betty + ASSOCIATION OF Child Life Professionals

ACLP's Scout Enhances Member Experiences

The Goal: Improve Access to ACLP Resources

Before the launch of Scout, ACLP members faced challenges accessing the resources they were looking for, leading to more calls and emails to ACLP staff. Members struggled to quickly find guidance on certification, continuing education, and other membership benefits. **ACLP partnered with Betty to launch Scout, an AI-powered knowledge assistant designed to provide real-time support, streamline website navigation, and reduce member frustration.**

Scout Transforming the ACLP Member Experience

↗ **24/7 Support & Instant Answers**
Scout replaced ACLP's website search function to provide around-the-clock assistance, directing users to the right resources without the need to dig through multiple pages.
Since removing the search functionality, ACLP has not received any requests to reinstate it – Scout just gets it.

↗ **Certification & Education Guidance**
Members now receive immediate, accurate answers about certification processes and continuing education requirements, making professional development more accessible.

3600+
Unique Users

7400+
Questions Answered

47
Avg. Daily Users

83
Avg. Daily Questions

Success Stories & Member Feedback

✓ One member shared how Scout helped them quickly locate the resources they needed to complete continuing education requirements without delays:

❝ I was able to get the information I needed in seconds—no searching through multiple pages or waiting for an email response. Scout really makes the ACLP website easy! – ACLP Member

Impact on ACLP Operations

1. **Time Savings & Staff Efficiency –** ACLP staff can focus on higher-level priorities instead of responding to repetitive member questions - Scout handles those now!
2. **Internal Use Among Staff –** Even ACLP's internal team has found value in using Scout to locate information, improving response times and ensuring consistency across communications.

Looking Ahead

ACLP plans to expand Scout's capabilities by developing a specialized version tailored to the Child Life Certification Commission. This enhancement will provide:

- **Certification-specific guidance** – More detailed responses tailored to certification requirements.
- **Streamlined support for candidates** – Easier tracking of progress and faster access to key information.
- **Better member experience** – Helping candidates navigate the certification process with confidence.

Your members don't want to wait for the answers they need!

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**

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