



3,200 Questions, 24/7 Answers:

# How Ardi Helped MIBOR Deliver Smarter, Round-the-Clock Support



## Introduction: A New Era of Member Service

For more than a century, MIBOR REALTOR® Association and its Broker Listing Cooperative (BLC®) has built its reputation on personal, relationship-driven member support. Calls were answered by familiar voices. Staff knew members by name. And when agents had a problem, whether it was a billing question or a complex BLC® issue, they knew they could get someone on the phone quickly who understood their business.

That people-first approach became part of MIBOR's identity.

But as the association introduced new technologies and modernized its systems, the demand for support skyrocketed. Members still valued that personal touch, but they also expected instant, accurate answers 24/7 — especially as they worked after hours and on weekends.

"We've been working for a number of years on how to best deliver the customer service that our members want and expect,"

said Shelley Specchio, CEO of MIBOR REALTOR® Association.

To meet those evolving expectations without losing the core of what made MIBOR special, the association turned to **Voiceflip's Ardi**, an AI-powered assistant that brings round-the-clock responsiveness to a support experience still grounded in human connection.



"This solved the whole problem for us," Specchio said. "It packaged our personal touch and our more modern touch all into one solution."



## The Challenge: Modern Expectations, Traditional Values

When MIBOR launched nine new technologies within a year, member calls surged. To handle the influx, the association temporarily outsourced phone support to a local Indiana help desk. The move helped them manage the high volume, but it also created a new problem: members no longer reached the familiar staff they were used to speaking with.

Members missed that direct connection, and when MIBOR eventually brought phones back in-house, the team regained that personal touch — but lost 24/7 coverage in the process.

MIBOR now faced a new challenge:

how to provide the same high-quality, human service during business hours while also offering reliable support around the clock.





## Solution: Ardi Answers the Call for Smarter Support

Once MIBOR realized it needed to restore 24/7 service without losing its signature personal touch, the search naturally turned to technology. The team wanted a solution that could meet members where they already were — on the phone, online, or texting — and deliver accurate answers instantly, without forcing them through complicated systems or long wait times.

Ardi stood out because it could do exactly that. It wasn't just a chatbot bolted onto a website — it was a comprehensive, multi-channel support tool that could tap into MIBOR's existing library of more than 900 knowledge base articles and respond to inquiries about both the association and the BLC®.

“ We set aside a specific phone number for Ardi so you can text Ardi, you can chat with Ardi within our systems, or you can call Ardi and ask any question across either organization,”  
Specchio explained.



Ardi's ability to learn and improve over time sealed the deal. Because every interaction is logged, unanswered questions become opportunities to strengthen the system. That meant MIBOR's support offering wouldn't stay static. Instead, it would get smarter and more useful with every member conversation.

Just as importantly, Ardi offered room to grow. It could field simple questions immediately, free up staff to handle more complex situations, and even support new types of engagement, from policy updates to advocacy messaging — all while keeping MIBOR's service experience rooted in the personal connection members expect.



# The Ardi Advantage: Key Features and Benefits

Ardi brings together a range of capabilities that help MIBOR deliver more accurate, more responsive support without sacrificing its personal touch:

## **Multi-channel support:**

Members can call, text, or chat with Ardi through a dedicated phone number — no phone trees or new tools to learn.

## **Deep knowledge base integration:**

Ardi draws from more than 900 curated articles, answering everything from basic membership questions to MLS listing procedures.

## **Continuous learning:**

Every interaction is logged, and unanswered questions are used to make the system smarter over time.

## **24/7 availability:**

Members can get answers anytime — including nights, weekends, and holidays — reducing staff workload and improving service consistency.

## **Scalability across departments:**

Ardi supports both association and MLS operations, with potential to expand into advocacy, market data, and more.

## **Frees up staff:**

Routine inquiries are handled automatically, giving staff time to focus on complex, high-value issues.

## **Consistency and accuracy:**

Members receive the same clear, correct information every time, no matter when or how they ask.



## Implementation: Building a Smarter System

Ardi's three-week long deployment at MIBOR was the culmination of years of groundwork. Because the team had already built and maintained a robust library of more than 900 knowledge base articles, they were able to train Ardi quickly and effectively.

**"I felt like we did have a leg up. We did have a lot of organized knowledge already to feed it,"** said Specchio.

But the process also revealed blind spots. "Ardi only knows what we tell Ardi," Specchio explained.

**"So it was really good for us to uncover where we had holes, and now we're plugging them. Training Ardi really made us fine tune our process for giving consistent, well-timed, accurate answers,"** said Specchio.

In many ways, implementation became a full-scale content audit. Staff identified missing information, clarified confusing instructions, and refined existing articles, all while building a process for ongoing maintenance. "It's easy for your own knowledge bases to get stale if you don't have a process to keep them fresh," Specchio said.

MIBOR also embraced an iterative approach. They didn't wait until every question had an answer before launching Ardi. Instead, they rolled it out, monitored every interaction, and used those real-world questions to guide continuous improvements. "Every question that's asked is logged," Specchio said. "And if Ardi doesn't know the answer, our staff can follow up almost in real time."

The result is a system that not only works from day one but also improves with every member interaction. Implementation wasn't the end of the project, but the beginning of a cycle of learning, refining, and expanding that continues to make Ardi smarter and more valuable to members over time.

