Member and Certification Assistant for a National Professional Association

Every answer carries the published requirement behind it

This association certifies practitioners in occupational safety, which means its answers carry consequences twice over: once for the member whose credential depends on them, and once for the worker that credential is supposed to protect. So the assistant shows its source. Citations are on, it answers from the association's own published material and nothing else, and it declines rather than approximate.

96.5%	124 hrs	551	Every
Of the questions it could answer, the share that landed well	Member time saved, counted at two minutes a question	Days with at least one question from a member	Answer shows the published rule it came from

THE CHALLENGE

The question is about a credential, so a near-enough answer is no answer

A safety professional whose certification is coming up for renewal needs to know exactly what the association requires of him and by when. An employer with a new hire needs to establish which course that person actually has to hold for the work in front of them. Somebody considering the field at all wants to know what a credential covers before paying for it.

Every one of those answers exists on the association's own site, and every one of them is the kind of thing people get wrong by reading the adjacent paragraph. A certification requirement answered approximately costs a member a lapsed credential, and costs the association the member.

ONE ASSISTANT, ON WHAT THE ASSOCIATION HAS ALREADY PUBLISHED

There is a single assistant here, shared on the association's site, grounded on its own published content with anti-hallucination enabled. No suite, no assistant per credential.

- **That is a defensible shape when the subject is coherent.** Certification requirements, course prerequisites and renewal paths all live in one body of material that the association itself authors and controls, so a single assistant covers the ground without having to work out which scheme a question belongs to.
- The assistant checks its answer before it gives it, which costs a little more per question than a plain lookup. For an answer somebody is going to act on, that is the easy trade to make.

THE CAPABILITY THAT DECIDED IT

A member has to be able to see the requirement, not just be told it

Citations are on, and for a certifying body that is the whole argument rather than a refinement of it.

A member told that his renewal requires a particular number of hours is going to plan around that answer. What makes the answer usable is that he can see the published requirement it came from, check it himself, and show it to an employer who asks. The assistant becomes a route into the association's own standards instead of a voice speaking over them.

It also protects the association. An answer that carries its source is an answer the association can stand behind, because the source is the association's own published requirement and nothing else.

AT A GLANCE

CUSTOMER	A national membership association that certifies practitioners in occupational safety and runs the training behind the credentials.
WHAT THEY BUILT	One assistant, on the association's own site, open to members and to anyone thinking about joining.
IF IT DOESN'T KNOW	It says so rather than approximate, because an approximate certification requirement costs a member their credential.
HOW LONG	More than two years, with a question arriving on 551 separate days.
WHAT THEY WANTED	Straight answers on certification, course requirements and renewal, taken from what the association has already published rather than from the open web.
WHY IT SHOWS ITS SOURCE	A member planning around a renewal deadline can open the published rule, check it, and show it to an employer who asks.
WHAT THE RATE MEANS	Of the questions this customer's own material covers, the share whose answers landed well with the person asking. Measured over recent months. It is not a grade for correctness.
WHY NO NAME	We name a customer only with their written agreement. This association has not been asked for one, so it is not named here. Everything else is exactly as the records show it.

WHAT THE RECORD SHOWS

3,731 questions asked of a single assistant, on 551 separate days, across more than two years of continuous service.

551 days is the figure that matters. It means the assistant became part of how members reach the association rather than a launch that drew a crowd and emptied. There is no dormant stretch in the record and no relaunch.

Of the questions the association's own material covers, 96.5% landed well with the member asking, measured across recent months. At the two minutes a question the platform counts, that is about 124 hours members did not spend hunting through the rulebook themselves.

MEASURE

Answers that landed well, recent months	**96.5%**
Member time saved, at two minutes a question	**124 hours**
Questions asked	**3,731**
Days with at least one member question	**551**
Answers showing the rule they came from	**Every one**
Years answering members	**More than two**

WHY IT WORKED

One assistant, one subject. Certification, course prerequisites and renewal all live in one body of material the association writes itself, so a single assistant covers it without having to work out which scheme a question belongs to.

Every answer shows its rule. A member planning around a renewal can open the published requirement, check it, and show it to an employer who asks.

It answers from the association's own published material, and says so when a question falls outside it rather than approximating.

It checks its answer before giving it, which costs a little more per question and is worth it for an answer somebody will act on.

The professional facing renewal, the employer checking a new hire's course and the newcomer weighing the field each get the association's own requirement, with the page it came from attached.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant.