

AI Assistant Driving Engagement & Growth at ISA

Meet Mimo!

International Society of Automation (ISA)'s
AI Knowledge Assistant, Powered by Betty



4,000 questions answered in the first month

Compared to the usual 500–600

10,000+ conversations in first year

23,000 prompts logged and sustained 1,200–1,400 queries/month.

Top queries:

- Editing/updating user profiles
- Accessing ISA standards (ISA-95, ISA-62443)
- Membership costs, benefits & renewal
- Navigating content

Answers in 9+ languages

Including English, Spanish, Portuguese, Mandarin, more

Sold 13 memberships + \$19K in first 4 months

~20% of nonmember interactions with Mimo led to Join ISA page

2025 Trendy® Gold Winner

Recognized for Best Product Launch

Powered by  **betty**

Custom & Trusted AI Assistants for Associations

meetbetty.ai