

My CSEA Mobile App

Amritpal Singh
CIO



How many of you use the app?



We Launched the app early 2018. Its been 3 years. Intent of the app was to engage our membership and show benefits of being part of CSEA.

Since then, some of our needs have changed as we have evolved as an origination in these 3 years. We publish more content i.e., voter registration, Electronic new membership apps, COVID plans and the most famous one is the membership checker for officers.

We have had over 25000 downloads of the app from Google Play and Apple store. We have about 16000 active installs of the app to date. This number continues to grow.

Why we update the app



- We listen to your feedback on your emails, app reviews and focus group which we held earlier this year.
- One of the reasons our app scores are low in play store and app store because members struggle to understand this app required a separate registration.
- Since we went live with UW last year we needed to integrate the app with it to have a more integrated and seem less experience for our members.
- You have heard me say this before. Mobile apps are the way of the future. We need to be able to stay Agile with our changing environment and keep our members engaged.

What's new in My CSEA 2.0 version of the app



We changed the look and feel of the app to make it look cleaner and user friendly.

We integrated the app with UW. This means only one set of credentials will be required to logon to the app and the member portal. We no longer will require two different registrations. This means if you are registered on the website you will automatically register for the app and vice versa.

We have implemented new tools for the officers. To address a long-time standing issue of paper member applications.

We have incorporated new technology and functionality for the members.

Enhancement List



Single sign-on for web portal and mobile app. Making it easy and simple for members.

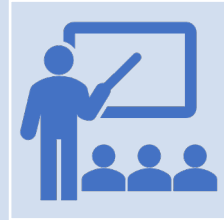
Listing out members region/local and unit to help members know what local and region they belong to.

Larger Icons and txt for ease of use.

Contacts now has three additional options for members.

- They can see contacts for their respective region/local and Unit.
- Member can send emails or call them directly from the app by clicking on the email/Phone Icons.
- App also displays mailing address.
- Main ph# and fax number of the region/local and Unit office where applicable or available. (It is important all of our officers keep their contact information up to date in system)

Enhancement List Cont...



New Member Icon now includes copies or orientation booklets for the new members that they can browse or read at their leisure.



Quiz is a fun way to learn about topic of the week. We have made a nice display to show all time winner scores and last weeks winners. It keeps the competition going and recognizes winners. to show all time winner scores and last weeks winners. It keeps the competition going and recognizes winners.

Enhancement List Cont...



➤ **Signup apps has two options:**

- Launch different apps (New member, 10k accidental death, Voice etc) straight from the phone.
- During COVID time we don't want to share our device with others we can pick second option to show the QR codes to nonmembers

➤ **Some exciting addition to officer took kit is the application scanner.**

- Application scanner allows officers to scan a paper application filled by the member and use their phone to scan it by taking a picture of it and send directly to the membership department. You no longer have to wait to find who to mail it, fax it or hand deliver it. It makes it easy and trackable on our end.

➤ **We are still not done.** At the bottom of the blue ribbon has search that allows the member to search anything in the app using a word. Notification allows us to send a one-way push communication to members targeting a certain local or unit or all membership.

➤ **Account allows the member to update their information instantly from the app.** It no longer will take 24 to 48 hours for your changes to show. As soon as you save your changes, they are updated every where in the system.

There is lot
more to come

We are committed to building this platform
and helping our members get the information
on their fingertips



Thank You!!