

CASE STUDY

# AFL-CIO UNIONS

Transforming Union Member Support  
with Voice AI

**AFL-CIO**

AMERICA'S UNIONS

How a consultation-first AI strategy could resolve critical support challenges for a national AFL-CIO union, boosting efficiency and member satisfaction.



# AFL-CIO

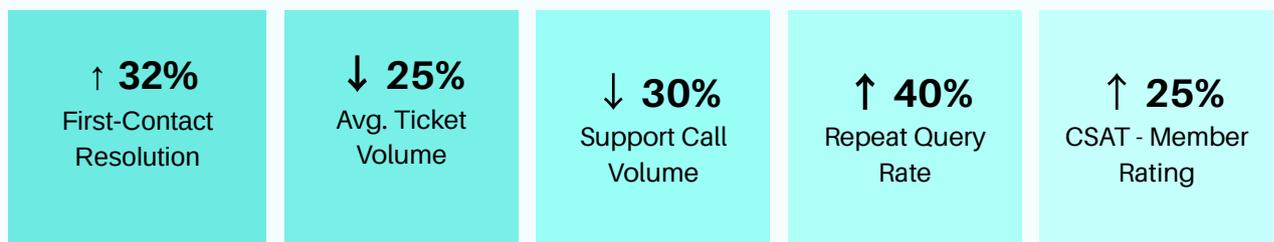
The AFL-CIO union serves 61 national and international unions with millions of members struggling with member support and lacking AI capabilities. Based on consultation and market research, Arch AI would recommend a custom AI strategy that includes a Voice-First Assistant projected to boost support efficiency and improve member experience.

## CLIENT OVERVIEW

- Organization: AFL-CIO
- Industry: Labor Unions & Member Services
- Membership: 16 million
- Mission: Protect worker rights and deliver high-value benefit

## WHAT WE DELIVER

- AI Consultation & Strategy Tailored for Union
- AI Voice-First Virtual Member Assistant (understands contracts, benefits, workflows)
- Personalized Voice Concierge (recommends benefits, renewals, guides members)
- Integrated Voice Support Layer (connected directly with existing systems.)



\* Projected 90 Day Outcomes

## KEY CHALLENGES

- Support staff handling over 1,000+ repetitive member calls.
- Underused online portal as members preferred calling.
- Generic AI tools failed to understand union-specific needs.
- Long call waits and inconsistent answers eroded member trust.

*"We had the data and resources — but our members couldn't access them without going through a human."*

## OUR SOLUTION

We initiated the project with a detailed consultation and strategic planning focused on AI adoption. This foundation enabled us to thoroughly analyze the member journey, identify critical pain points, and streamline operational challenges—ensuring the AI solution was tailored to improve both member support and overall experience.

Using our proven Clarity Loop process –

**Align → Discover → Design → Build → Deploy → Learn** – we built a custom AI Voice First Support strategy designed to deliver measurable results.

- **24/7 Voice-First Virtual Member Assistant:** Engages members in natural, human-like conversations, expertly trained on union contracts, benefits, and workflows to provide accurate, context-rich support anytime.
- **Context-Aware Responses:** Understands union rules, regional bylaws, and benefit variations to deliver precise and compliant answers.
- **Multi-Channel Support:** Extends beyond voice to include online chatbots and messaging platforms, meeting members where they prefer to engage.
- **Personalized Member Experience:** Tailors responses based on member history and preferences for more relevant and effective support.
- **Seamless Human Handoffs:** Routes complex cases instantly to live representatives with full context, eliminating the need for members to repeat themselves.
- **Iterative Deployment & Optimization:** Rolled out in phases, monitored real-time performance, and refined algorithms continuously to improve accuracy and satisfaction.

If implemented, Arch AI's Voice-First Virtual Member Assistant is expected to deliver up to a 32% boost in first-contact resolution, reducing repeated member inquiries. Support call volume could drop by 30% as more members accessed clear, accurate answers instantly, cutting repeat query rates by 45%.

This leads to a **25% jump in member satisfaction**, reflecting faster, smarter support that builds trust. By automating member support and benefits related tasks with Arch AI's voice AI, the union transformed its member experience – making support easier, faster, and more reliable for thousands.

This consultation-first, **strategy-led AI implementation not only solves** immediate challenges but also **positions the union for long-term innovation and scalability.**

## KEY TAKEAWAYS FOR UNION LEADERS

AI is not here to replace support executives — AI is to assist support executives.

AI success starts with a clear, strategic plan. Without it, studies show that up to 95% of AI initiatives fail to deliver real value.

When AI is tailored to your union's rules and workflows, adoption is instant.

## WHY ARCH AI

- **Union-Centric Intelligence**—Spoke the language of contracts, not generic tech terms.
- **Integrated from Day One** - Worked inside existing systems members already knew.
- **Strategy Before Software** - Every touchpoint was mapped before spending another dollar on technology.

## READY TO TRANSFORM YOUR MEMBER SUPPORT?

[Schedule Your Strategic Consultation](#)

## SOURCES

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