



A smarter approach to membership and DAS

Future-Proofing a Union - technology-driven membership transformation



The Teachers' Union of Ireland





Key areas of focus - Driving greater, meaningful member engagement

Unified MRM

A single source of truth for all members, reps and contacts

DAS automation

Intelligent parsing of employer files and accurate reconciliation

Member portal

Bringing online join and self-service tools, online access to DAS

Branch management via the portal

Secure access for local officers to contact and support members directly

Branch fund management

Automated allocation of branch funds based upon membership income

Smart dashboards & reporting

Real-time insights into membership, income, arrears, and engagement

Strong GDPR & security framework

vital for sensitive member and employment data



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The benefits

Operational efficiency

- DAS auto parsing has reduced manual processing effort
- Automated validation checks have improved data quality and freed up staff time
- Automated communications keep members informed and reduce overheads for manual intervention

Improved member experience

- Over 18,000 members now pay via DAS seamlessly
- A streamlined membership joining process has reduced onboarding time
- Members can update their details, book events, and engage with their branch via the new member portal

Better financial visibility

- Real-time dashboards show income by branch, employer, and member status
- Automated management of branch funds is based on membership income
- Finance and audit teams can access monthly DAS breakdowns instantly

Future-proofed platform

- Flexible design supports phased rollout of new features
- The smartAI suite is already being rolled out for case management, communications and reporting



What I value most is the efficiency. Processes that used to take hours or even days now happen automatically in the background, freeing our teams to focus on what really matters supporting members

Patricia Keating, TUI



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