

# Fujitsu Asia ICT Conference, Singapore

## NTUC Cloud & Digitization Journey

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CIO, NTUC

28 January 2016



### U Member Value



**Golden Village Cinemas**  
Enjoy great movies at great price at  
Golden Village

# Understanding the Labour Movement



# Our 4 Ps Services to Members





# Profiles of our Members

**Boomer**



**Gen X**



**Gen Y & beyond**



Close to 0.9 million members

From not IT savvy..... to users with advanced technologies skills

# PMEs (Professionals, Managers & Executives)

**ntuc**  
National Trades Union Congress

My U Portal (Sign In) ▾

**ALMOST HALF OF NEW MEMBERS ARE PMES**

## Workers, firms joining NTUC at faster rate

*Unionisation rate of S'pore's resident workforce has grown by 4 percentage points from 2009*

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**SINGAPORE** – Workers and firms are joining the labour movement at a faster rate, with the unionisation rate of Singapore's resident workforce growing an estimated 4 percentage points to 27 per cent last year from 2009.

In contrast, the rate grew only 1 percentage point from 2005 to 2009, said the National Trades Union Congress (NTUC) yesterday. Total union membership rose to 830,000 last year, up from 770,000 the year before. Professionals, managers and executives (PMEs) account for 29,000 of the 60,000 new union members and make up 235,000 of all union members today.

NTUC also attracted 95 new firms – the highest number in a single year over the past decade. The labour

movement, which usually attracts about half that number every year, has about 1,500 unionised firms today.

Speaking to the press before the U Summit 2014 at Resorts World Sentosa, where the labour movement presented 32 awards recognising efforts to promote strong labour-management relationships, NTUC assistant secretary-general Cham Hui Fong said the movement is keeping to its goal of having one million members by next year. "We will need breakthrough ideas, something which we are now currently discussing."

Half of the 170,000 more members needed to hit the one million mark are expected to come from PMEs, said NTUC Membership Council secretary Vivek Kumar. To attract them into their fold, the labour movement is now discussing how to attract members from two groups – non-unionised PMEs in professional associations and unionised firms.

Union membership at these unionised firms, apart from those in industries such as shipyard and petro-



chemical, are pretty low at about 50 to 60 per cent, said Ms Cham. This is because many PMEs perceive NTUC as only for rank-and-file workers, "an image that NTUC will strive to change".

For PMEs at professional associations, they are drawn to events that provide social networking and career progression, said Mr Vivek. Currently, NTUC collaborates with professional bodies such as the Institution of Engineers, Singapore and the Singapore Human Resources Institute through the U Associate programme to hold talks and training, exposing them to new skills and advice from business leaders.

