

# Turn Association Content into a Revenue Engine

Deliver instant, trusted answers across your research, training and events without rebuilding your systems.

DATA SHEET

## WHY ASSOCIATIONS STRUGGLE TO DELIVER VALUE FROM CONTENT

### 1. Content is fragmented

Knowledge lives across CMS, LMS, portals and archives with no unified access point

### 2. Discovery is ineffective

Search returns links instead of answers, forcing users to do the work

### 3. Value of content is underutilized

Conference recordings, research and training lose impact after their creation

### 4. Experience doesn't match expectations

Members expect instant answers, not navigation and guesswork

## Your Content Isn't Delivering Its Full Value

Associations invest heavily in research, training, certifications and events, but most of that content never reaches its full potential.

Members know the answer exists, but they can't find it when they need it. Content is spread across websites, portals, LMS platforms and archives, forcing users to search, click and interpret across multiple systems.

This results in:

- Valuable content being underutilized
- Member engagement falling short of expectations
- Digital experiences feeling fragmented and frustrating

## Why Member Expectations Are Changing

Today, users expect the same experience they get from consumer AI tools: fast, conversational and context-aware answers. They no longer tolerate searching, clicking and piecing together information across multiple systems.

At the same time, associations are under increasing pressure to:

- Demonstrate clear member value
- Improve engagement and retention
- Grow non-dues revenue from existing assets

In this paradigm, digital experience is no longer a support function; it is a primary driver of business performance.

# Put Your Content to Work as Answers

The Progress® Agentic RAG solution transforms your association's content into an intelligent, answer-driven experience across your website, member portal and learning platforms.

Instead of forcing members to search, click and interpret across fragmented systems, they simply ask questions and receive direct, trusted answers grounded in your research, training and event content.

This shifts your digital experience from content navigation to value delivery, making the full power of your knowledge accessible in seconds.

This enables:

- Instant, precise answers across documents, video and training content
- Greater engagement with high-value assets at the moment they are needed
- Unified access across systems without the need to rebuild your infrastructure
- Trusted, source-backed responses that reinforce credibility

## Where Value Is Delivered

Increase Member Engagement

Improves Member Retention

Unlocks New Revenue

### Increases Engagement Across Content with AI Search

Surfaces the most relevant research, training and resources at the moment of need, driving deeper interactions with your content.

### Delivers a 24/7 AI Member Assistant

Provides an always-on assistant that answers member questions, guides discovery and reduces reliance on support teams.

### Extends the Value and Revenue of Event Content

Transforms archived webinars and conference recordings into searchable, monetizable knowledge assets that continue delivering value over time.

### Unlocks Insights from Conference and Training Videos

Allows members to jump directly to the exact moments in recorded sessions that answer their questions, making video content instantly usable.

### Reduces Support Burden and Repetitive Questions

Automatically resolves common inquiries using your existing knowledge, freeing up staff and expediting response times.



Speak with AI Knowledge Expert

