



Success with AIMIE

MRAA Enhances Member Engagement and Insights

The Goal: Deliver real-time insights to members

The Marine Retailers Association of the Americas (MRAA) is the leading organization serving boat and engine dealers, marinas, and other marine industry businesses. As part of its commitment to providing value to its members, MRAA partnered with Betty to create AIMIE (AI for Marine Industry Education), an intelligent assistant designed to enhance member engagement and streamline access to MRAA’s content for the boating industry.

Challenges:

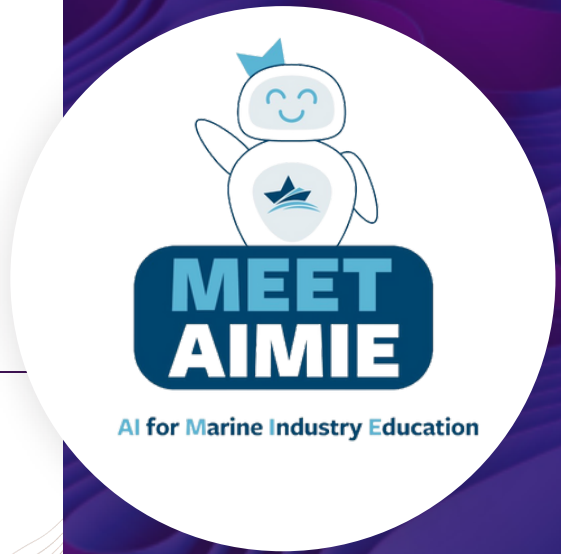
1. Difficulty in efficiently delivering up-to-date information to members
2. Limited real-time insights into member needs and concerns
3. Time-consuming process of gathering member feedback and identifying trends

Solution

Trained on MRAA content and integrated into MRAA’s website and member portal, AIMIE provides 24/7 access to information, directing members to answers and resources quickly and seamlessly. AIMIE also serves as a powerful tool for gathering real-time insights. Every interaction with AIMIE is logged and analyzed, providing MRAA with valuable data on member needs, challenges, and trending interests.

Innovative Applications

- ✓ **Educational programming:** AIMIE’s chat logs inform MRAA’s monthly "Spotlight" educational programs.
- ✓ **Sales training:** MRAA helps members create role playing prompts using AIMIE, allowing members to train their teams on unique sales situations.
- ✓ **Member vs. non-member experiences:** MRAA uses a trial version of AIMIE as a tool to drive membership growth.
- ✓ **Partner opportunities:** MRAA is exploring ways to incorporate partner content into AIMIE, creating new value propositions for its partners.



Early Successes

700+
CONVERSATIONS IN
30 DAYS

39
CONVERSATIONS
PER DAY (AVG)

11 MINS
AVG INTERACTION TIME



“With Betty, we now have our finger directly on the pulse of what’s happening in our market.”



-Matt Gruhn, President of MRAA

Don’t make your members wait for important information.

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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