

# Customer Roundtable Recap

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## 2025 Highlights: What we accomplished

- Improved answer accuracy, explainability, and content grounding
- Launched Betty Search and Betty Directory to expand content discovery
- Enhanced the INSIGHTS experience for better visibility into usage and gaps
- Surpassed 100 customer organizations
- Expanded the Betty team to support a growing customer base

**What We Learned in 2025:** Three lessons shaped the 2026 roadmap

1. **Betty:KNOWLEDGE is the core value:** When answers are accurate, grounded, and tailored to specific workflows, engagement follows.
  2. **AI is no longer novel:** New features only matter if they drive real outcomes, not experimentation for its own sake.
  3. **Customer usage clarified where to double down:** How members actually interact with Betty provided the clearest signal for what to build next.
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## 2026 Roadmap: Where Betty is headed

**1. Faster, Smarter Learning by Betty:** Betty will become significantly faster and easier to manage without sacrificing quality.

- Faster response times
- Self-serve content management and quicker ingestion
- Easier feedback loops so teams can correct and refine answers directly
- CMS and AMS integrations to better understand who is asking questions and why
- Expanded rollout of contextual responses based on user status and system data, informed by real-world usage

**2. AI Marketplace: Turning Knowledge Into Revenue:** A flexible framework for sharing and extending your Betty beyond a single audience.

- Enable affiliates, chapters, or partners to access your Betty or portions of your knowledge
- Secure API-based access that keeps your content under your control
- Support new revenue streams and engagement opportunities tied directly to the usage of Betty

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**3. Agentic Support: Let Betty Do the Heavy Lifting:** Behind-the-scenes agents will continuously improve quality and insight.

- Audit content for gaps, contradictions, or outdated material
- Analyze conversations to surface actionable insights
- Enable custom, multi-step workflows (research, reporting, analysis)
- Build reusable workflow modules over time

**4. Performance & User Experience Improvement:** Focused on trust, transparency, and usability.

- Deeper document review and smarter sorting
- Reimagined Learn More with clearer source traceability
- Highlighted citations down to the paragraph level
- Improved Knowledge+ workspaces for research and content curation

**5. INSIGHTS Betty: Turning Usage Into Understanding:** A new way to interact with Betty usage data.

- Natural language conversations with Betty about your own INSIGHTS data
- Ask questions like “What are members struggling with most?” or “Where are we missing content?”
- Explore chat history, trends, and patterns without exporting reports
- Turn conversation data into clearer next steps for content, programs, and strategy

**6. Advanced Safeguards & Controls:** Built to scale with confidence.

- Granular permissions and governance controls
- Secure handling of association-owned knowledge
- Support for multiple Betty instances and workflows

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## A Shared Path Forward

Successful Betty adoption starts simple and grows intentionally. The 2026 roadmap is designed to help associations move from experimentation to measurable impact, while giving teams more control and less manual overhead.

**This roadmap is not fixed. It will continue to evolve alongside customer feedback and real-world use.**