



Changing the world
of work for good

Union digitisation challenges in the UK

CMKOS, 11/11/2025

Digitisation to build our unions

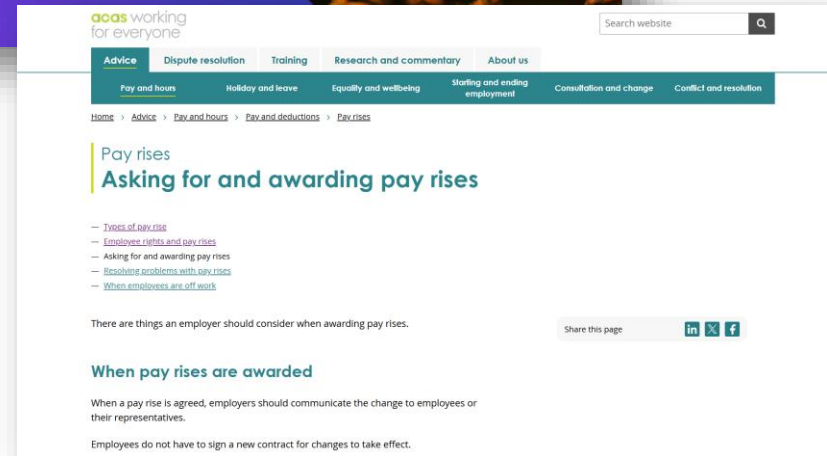
- Why are we working on digitisation?
- Current digitisation priorities
- Next steps for our programme

Why a TUC digitisation programme?

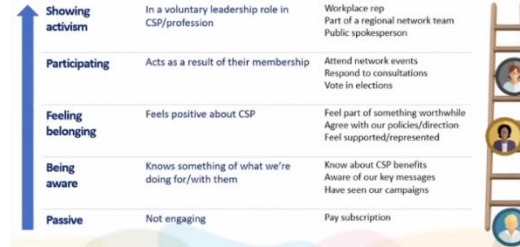
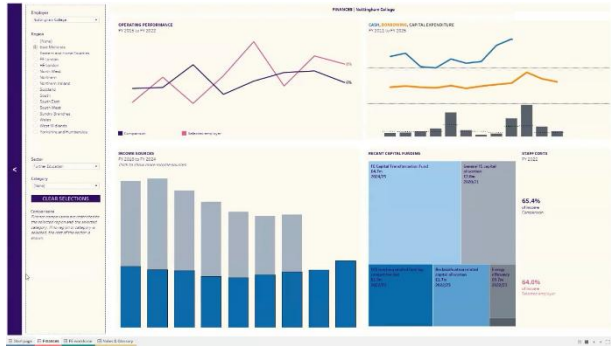
- **Digital native generations now make up over half the workforce**
- So workers' expectations are rising all the time



- **Digital makes it easier for anyone to build and test new services**
- So we have new competitors for workers' attention



- **Unions have an opportunity to be faster, more efficient and more strategic**
- But we're still on a journey to being able to do this stuff fluently



PAY UP

Re-Ballot Dashboard

For an explanation of this page, and help using it, please [click here](#)

Export as PDF

Search

Show: [Everyone](#) [Members not spoken to](#) [New to Ballot Group](#) [Yes / No / All](#) [Voted \(Current Re-Ballot\)](#) [Yes / No / All](#) [Ordered Replacement \(Current Re-Ballot\)](#) [Yes / No / All](#) [Target Voter](#) [Yes / No / All](#) [Replacement Conversation](#) [Yes / No / All](#)

Name	Membership #	Conversation	New to Ballot Group	Voted (Current Re-Ballot)	Ordered Replacement (Current Re-Ballot)	Target Voter	Replacement Conversation
Spoken to (by Mary Whitworth)		Toggle	No	No Toggle	No	No	Yes Toggle
Spoken to (by Mary Whitworth)		Toggle	Yes	Yes Toggle	No	Yes	No Toggle
Not spoken to		Toggle	Yes	Yes Toggle	No	Yes	No Toggle

Be driven by data + Understand members' needs = Organise and win

TUC Digital Lab programme



20 reports
and guides



Email phishing simulation to keep unions safe: NGSU case study

16 pilot projects



Scaling peer-to-peer SMS campaigns in a national ballot – UCU case study

Current digital priorities

1. CRM / core systems
2. Cyber security
3. Data use and skills
4. Recruitment and retention
5. AI as a tool



MASSACHUSETTS

Boston union loses \$6.4M in cyberattack

Pipefitters Local 537's health fund was targeted in the 7-figure scheme

Associated Press

Cyber Security

+ Add to myFT

UK trade unions hit by spate of cyber attacks

CWU and Aslef have been targeted in past month as hackers home in on staff and members' personal data

