



Delivering Real-Time Policy Updates

The Goal: Simplify access to fast-changing customs information and governmental regulations

As global logistics regulations shift at record speed, CIFFA needed a way to keep its members informed without overwhelming their internal team. Weekly customs notices, tariff changes, and policy updates were becoming more difficult to communicate quickly and clearly.

The Challenges:

1. Rapidly changing trade regulations and policies
2. Staff time tied up answering repetitive questions
3. Need to provide members with timely, trusted updates

The Solution: Ask Ruth

CIFFA partnered with Betty to build Ask Ruth, a **24/7 AI assistant trained on CIFFA's content and updated with the latest customs notices, regulatory changes, and tariff updates**. The tool allows members to ask specific trade and logistics questions and receive immediate, easy-to-understand answers.

In The First 30 Days:

2111 Questions Answered

725 Unique Users

“Ask Ruth has helped us share time-sensitive updates with our members in real time. We’ve been able to add new policy and customs information, without putting more work on our staff.”

Bruce Rodgers | CIFFA, Executive Director

About Ask Ruth

- Ask Ruth is updated with critical regulatory updates
- Members receive instant, reliable answers to complex questions
- CIFFA staff have seen a reduction in time spent on support inquiries
- Member confidence has increased during a difficult-to-navigate policy environment

Ask Ruth is more than a chatbot, it’s a dynamic training and communication tool. As new customs updates are released, they are seamlessly integrated into the assistant, making it a living knowledge base that evolves with the industry.

Want to revolutionize the way the world engages with your content?

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