



# SUCCESS

## The Customer:

The American Federation of Labor-Congress of Industrial Organizations (AFL-CIO) is a voluntary federation of 53 national and international labor unions, representing nearly 9 million working women and men. The AFL-CIO was formed in 1955 by the merger of the American Federation of Labor and the Congress of Industrial Organizations.

Today's unions represent working women and men of every race and ethnicity and from every walk of life. They encompass workers of all occupations, including teachers and truck drivers, musicians and miners, firefighters and farm workers, bakers and bottlers, engineers and editors, pilots and public employees, doctors and nurses, painters and laborers, and every worker in between. Unions give workers a voice on the job about safety, security, pay, benefits—and much more. Union workers earn 28 percent more each week than nonunion workers and are much more likely to have health and pension benefits. Unions give working people a voice in government, representing working families before lawmakers, and making sure politicians never forget that working families voted them into office.

The AFL-CIO mission is to bring social and economic justice to the nation by enabling working people to have a voice on the job, in government, in a changing global economy and in their communities. The goal is to:

- create a vast movement of American workers by organizing workers into unions, recruiting and training the next generation of organizers, massing the resources needed to organize and create the strategies to win organizing campaigns and union contracts.
- build a strong political voice for workers, fighting for an agenda for working families at all levels of government, building a broad progressive coalition to speak out for social and economic justice.
- provide a new voice to workers in a changing economy by speaking for working people in the global economy, transforming the role of the union from an organization that focuses on a member's contract to one that gives workers a say in all the decisions that affect their working lives—from capital investments, to the quality of products and services, to how they organize their workplace.

## The Solution:

In the fall of 2006, the AFL-CIO leadership installed Computer Instruments' e-IVR as a massive automated out-dialing application for communicating with union members. An enhanced version of Community Notification was developed to allow the AFL-CIO to easily target, schedule, and deliver thousands of "message" calls to its rank and file. The initial system was designed to allow as many as 384 calls to be placed simultaneously, with the capacity to realistically make hundreds of thousands of calls without the need for live callers or call center phone banks. In fact, from September to November (the political campaign season) their e-IVR made over 14 million calls. Like all of our e-IVR applications, the system can be easily administered and managed without any programming skills or technical expertise. Campaign messages can be recorded and out-dialing launched simply and quickly. The AFL-CIO can not only broadcast recorded messages, they have the capability to allow the person called to transfer to a live body, connect to an automated form-filler (survey), or even bridge them on a call to a targeted phone number (i.e. the office of a Congressman).

The next phase of the AFL-CIO installation will allow individual members or volunteers to join a "virtual" call center from their own home telephone. Callers will be able to connect from home to an AFL-CIO central PBX that will generate calls for them from a designated call-list. Imagine a remote army of telemarketers working from home, without the logistics and expense of phone banks and call centers. The cost savings for the union are substantial. The comfort and convenience for the member callers is considerable.



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