NTUC wants to increase the number of professional bodies under

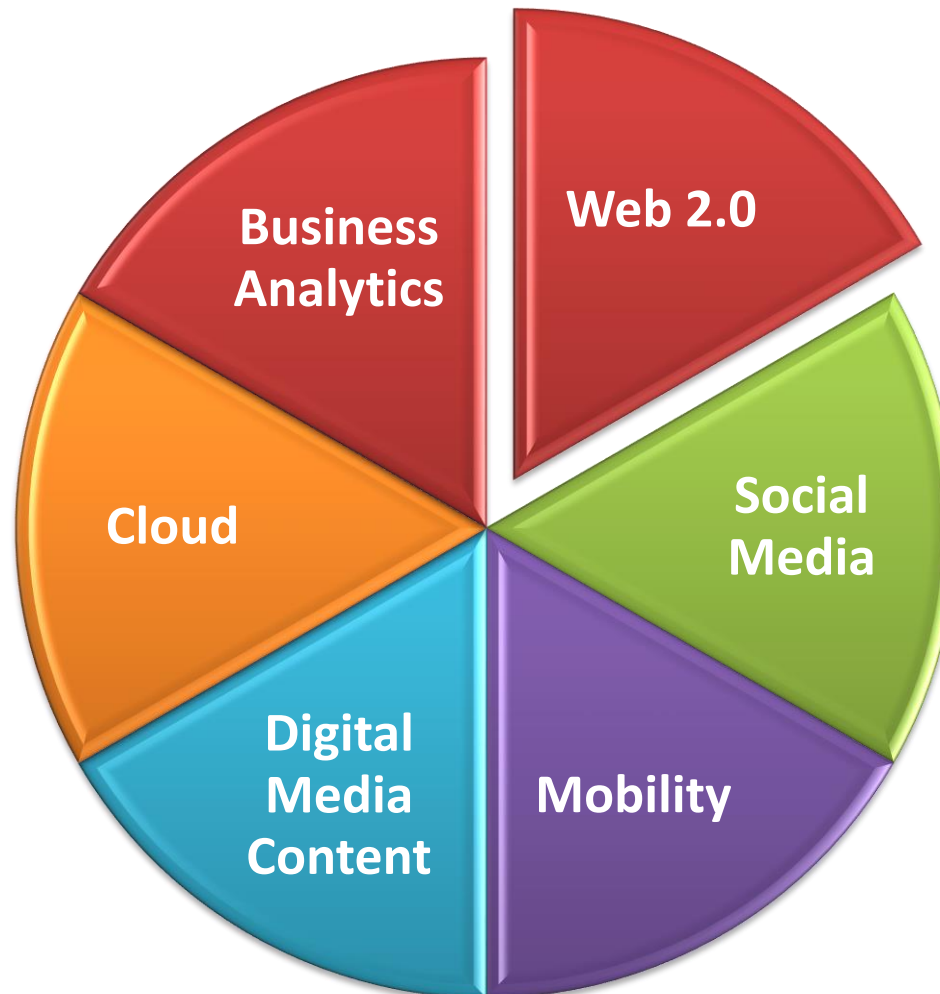
this programme from nine to 20 by next year, said Mr Vivek. "We think there are at least another 100,000 to 150,000 PMEs out there who may not be in a unionised branch or who may be in a profession of their own, (thus) their professional associations can get them associated to us," said Mr Vivek.

In his closing remarks at the U Summit, NTUC secretary-general Lim Swee Say noted the rising unionisation rates and said the labour movement is in good shape. Apart from blue-collar workers and PMEs, freelancers and professional golfers have joined the movement, he said. "We are very sure we can get the one million (members) we aimed for," he added.

# Our journey began in 2008

## From...Rebranding Online to.... SoLoMo

# Six Enabling Technologies





# Our Vision



**Communications & Engagement**  
**Productivity & Convenience**



# Rebranding Online



**Member-Centricity Web 2.0 Online Presence**

# Websites

- 63 entities have unified and migrated their websites to a single platform
- **Unified member-centric platform** provides **centralised content & e-Services** for entities to create websites of their own personas



# Electronic Services (e-Services)

1. Membership Sign-Up
2. Membership Renewal
3. Update Particulars
4. Refer a Friend
5. Events Registration
6. Booking of Holiday Facilities
7. Linkpoints & Rebates
8. Care & Share (UCare)
9. UTAP (Union Training Assistance Programme)
10. Workplace Advisory
11. eMarketing
12. u DNC (u Do not Call Register)



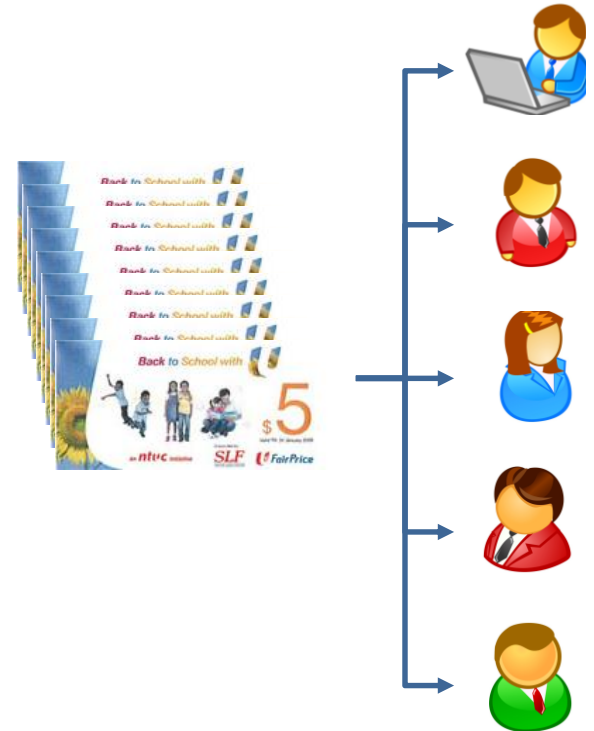
# Care & Share (UCare)