## Results: Adoption, Efficiency, and 24/7 Coverage

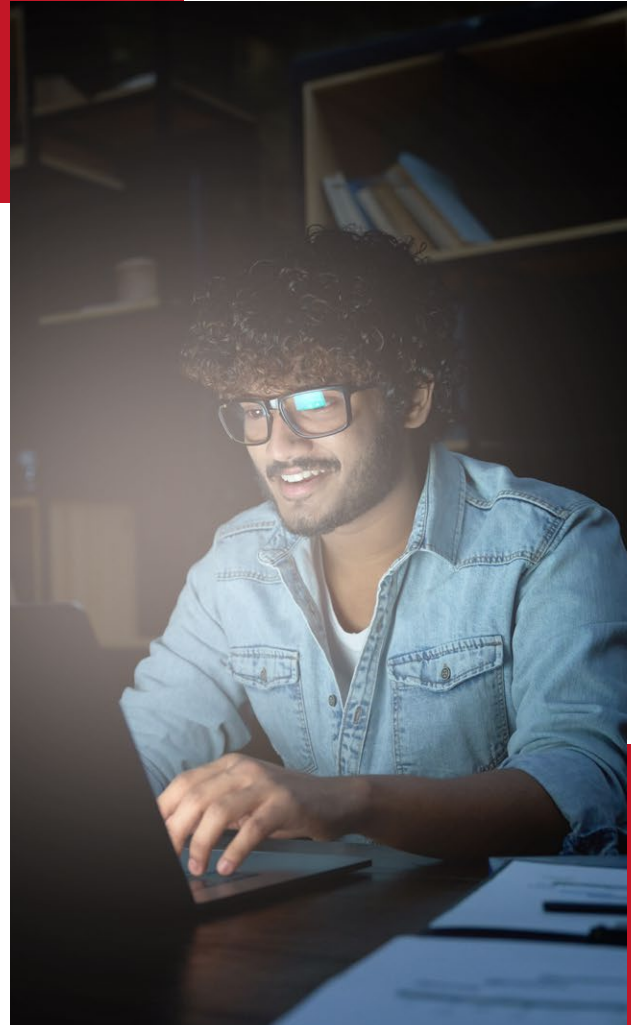
Since launching in late June 2025, Ardi has quickly become an integral part of MIBOR's member support system. In its first three months, the AI assistant handled **more than 3,200 member inquiries** across calls, web chats, and texts — with about **75 percent of questions answered instantly**.

Usage patterns reveal how members are embracing the new tool in just three months:

- **16% of all incoming calls** now route through Ardi.
- Ardi chat interactions equated to **20% of the total number of support tickets**, reducing the need for staff response.
- **After-hours inquiries doubled** between July and September, showing clear demand for 24/7 access.
- **Text usage increased fivefold**, as members discovered new ways to engage.

"We're seeing a steady climb and increase in the usability of the chatbot in the systems,"

said Specchio.



According to MIBOR, Ardi has saved them 540 hours of staff time in just three months — the equivalent of three full-time employees. Ardi is streamlining staff operations. Routine questions about onboarding, transfers, and billing are handled automatically, allowing staff to focus on more complex needs. The support team, for example, now calls brokerages proactively and offers to attend broker office meetings to answer questions, train on new technologies and open up the door for better communications and more personal relationships.



## More Than Support: What's Next for Ardi

Ardi isn't just answering technical questions. Now, it's starting to assist with MIBOR's advocacy and policy efforts. Members can ask about legislative issues, such as rental caps or short-term rental regulations, and Ardi provides high-level summaries while directing users to detailed resources.

Looking forward, MIBOR plans to train Ardi on market statistics and municipal data, giving members instant access to localized insights.

"If Ardi has the data to recognize the context and audience behind a question, she can respond in exactly the right way,"

Specchio said.

"Her intelligence is not limited — the limit is the data we feed her."

## Lessons for Other Associations and MLSs

Specchio believes Ardi's success at MIBOR can be replicated by organizations of any size.

"I think anybody could do this and it would be helpful and beneficial for any sized organization," she said.

Her advice for peers:

- Build a knowledge base early.
- Promote your AI assistant's contact number from day one.
- Establish a process to review and refresh information regularly.
- Use AI reporting to track ROI and member engagement.

"They need to talk to Kurtis [Cicalo] and his team and start baking it into their budgets for 2026," Specchio said. "It's got to happen."

# Conclusion: Blending Technology and Trust

By combining artificial intelligence with its long-standing commitment to personal service, MIBOR REALTOR® Association has created a scalable, efficient, and responsive support model.

Ardi now handles a significant share of incoming inquiries, ensures accurate information around the clock, and gives staff the freedom to focus on higher-value work, all while preserving the member relationships that define MIBOR's brand.

**"This platform absolutely deserves your attention,"**

Specchio said.

**"It's something everyone ought to be exploring right now."**



**Your members are asking questions. Ardi is ready to answer.  
Explore how Voiceflip's AI-powered support can elevate your service:  
[www.Voiceflip.com](http://www.Voiceflip.com).**

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We lead the industry in **strategic planning, governance design, and member satisfaction programs**, helping MLSs and Associations build future-ready organizations. WAV Group developed the **BEST MLS Customer Satisfaction Program**, the gold standard for measuring and improving member engagement, technology utilization, and service performance.

Whether your organization is navigating structural change, launching a new initiative, or reimagining its member value proposition, WAV Group brings the perspective, tools, and support to make it happen. We don't just offer advice—we deliver strategies that get implemented and drive results.

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