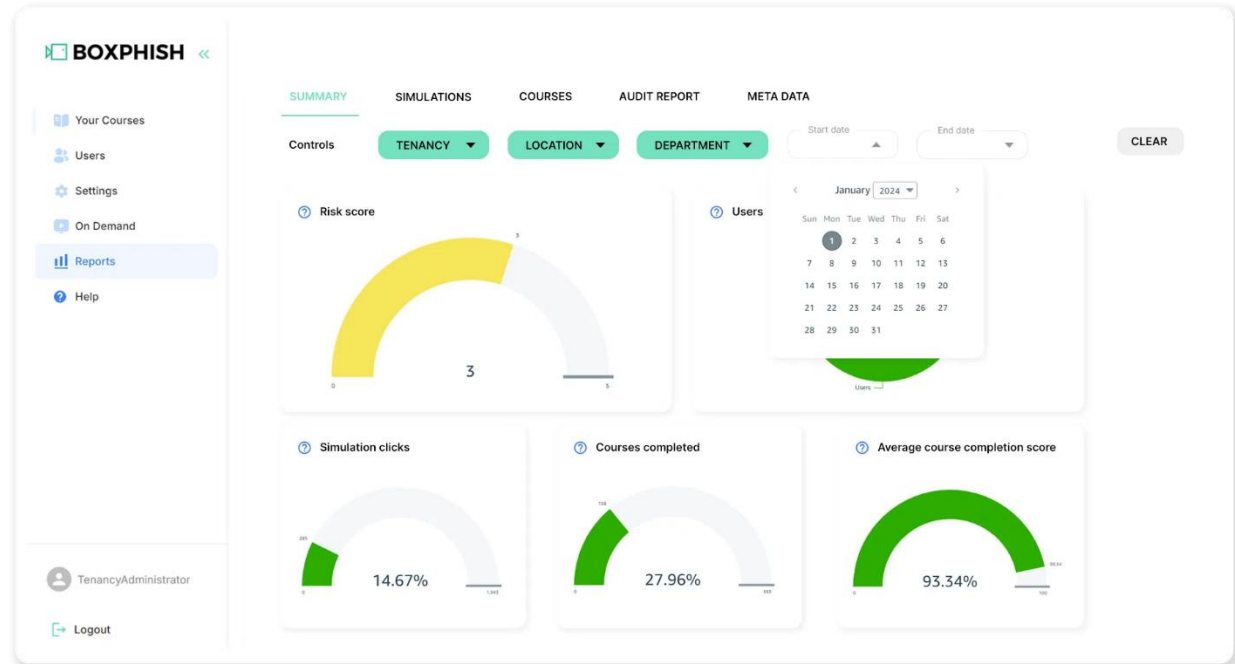
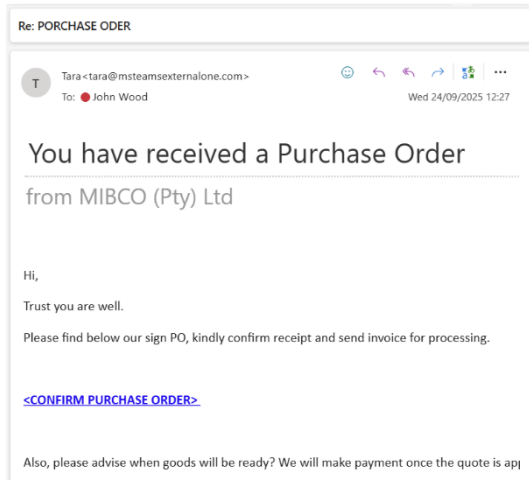
THE STATE WORKER

Data breach at California state worker union targeted social security numbers, home addresses

