a chat started with your Agent. If you leave this field blank, we'll provide three generic options.

Practical examples of Rovo Agents

Rovo Agents can have any number of purposes within the organisation. Three specific examples of how they can almost instantly help teams grapple with workloads and information to then refocus on what is important include:



Transcript insights reporter

Automatically summarize meeting notes into actionable insights.

Workflow: After a customer call, the agent processes Zoom transcripts and generates a summary, cutting post-meeting work from 1 hour to 5 minutes.



Release notes drafter

Compile release notes directly from Jira.

Workflow: The agent queries the backlog, identifies completed issues, and formats them into a professional release note template.



Bug triage agent

Enhance ticket quality by enforcing reproducibility standards.

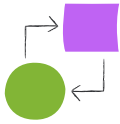
Workflow: Analyzes bug reports for completeness (e.g., steps to reproduce, browser version) and flags any missing information.

Some specific examples of how they can almost instantly help diverse teams grapple with workloads and transform their workflows include:

Agent	How it works	Three prompts you can use
Issue Organizer	Move issues into sprints and assign to epics	<ol style="list-style-type: none"> 1. Suggest existing epics or issues without parents. 2. Move newest issues in the backlog to a sprint. 3. Delete issues that are more than a year old.
Product Requirements Guide	Craft a PRD using handy templates	<ol style="list-style-type: none"> 1. Generate a PRD for me. 2. Review my PRD. 3. What are some user stories I could add to this PRD?
Jira Theme Analyzer	Identify customer themes and reduce manual tasks	<ol style="list-style-type: none"> 1. Can you identify themes in my Jira issues? 2. What are my top themes in my recent issues project? 3. Help me group my Jira ideas into themes.
Global Translator	Translate content into multiple languages	<ol style="list-style-type: none"> 1. Can you translate a page for me? 2. How do I say this in Japanese? 3. What's the French translation for this sentence?
Customer Insights Agent	Extract insights from customer feedback	<ol style="list-style-type: none"> 1. How should I analyze customer feedback? 2. Analyze this project for relevant customer insights. 3. Provide insights from these meeting notes.
Decision Director Agent	Make informed decisions and communicate them fast	<ol style="list-style-type: none"> 1. Review the DACI to make sure we have represented all options. 2. Find relevant pages in the organization to help me.
OKR Generator	Create effective and consistent OKRs	<ol style="list-style-type: none"> 1. Can you help me review my existing OKRs? 2. What makes a good objective in an OKR? 3. Help me create an effective OKR for my team.
Comms Crafter	Write clear and engaging content that's on-brand	<ol style="list-style-type: none"> 1. Describe our organization's voice and tone. 2. Review this copy against the content guidelines. 3. Guide me through the Comms Crafter setup.

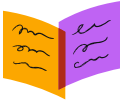
These examples provide just a small snapshot of how Rovo Agents can be utilized across different sectors to improve efficiency and outcomes.

Best practices and tips



Start Simple

Create agents with narrow, well-defined tasks. Expand functionality gradually.



Use Examples

Agents improve with sample prompts. For instance, an “Australian Vocabulary Agent” uses levels (“G’day” for Level 1) to extrapolate and create humorous or practical examples. Here are a few other example conversation starters:



Maintain Transparency

Every agent has a profile, ensuring visibility into its purpose and actions.



Test Before Automating

Validate agent outputs in chat before integrating them into workflows.



Address Errors

Ask agents why they made a mistake and provide corrective instructions.

Agent use case	Conversation starters
Agent that writes social media content for your brand	<ul style="list-style-type: none">• Write a short Instagram post• Create 15 hashtags I can use for this post• What’s a tagline I can use to get people’s attention on this post?
Agent that helps you find subject matter experts	<ul style="list-style-type: none">• Who should I talk to about this work• What team is responsible for this work?• Has anyone been working on similar subject matter to this page?
Agent that reviews writing for bias	<ul style="list-style-type: none">• Tell me about what kinds of bias often come up in writing• Have you spotted any areas that might indicate bias on this page?• Why is it important to learn to identify bias in my writing?

The Atlassian advantage

Only Atlassian provides an enterprise-grade AI platform with integrated goals, work, and knowledge, empowering organizations to automate and scale without sacrificing quality or control. Rovo Agents, supported by Atlassian’s cloud platform, ensure a secure, connected, and intelligent experience.



Explore Rovo Agents

Contact your local Atlassian Solution Partner to explore Rovo Agents

Discover how Rovo Agents can transform your workflows. Get in touch with us today!