

## AI Member Support and Internal Knowledge Base Example for Membership Associations

# GEMA saved 6,000+ working hours a year with AI member support

GEMA, one of the world's largest music rights collecting societies, uses CustomGPT.ai for 24/7 AI member support, an internal knowledge base assistant and automated ticket drafting. More than 248,000 queries have been resolved with an 88% success rate, without adding headcount.

**6,000+**

Working hours saved a year

**88%**

Query success rate, against a 70% benchmark

**248K+**

Queries resolved

**€182–211K**

Estimated annual savings

**THE CHALLENGE**

## High service volume and knowledge spread across many systems

GEMA serves more than 100,000 members and about 2 million professional music users. Even with a comprehensive help site, the volume of licensing, registration and rights questions put steady pressure on support teams, and many inquiries still needed a person to answer them.

Inside the organization, employees struggled to find information quickly across a fragmented landscape of documentation platforms, including Confluence and SharePoint. Complex service documentation and rising expectations for real-time, 24/7 answers made both problems harder.

**HOW GEMA SOLVED IT**

## Three deployments on one knowledge infrastructure

**Melody, the member and customer assistant.**

A 24/7 assistant on GEMA's public website and member portal for licensing, registration and rights questions, with shorter waits and a better experience.

**Internal knowledge search.**

CustomGPT.ai connects to repositories like Confluence and SharePoint, so employees reach the right information within seconds.

**Service-process automation.**

Through the API, CustomGPT.ai drafts responses for specific use cases inside GEMA's service workflow and accelerates ticket handling.

**ABOUT GEMA**

GEMA is a membership organization in music licensing and intellectual property, representing more than 100,000 members and about 2 million professional music users, with €1.33 billion in annual revenue. It ensures composers, lyricists and music publishers are paid fairly for public use of their work.

AT A GLANCE

|                                                                |                                                               |                                                                                 |
|----------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------|
| SECTOR                                                         | MEMBERS                                                       | AI DEPLOYMENTS                                                                  |
| Music licensing and intellectual property (collecting society) | 100,000+ members and about 2 million professional music users | Melody (website and member portal), internal knowledge bot, API ticket drafting |

KEY CONSIDERATIONS FOR AI IN MEMBER SERVICES

Accuracy, security and fast deployment without developers

- 1 Citation-backed accuracy.

Every answer is restricted to GEMA's approved sources and cites where it came from.
- 2 A private front end for staff.

Internal bots could be customized and deployed securely, a key differentiator for GEMA.
- 3 No-code deployment.

No engineering resources were needed, which drove rapid adoption across the organization.

RESULTS

Scaling member support without adding headcount

|                                |                     |                                     |
|--------------------------------|---------------------|-------------------------------------|
| MEASURE                        | BEFORE              | WITH CUSTOMGPT.AI                   |
| Member support availability    | Staffed hours only  | 24/7 via Melody                     |
| Queries resolved automatically | 0                   | 248,000+                            |
| Query success rate             | Variable            | 88%, against a 70% benchmark        |
| Internal knowledge retrieval   | Slow and fragmented | Instant                             |
| Working hours saved            | 0                   | 6,000+, about three full-time roles |

Members and staff both report consistently positive feedback, and employees describe significantly faster access to information. GEMA estimates €182K to €211K in annual savings.

//

CustomGPT.ai isn't just a support tool. It's become a knowledge infrastructure for our organization. It allows us to serve members, customers, and employees better, faster, and smarter.

Jonas Walther

MANAGER DATA AND AI, GEMA

WHY IT WORKED

- Strategic fit.

Aligned with GEMA's goal to digitize and scale service.
- Speed.

Deployed across internal and external channels.
- Accuracy.

Anti-hallucination, context and citations.
- Partnership.

Agile co-creation, regular check-ins and a shared roadmap.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.