



Scaling Fire Protection Expertise with AI

Chat EOD brings instant technical expertise to NFSA members

The Goal: Provide immediate, reliable access to fire sprinkler codes and standards

The National Fire Sprinkler Association (NFSA), dedicated to protecting lives and property through fire sprinkler advocacy, faced a critical challenge: providing fast, accurate technical guidance to professionals in the field.

Historically, deep knowledge of codes and standards was concentrated among senior engineers and large firms, leaving smaller contractors, field technicians, and international members at a disadvantage.

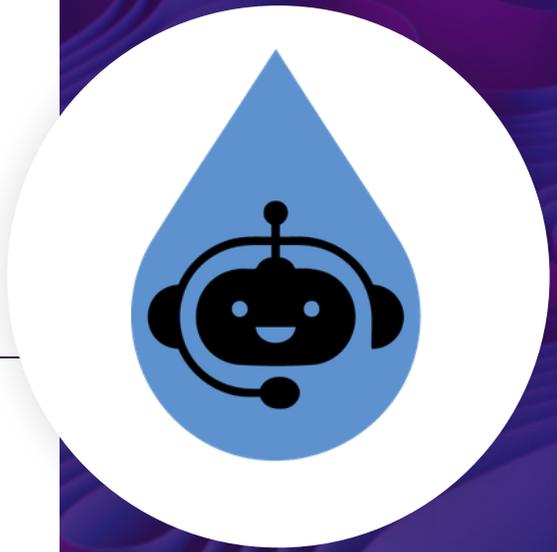
To remove those barriers, NFSA partnered with Betty to launch Chat EOD (Expert of the Day), an AI-powered assistant delivering 24/7, conversational access to trusted fire sprinkler expertise.

Use Case: Technical Guidance at the Moment It's Needed

- Scenario:** A fire protection contractor needs to interpret a code requirement while working on a jobsite.
- Action:** The contractor asks Chat EOD a technical question using natural language—whether on a computer, tablet, or mobile device.
- Result:** Chat EOD instantly provides an accurate, structured explanation based on NFSA codes and standards, enabling faster decision-making and ensuring compliance with safety requirements.

Impact on Membership

-  **Improved Access to Expertise:** Members now have 24/7 access to fire sprinkler codes, standards, and technical guidance, regardless of location or experience level.
-  **Expanded Accessibility Across Languages and Regions:** Chat EOD's multilingual capabilities allow members and international professionals to ask questions in their preferred language, reducing language barriers and improving understanding.
-  **Increased Confidence and Efficiency:** By translating complex technical standards into clear explanations, Chat EOD empowers professionals to make informed decisions more quickly and confidently.
-  **Scaled Technical Support Beyond Staff Capacity:** Chat EOD expands NFSA's ability to provide technical support beyond traditional one-to-one staff responses, ensuring consistent and scalable access to expertise.



Early Successes

4+
COUNTRIES

23,500+
TECHNICAL QUESTIONS ANSWERED



Betty allowed us to take our years of technical resources and create a customized AI assistant. We looked at doing this with other tools like Microsoft Azure, but the technical skills needed to get one of those launched were significant. Betty eliminated all of those needs and added a layer of outstanding customer service.



-Michael Wilson
Marketing Manager, NFSA

Impact on the Organization

- ✓ **Democratized Access to Critical Safety Knowledge:** Chat EOD ensures technical expertise is available to all members—not just those with direct access to engineers or large technical teams.
- ✓ **Increased Member Engagement:** NFSA set a goal of 20,000 questions in the first year—and exceeded it, with more than 23,500 questions submitted by early 2026, demonstrating strong adoption and sustained usage.
- ✓ **Strengthened Member Value and ROI:** Every Chat EOD interaction is measurable, providing clear evidence of member engagement and demonstrating tangible value delivered through NFSA membership.
- ✓ **Positioned NFSA as an Industry Innovator:** By implementing one of the first AI-powered technical advisory tools in the fire protection association space, NFSA reinforced its leadership role and commitment to advancing safety through innovation.

- 23,500+ technical questions answered in the first year
- Exceeded engagement targets within the first year
- 24/7 access to trusted fire protection expertise
- Multilingual support validated across global users
- Scales NFSA expertise to every member instantly

Looking Ahead

Building on the success of Chat EOD, NFSA is focused on:

- Expanding adoption and awareness across its membership base
- Continuing to enhance multilingual accessibility
- Refining responses based on real-world usage and feedback
- Increasing measurable engagement milestones
- Further strengthening Chat EOD as a core member benefit

Chat EOD enables fire protection professionals to access trusted technical expertise instantly—improving compliance, efficiency, and safety across the industry.

Don't make your members wait for critical information!

Contact Betty at rob@meetbetty.ai or book a demo to learn how we can create a custom AI assistant tailored to your organization.

[Book a demo](#)

rob@meetbetty.ai



Betty has represented one of the first opportunities to get in front of our members with a very real and tangible benefit. We deal with highly technical companies and Chat EOD has been incredible. The feedback has all been off the charts with positivity from members for creating this awesome resource.



—Michael Joanis
COO NFSA