Submit  
Applications

Evaluate  
Applications

Disburse  
Vouchers

The screenshot shows the 'Add Application (Step 1 of 2)' form. It includes sections for 'Particulars of Applicant' (Name, Gender, Address, Contact No., etc.), 'Employment of Applicant' (Employer Name, Address, etc.), and 'Particulars of Family Members'. There is also an 'Income Declaration by Applicant' section with fields for Gross Family Income and Recent Income Supporting Document. A 'My Application' sidebar on the right contains 'Apply' and 'View/Edit' buttons.



SIMPLIFIED  
SUBMISSION

ELECTRONIC  
DOCUMENTS

AUTOMATED  
EVALUATION

AUTOMATED  
WORKFLOW



# UTAP (Union Training Assistance Programme)

## UTAP Application

**Course Details**

Training Provider\*:

Course name\*:

Start Date\*:

End Date\*:

Employment Status\*:

Funding Type\*:

☐ I have attended 75% of the total course hours

refer to this [link](#) to contact the respective training

**INTEGRATION  
WITH SAP TO SPEED  
UP PROCESSING**



# Social Media



## NTUC Membership

Non-Profit Organization



## Referral Campaign

(29 Jan to 8 Feb 2011)

Refer friends to LIKE NTUC Members Fan Page and win cash prizes and Chingay Tickets

