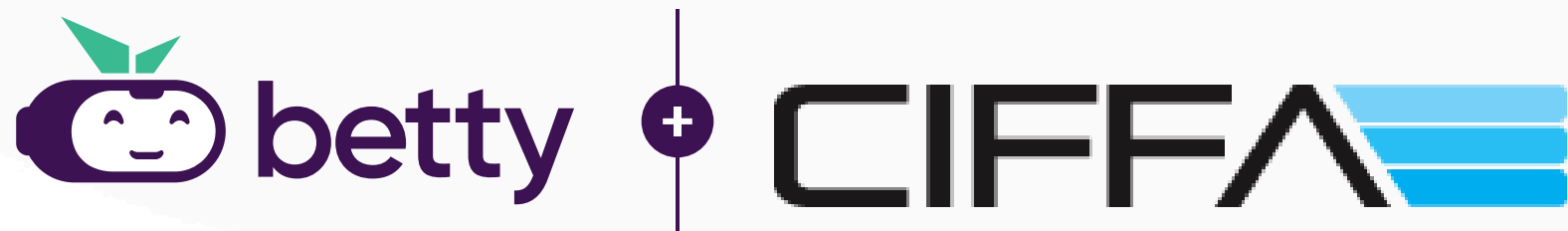


CIFFA

Needed a Faster
Way to Support
Members,
Here's What
Happened



The Goals

- ✓ Simplify access to fast-changing customs information and governmental regulations
- ✓ Reduce response times for member inquiries

The Tactic

Partner with Betty to develop Ask Ruth:

- ✓ Delivers instant, detailed responses to trade and logistics questions
- ✓ Available 24/7 for members and staff.

Meet Ruth! **CIFFA's AI-Assistant.**



We were very pleased with the simplicity of implementing this tool. The staff who were involved in the training and found the process quick and easy to use.

Bruce Rodgers | CIFFA, Executive Director

The Results

In The Frist 30 Days

725

Total Unique
Users

2111

Total Questions
Answered

Significant time saved for both
CIFFA staff and members

It's Your Turn.

AI-powered solutions
designed just for your
association

Book a Demo



meetbetty.ai/demo