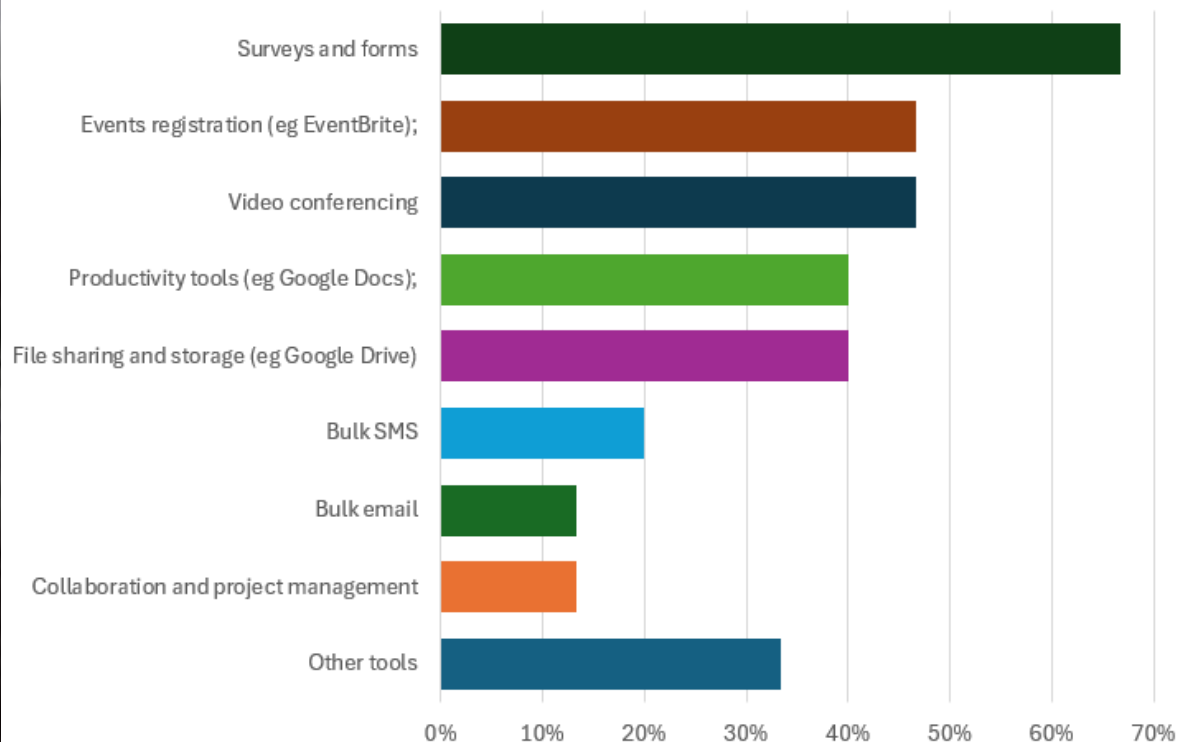
Spain Trade Union Comisiones Obreras Hit by Data Breach, 21988 Credentials Leaked

The individual behind the leak posted details on a hacking forum, stating their motivation and the nature of the compromised data.

