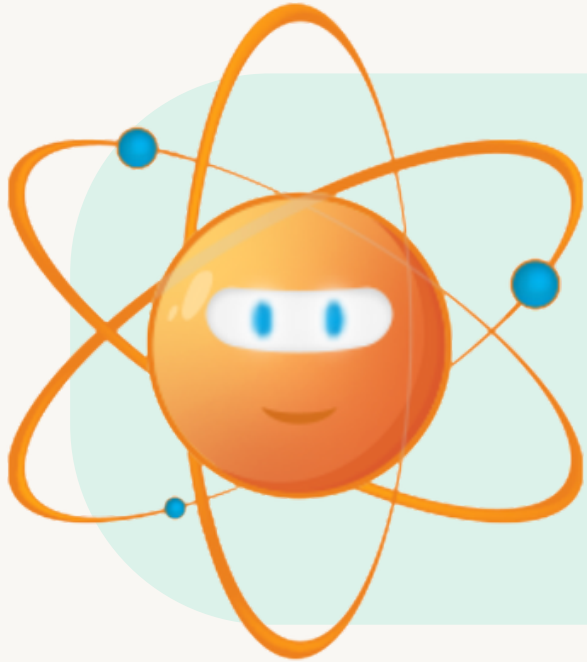


AI Assistant Transforming Member Support at NSTA



Meet Atom!

**National Science Teachers Association (NSTA)'s
AI Knowledge Assistant, Powered by Betty**

35% support ticket drop in first 3 months (Zendesk)

- April YOY: -33% (833 → 557)
- May YOY: -37% (868 → 550)
- June YOY: -8.4% (620 → 568)
- July YOY: -2.5% (712 → 694, offset by email spike)

Decrease in Contact Us page traffic

Members get the help they need without escalating

2,000+ questions answered in first few months. Top queries:

- Account support
- Lesson plans
- Conferences
- Science questions

Answers in under 5 seconds, 24/7

No more waiting for member support response

4 memberships sold by Atom

Prompting public users to become members

Powered by  **betty**

Custom & Trusted AI Assistants for Associations

meetbetty.ai