

A Client Roundtable: The Recap

June 2025 Highlights



What We Learned

- **Prompt Personalization Increases Adoption:** MSTA's "Tillie" uses custom-built forms to guide members through pre-filled prompts—reducing friction, saving time, and helping users overcome prompt paralysis. **Try it out - download the guide to building your prompt library.**
- **Advocacy at Scale:** By funneling form responses into pre-set prompts, MSTA generated over 500 personalized emails to lawmakers—moving away from generic templates to more authentic member advocacy.
- **Real Feedback, Real Campaigns:** Survey results revealed a hesitation to use AI due to uncertainty and overload. MSTA is launching a 2-week email campaign with single-click prompt experiences to show quick wins and build comfort. **Link template for a single-click prompt experience = [https://\[yourdomain.org\]/\[yourbetty\]?prompt=\[yourprompt\]](https://[yourdomain.org]/[yourbetty]?prompt=[yourprompt])**



Standout Ideas

- **Annual Meeting Assistant (Stellar):** ASAE built a dedicated page for event-specific prompts, allowing members to quickly find sessions relevant to their goals.
- **Ticket Deflection (NSTA):** By placing Atom before the contact form, NSTA reduced help desk volume by 300+ tickets/month.



Emerging Strategies

- **Tiered Access:** Several orgs now run both public and member-only versions of Betty—offering teaser content to non-members while reserving deeper access for logged-in users. **See the options for your non-member/member instances.**
- **Tracking ROI:** Google Tag Manager and UTM codes are helping clients trace Betty interactions to member joins, purchases, and page views. **Download the Google Tag Manager set up guide.**
- **Saved Chats as a Member Benefit:** Enabling logged-in users to retain chat history is helping drive platform logins and repeat engagement.
- **Integrating your Betty with your AMS**