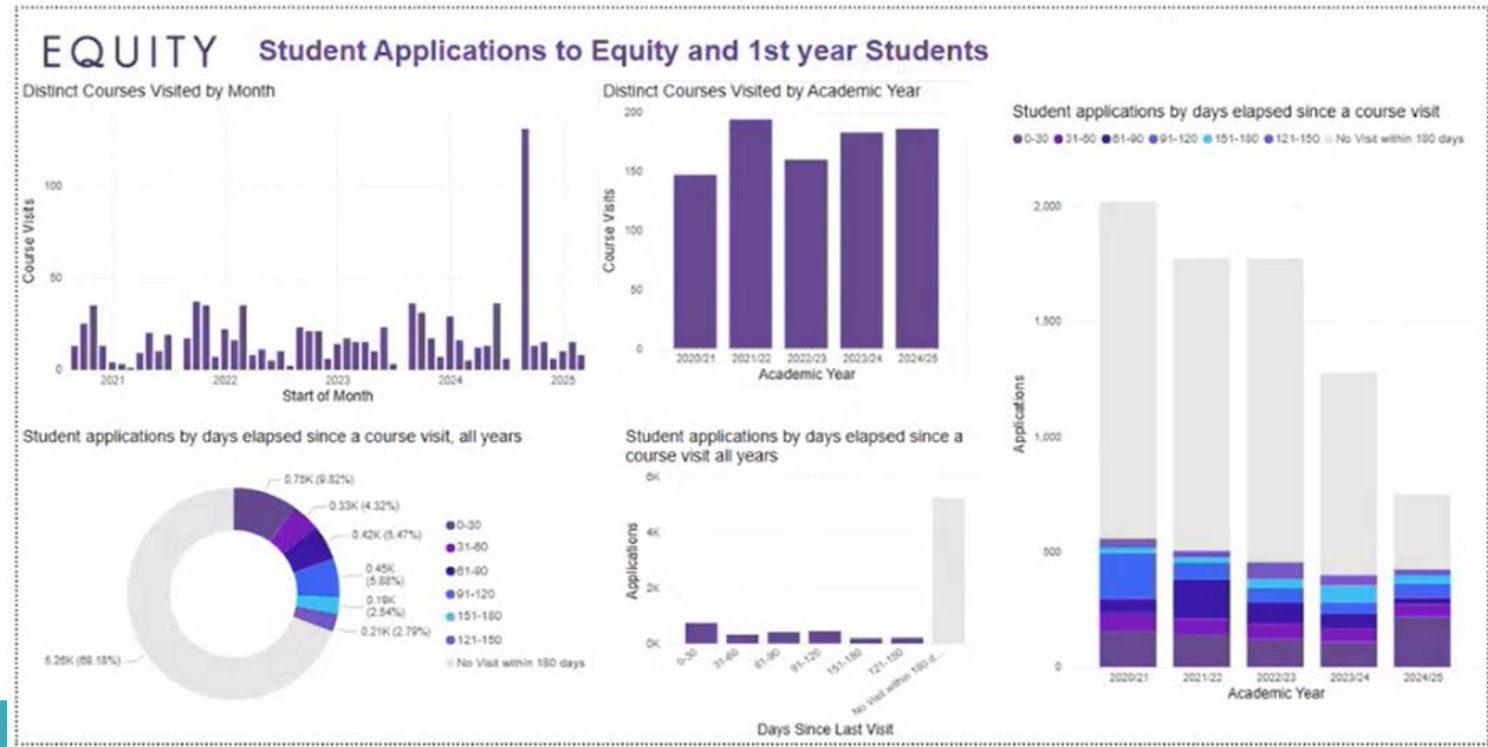
Phishing simulation training

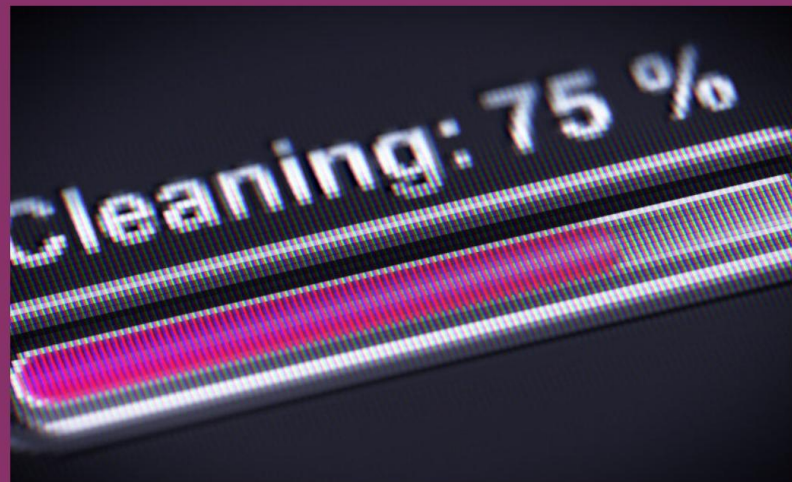


Are you aware of reps and staff using tech tools, which aren't directly provided by the union?



Data for organising and strategy





**Checking member data with
commercial data cleaning
services: NASUWT case study**



**Using SMS to verify and correct
member data: RCM case study**

Recruitment and retention

- Improve the digital experience for members
- Make processes more responsive
- Find data to anticipate problems
- Optimise recruitment and engagement to make the most of resources





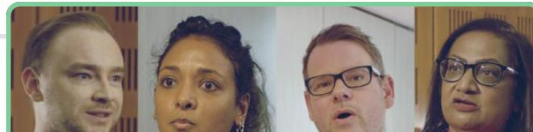
Welcome to Accord

The union for you in Lloyds Banking Group.

