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Scoutly | Smart. Simple. Scouting.

How Myridius and Amazon Web Services (AWS) built more than a chatbot—we built a movement for the next generation.

A Legacy of Leadership, Reimagined

Scouting America (formerly Boy Scouts of America) has shaped generations through service, leadership, and outdoor adventure. With over 1 million youth participants and 628,000 volunteers, they're not just teaching skills—they're building character. But in a fast-moving world, even legacy organizations need a digital evolution.

To prepare tomorrow's leaders, the organization needed to reimagine how their journey begins—starting with enrollment.

The registration process was long, at times confusing, and high-stakes. Between parental authorizations, complex pricing, and static forms, families often abandoned the registration before even starting their journey. And every abandoned form meant one less future Scout ready to serve their community.

Let's face it—signing up shouldn't feel like a paper trail from the 90s. But that's exactly where Scouting America found itself. From tangled pricing to program complexity to the unique challenge of enrollment, the registration journey was longer than they wanted, disjointed, and frequently abandoned. That meant missed leads, opportunities and fewer young people gaining access to transformative experiences.

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Generating a Solution That Thinks

Enter Scoutly—our **GenAI-powered, multilingual, and voice-enabled chatbot built on AWS.** This isn't just automation—it's a **smart, conversational assistant** that speaks to you to get things done. Scoutly leads families through the enrollment process with **contextual awareness, memory of past interactions, and the ability to speak your language**—literally. English, Spanish, Arabic, French, and more—Scoutly connects across cultures and across platforms.

Built on Amazon Bedrock and a suite of scalable services (AWS Lambda, Amazon EC2, Amazon RDS, Amazon DynamoDB, Amazon S3, Amazon Kendra, and more), the platform is fast, resilient, and built to scale. Scoutly engages and remembers to give you relevant, accurate, real-time information.

It also answers questions about all 130+ merit badges, supports volunteers, verifies addresses, shares program details, and helps families find their local unit without the chaos of forms or phone calls.

AWS Partnership That Accelerated Scalability

"Partnering with Myridius was a key factor in delivering a high-impact solution for Scouting America. Their deep knowledge in AI, combined with a collaborative approach to cloud architecture, allowed us to move quickly from concept to deployment. Together, we leveraged AWS's scalable infrastructure and AI services to build Scoutly—a robust, well-architected solution that's not only performant and secure, but ready to scale nationwide. This project is a standout example of how strong partnerships drive real innovation and tangible results."

JOE RUPRECHT
Enterprise Account Executive, AWS

The Impact

- 45% spike in web traffic during pilot
- Reduced registration time
- Increased lead capture, better conversion, real-time information results in happier scouts
- Live, natural conversational support 24/7—in English, Spanish, Arabic, French, and more

Purpose At Scale

Scoutly is making it easier for purpose-driven youth to find their way into Scouting—and stick with it. By removing the usual hurdles and offering quick, helpful support, it ensures no future Scout or leader gets left behind. Because this isn't just about registrations. It's about building the next generation of leaders, ready to serve, grow, and make a difference.

"Scoutly is a game-changer. Myridius didn't just deliver a tool—they brought a bold vision to life. We've modernized how families engage with us and set the stage for the next generation of Scouts."

MICHAEL BULLOCK
CIO, Scouting America

How You Can Apply This to Your Business

If your business depends on enrollment, onboarding, or lead capture, Scoutly's model is a blueprint for what's possible. Whether you're in education, finance, events, travel, or retail—GenAI can help you build **smoother, smarter, more human journeys.**

Let's Rethink Engagement...Together.
Book a meeting with Myridius to explore how generative AI can reshape your customer journey.

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