



The Story of Mimo

How ISA Improved Content Accessibility Through AI

The Goal: Transform how members access information and engage with the organization’s vast knowledge base

The International Society of Automation (ISA) partnered with Betty to create Mimo, a custom AI-powered knowledge assistant, trained on ISA’s technical papers, standards, books, and InTech Magazine articles. By partnering with Betty, ISA launched Mimo in less than six months, and is using Mimo to give members and non- members across the globe access to ISA’s wealth of knowledge.

Challenges

1. Making their extensive content more accessible to members
2. Enhancing their website functionality
3. Leveraging emerging AI technologies effectively
4. Balancing innovation with concerns about new AI technology

Finding a Solution

ISA partnered with Betty to create a custom AI-powered knowledge assistant that would play a pivotal role in unveiling the organization’s technical knowledge and giving members and non-members a new way to interact with content.

Key Elements of Success

Cross-Functional Team: The team included directors of sponsorships, governance, strategic engagement, membership, and IT, and a board liaison to ensure alignment with board objectives.

Focused Training: The narrow focus allowed them to quickly complete directed testing that resulted in a highly competent tool in these content areas.

Security and Access Control: Careful consideration was given to protecting ISA’s IP while maximizing the utility of the AI assistant. ISA created a member and non-member version of Mimo, ensuring proprietary content is reserved for members.

Branding, and Communications: The team named their tool Mimo and designed a mascot character that can be broadly used both as the face of this tool and as a part of the ISA brand’s look, feel, and voice.

Agile Approach: The team adopted an agile approach, focusing on achieving a minimum viable product quickly and then refining based on feedback.



Early Successes

3,800+
INQUIRIES

8
LANGUAGES



“Since the launch, we’ve been hearing nothing but ‘Oh my gosh, this is the best thing that ISA has done in years!’”



Jason Wampler,
Managing Director of IT
ISA

Early Results

- ✓ **Enhanced Content Accessibility:** Within the first 30 days of use, Mimo has received over 3,800 inquiries across both the member and non-member instances.
- ✓ **Multilingual Support:** Mimo's ability to communicate in multiple languages has opened up new possibilities for ISA's international membership base. In the first 30 days of use, Mimo has delivered information in eight languages – English, Spanish, Portuguese, French, Vietnamese, Chinese, Japanese, and Persian!
- ✓ **Improved Member Experience:** Early feedback from board members and users has been overwhelmingly positive. User's have praised Mimo's ability to provide detailed, accurate responses to complex technical inquiries.
- ✓ **Board Satisfaction:** The project has successfully met the board's mandate to leverage AI and enhance content accessibility.

The development and implementation of Mimo represents a significant step forward in ISA's digital strategy. By leveraging AI technology, ISA has enhanced its member services and positioned itself at the forefront of technological innovation in the association space.



Our Members are not just English speaking...They are now able to interact with the content in their native language first.



Jason Wampler,
Managing Director of IT
ISA

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](#)

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