## Fans Garnered (11 days)

From 2000 to 7175 fans  
> 3.5 times fan growth

**125K**

Fans to date

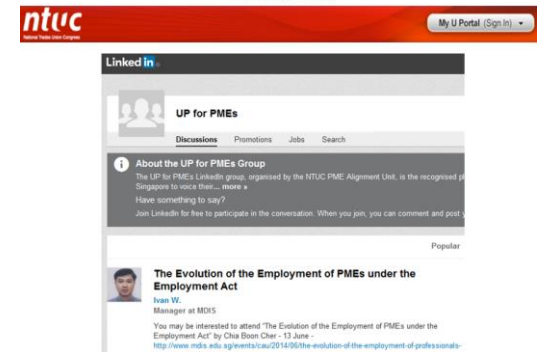
## Facebook Presence



## YouTube



## LinkedIn



# Union Leaders learning Facebook

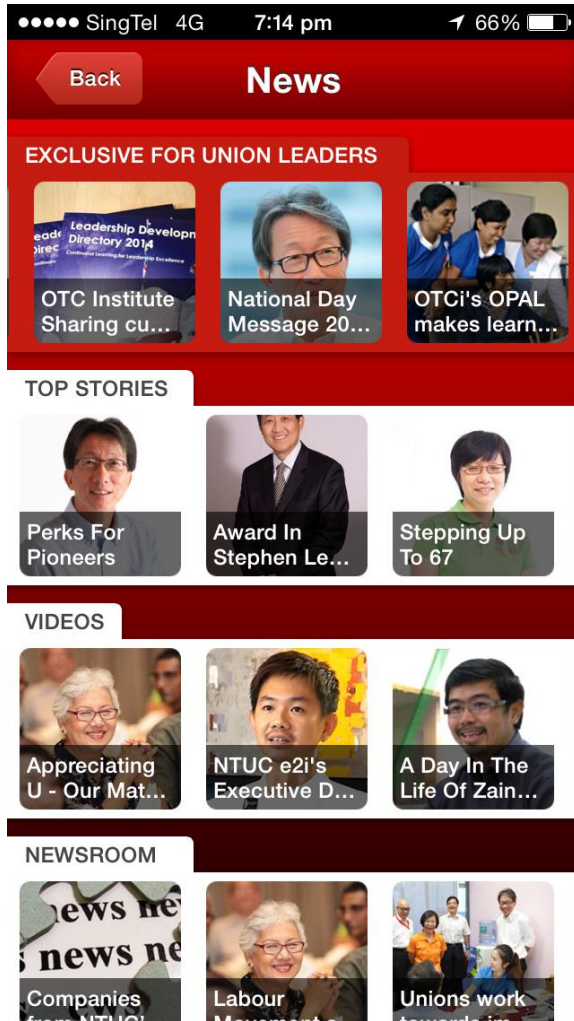




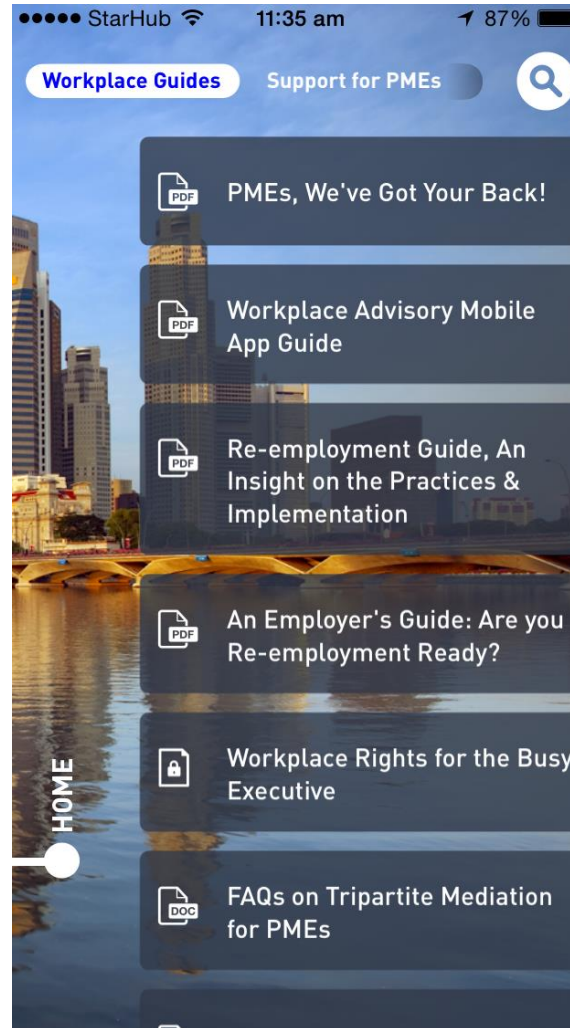
# Mobile App



My U Portal (Sign In) ▾



My NTUC



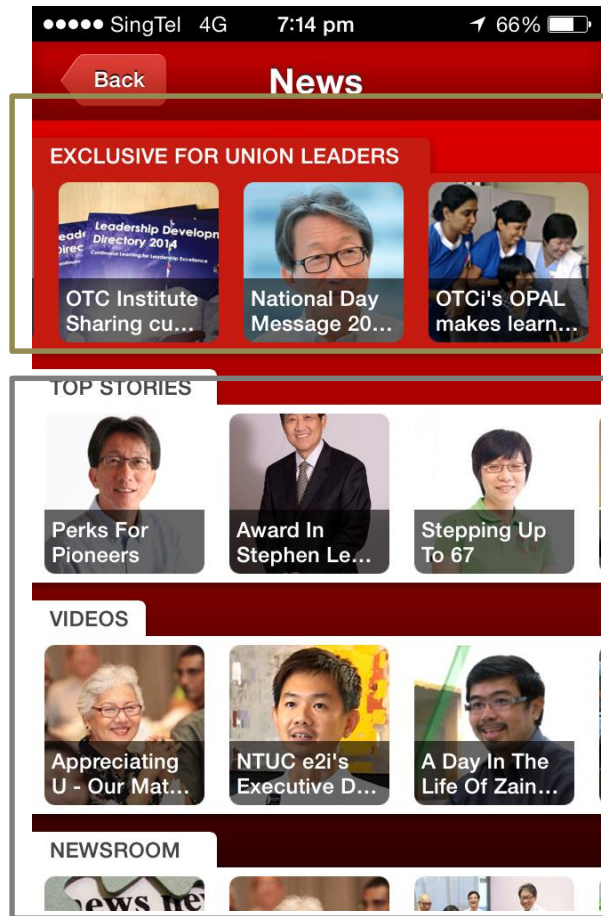
Workplace Advisory



U Family Fun