Join online today and get your first three months of membership for free! Use promo code: WELCOME3

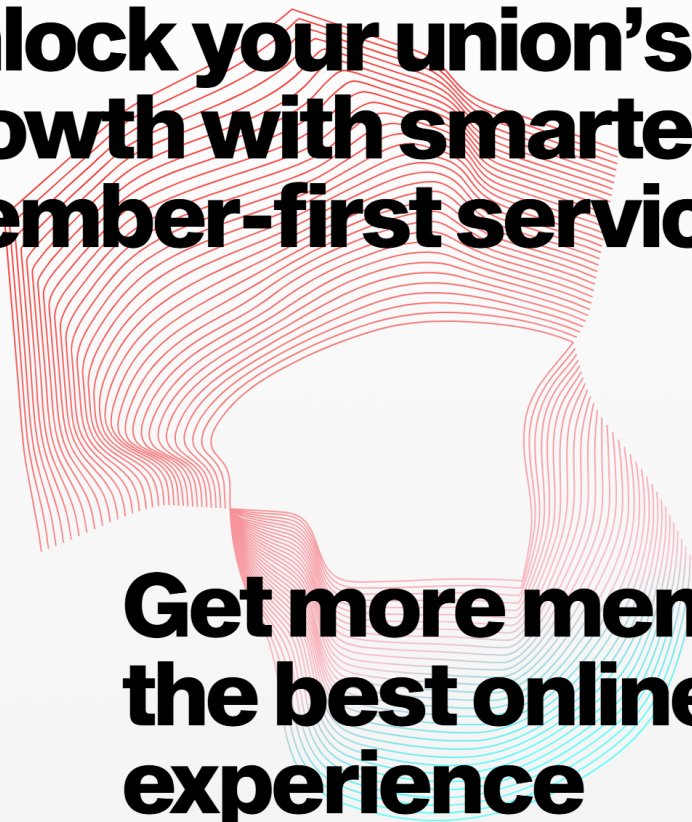
[Join us today](#)

[Watch an overview of Accord](#)



What's a trade union?

Trade unions exist to make the working world a better place for everyone.



**Unlock your union's
growth with smarter,
member-first services**

**Get more members with
the best online join
experience**



Artificial
intelligence



Socio-economic trends and forecasts. *E.g. Job changes / restructuring in sectors / creative copyright.*

How does AI affect your mission or sector context? *E.g. Member self-service and agency.*

How else might you bring about your mission by using AI? *E.g. Chatbots for training. Translation to other languages.*

How can you create value within your existing work patterns and activities? *E.g. Drafting texts, automating processes.*

Welcome to Union Training Bot

Select a training scenario to begin your interactive learning experience:

Joining the Union

Get better at recruiting people for trade union membership in the workplace

Start Scenario

Joining the Union

Back to Scenario Setup

Select system prompt



Start Training

Choose a prompt below or write your own to start your union training session

What are you up to?

Hi!

Hey mate, sorry to bother you - how's it going?

Heya mate - what's new?

Joining the Union



Oh, hi there. It's going alright, just trying to keep up with everything at work. How about you?

Hey mate, sorry to bother you - how's it going?

I don't know if you know I'm one of the reps for the union here. We're starting off the new year by getting a better sense of what colleagues' concerns and hopes for the coming year at work are, so we can look at the union's plans for 2025.

Oh, okay. Well, I suppose my main concerns are the usual suspects—limited career progression and an increasing workload. It's hard to find a balance between work and life these days. But honestly, I'm not really sure how much a union can actually do about those things.

I definitely hear you about the progression - chances for senior roles don't come up often. What kind of thing would you particularly like to see happening on that?

I guess more opportunities for skill development or pathways to advancement would be good. It's just frustrating when you're putting in the effort and not seeing much movement. But, you know, I'm still skeptical about what difference joining a union can really make with that

Feedback



Performance Score

★★★★☆

Summary

The conversation showed a moderate level of engagement with some active listening, but lacked depth in addressing specific personal concerns and benefits.

Strengths

✓ Initiating the Conversation

You started the conversation politely and purposefully, making it clear you were addressing a workplace issue relevant to the colleague.

✓ Clarifying Concerns

You addressed the concern about the workload being an internal issue and how collective action could make a difference, which helped in clarifying the role of the union.

✓ Invitation to Participate

You invited the colleague to participate in a survey and future meeting, which is a good strategy to engage them further.

Areas for Improvement

① Deepening Engagement

While you mentioned the benefits of collective action, there could have been more probing questions or empathetic responses to the colleague's concerns about time commitment and personal interests.

① Highlighting Personal Benefits

You should try to better articulate how specific union benefits align with the individual's personal work-life balance concerns, possibly providing examples of past successes or testimonies.

① Listening to Concerns

While you did acknowledge the colleague's concern about time commitment, ensure sustained active listening by occasionally paraphrasing their points back or asking follow-up questions to delve deeper into their hesitations.

How can we have more impact for our unions?

- High individual engagement
- Unions have shared a lot

But..

