

A Client Roundtable: The Recap

August 2025 Highlights

What We Learned



- **Tiered Deployments Drive Value:** public (limited Q&A), members-only (full responses), and embedded inside compliance software—showing how access tiers can both demonstrate value to non-members and deepen engagement for members.
- **Follow-Up Prompts Boost Usage:** Adding built-in follow-up questions (“Would you like a checklist?”) helped members discover new use cases + increased engagement.
- **Internal Instances Emerging:** Associations are starting to spin up staff-only Bettys for knowledge sharing, technical support, and even course development.

Standout Ideas



- **Domain Branding:** ICS bought Paxon.ai as a redirect, reinforcing AI branding while keeping the member firewall intact.
- **Deployment in your platforms:** Embedding Betty inside their compliance platform (Statify) allows members to instantly generate policies and procedures with contextual prompts. Similar use case: deploying Betty in your LMS to ask questions about specific courses or education topics.
- **Content Creation Hub:** ICS created a form-based interface where members select output type (social post, checklist, training outline) and tone, then Betty generates content—helping members realize new applications.
- **“Question of the Month” Campaigns:** Featuring real member questions/answers in newsletters and on the homepage builds trust and showcases value.

Emerging Strategies



- **Measuring ROI:** Clients are layering in Google Tag Manager and analytics to connect Betty engagement with joins, renewals, and product usage.
- **Driving Engagement Without Certification:** For industries with hands-on workforces (e.g., American Hort), promoting practical use cases and showing examples (content hubs, monthly spotlights) is key to adoption.
- **Staff Use Cases Expanding:** From faster engineering responses (EASA’s Eddie) to microlearning development, internal Betty instances are proving valuable for knowledge-heavy staff functions.