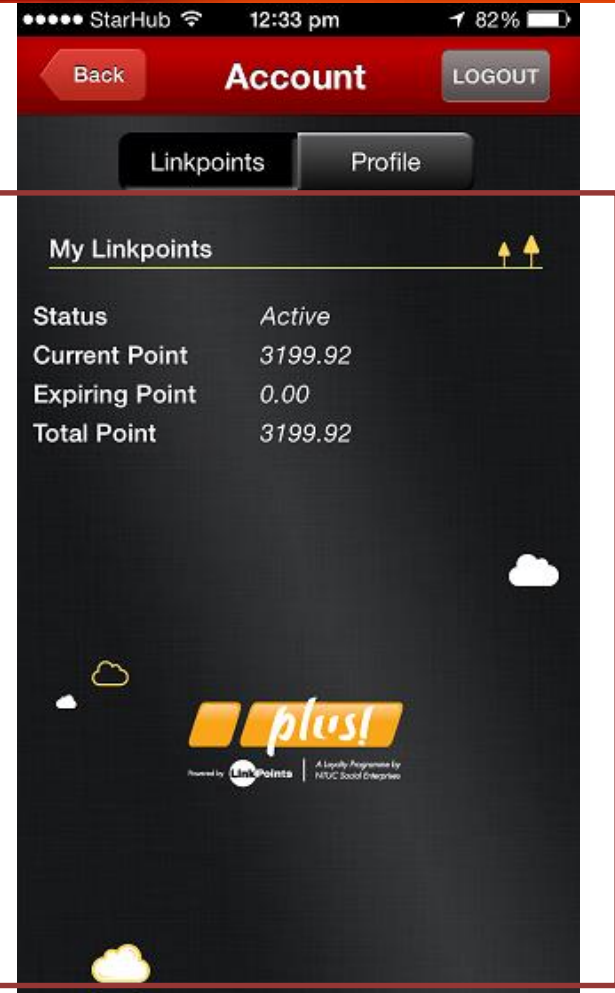
# MyNTUC - Targeted Engagement via Login



**Union Leaders**

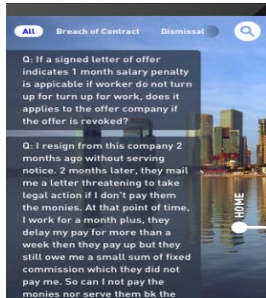
**Members**

**Public**

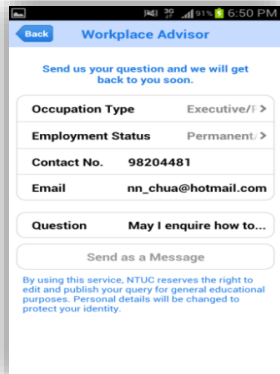


Content is drawn from web 2.0 centralised content database

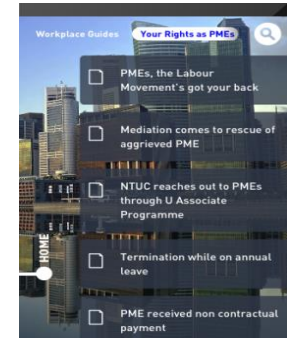
# Workplace Advisory Mobile App



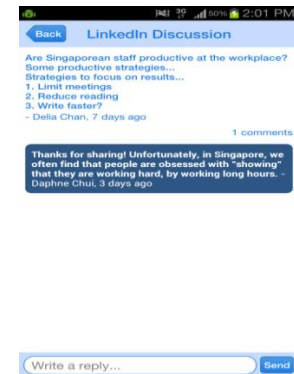
Self service with  
workplace issue FAQs



