

A Customer Roundtable: The Recap

March 2026 Highlights



What We Learned

Ownership works best as a cross-functional model: ASQ and EASA both described Betty as a shared effort across content, web/IT, subject matter experts, and leadership, not a one-person job.

Betty needs active stewardship after launch: Reviewing conversations, checking accuracy, retiring outdated content, and retraining on updates are all part of keeping the assistant useful and trustworthy.



Standout Ideas

Conversation review creates fast learning loops: Gretchen reads "Quincy stories" daily, while Craig reviews Eddy two to three times a week for trends, missed opportunities, and quality issues.

Prompt education is a real adoption lever: EASA found many members were using short keyword-style searches, so they added webinars, newsletter guidance, and a static widget prompt to teach better prompting.

Members are using Betty as a peer-review tool: EASA shared a use case where members paste draft root-cause reports into Eddy and ask for gaps, stronger support, and related technical references.



Emerging Strategies

Content pipelines are getting smarter: API-connected libraries, crawler-based updates, LMS integrations, and replacing superseded PDFs are helping teams keep Betty trained on the most current materials.

Analytics maturity is increasing: EASA is pairing Betty data with Google Analytics to monitor usage by membership type and highlighted a need for richer company-level reporting for trade associations.

Resourcing Reality: Craig estimated about 1 to 1.5 hours per week in monitoring, while Gretchen shared that Betty can take up roughly half of her week when new offerings are being built or expanded.