- Good practice transfer can get stuck in practice
- One size doesn't fit all unions
- There is a skills and funding bump

RETENTION DASHBOARD

Toplines

Summary Table

Industry Breakdown

Selected Segments

Early Dropoff

Resignation R

Glossary & No

Select Industry

[All](#)

Select Month

[March 2024](#)

15%

Churn this month

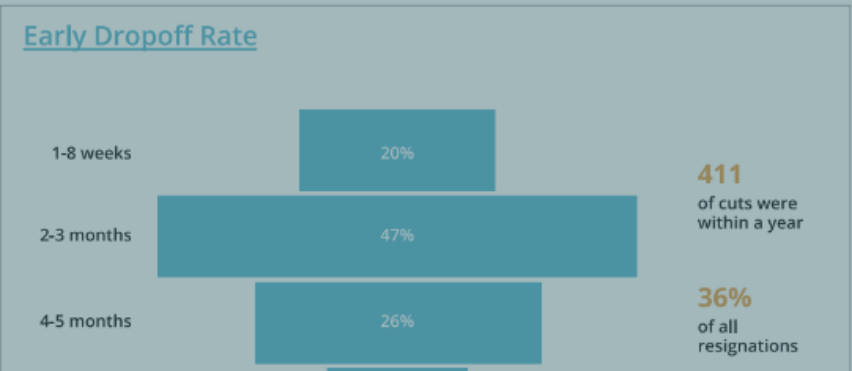
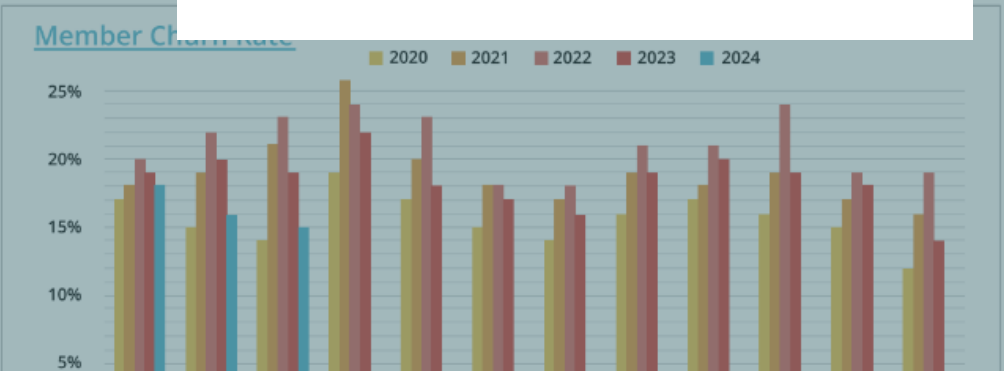
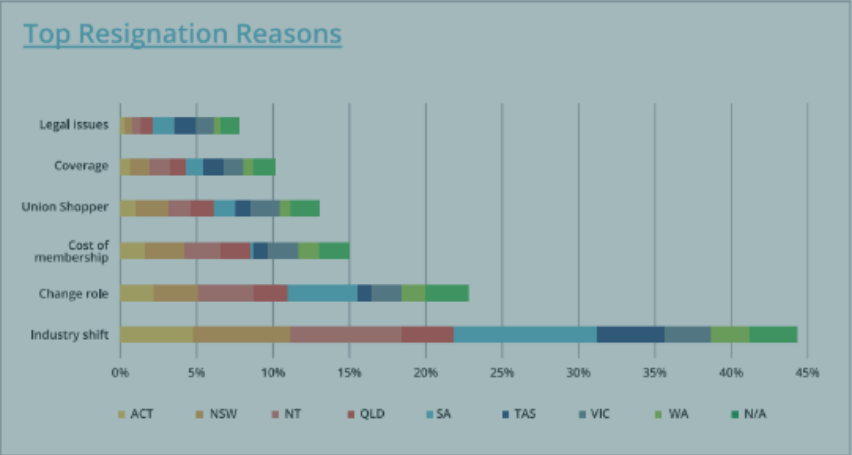
17%

Churn - financial year to date

56K

Estimated loss from churn

Making more of data







CRM type: Platform
CRM Integrator: Impact Box

Engagement

Website CMS: Drupal

Email marketing: Mailchimp

SMS marketing: Telemarketeer, Thrutext

Campaign tools: N/A

Tech procurement

Membership

Direct debits: Bottomline PTX

Member enquiries / Casework: Salesforce

Surveys: SurveyMonkey