Private Message  
Workplace Advisors

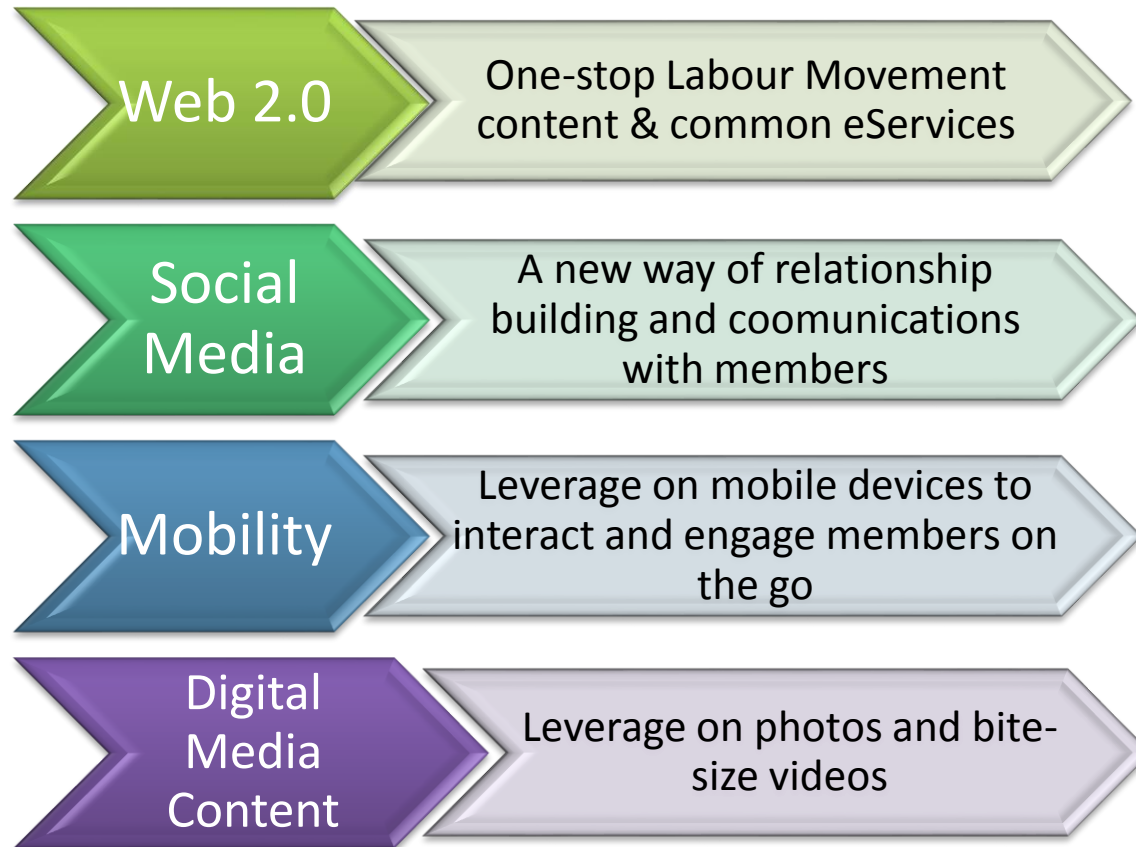


Access to resources and  
guides



Network & Participate  
in LinkedIn group  
discussion

# Digital Media & Integrated Channels



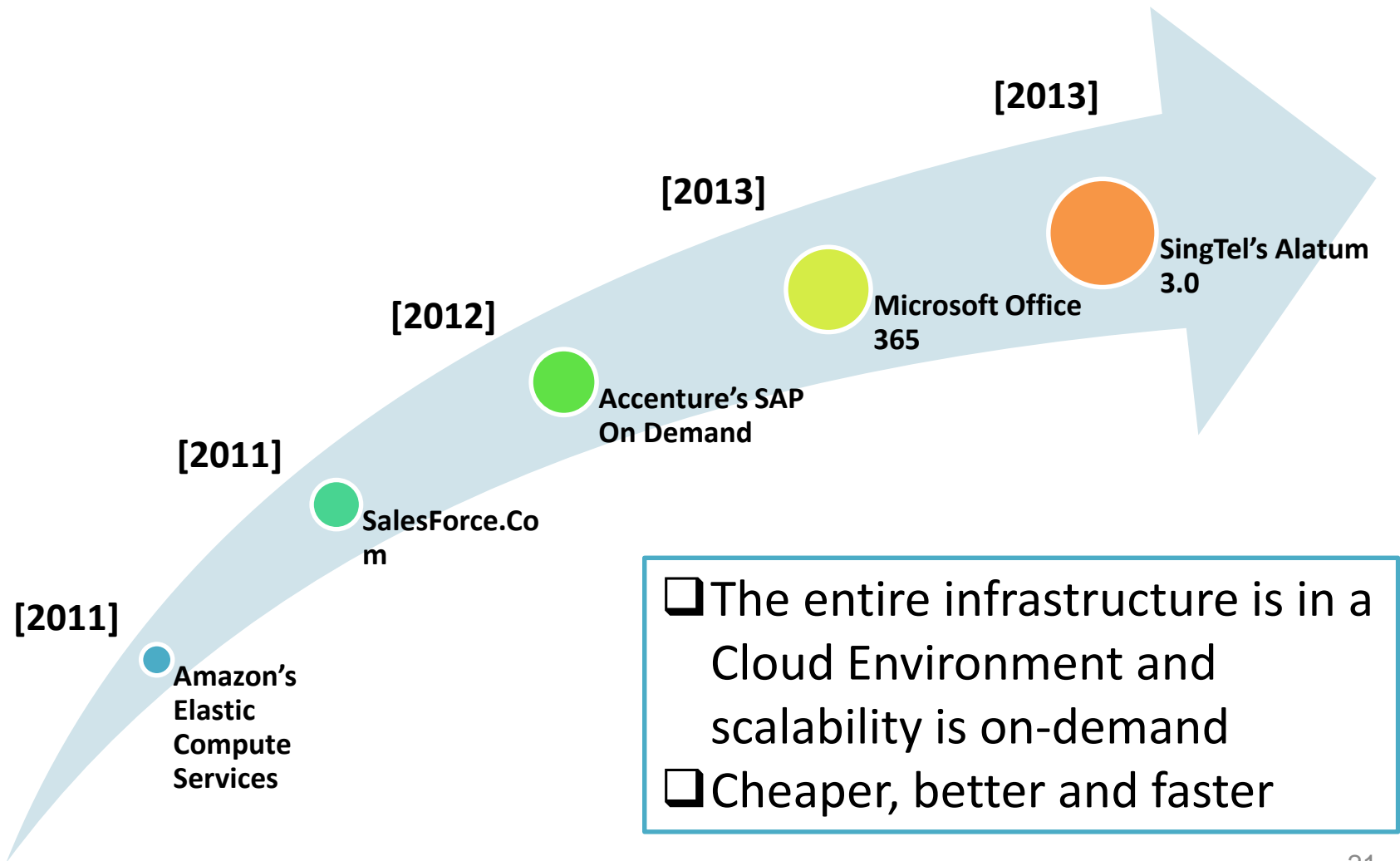


# Mobile CRM





# Cloud - Scalability



# It's a Digital Journey.....

- ☐ From rebranding online to SoLoMo (Social media, location based mobile)
- ☐ Backend integration for seamless user experience and speedier processing
- ☐ Business Process Reengineering and workflow automation for greater efficiency and productivity
- ☐ Use of digital media content to communicate the messages
- ☐ Deployment of SaaS & IaaS to improve time-to-market

# Thank You