

Electric Dreams

Servicing Old Members, Capturing New Ones



By **Muneerah Bee Mohamed Iqbal**
Photo By **Vincent Nghai**

Members of the United Workers of Electronic and Electric Industries who received some year-end bonuses did not quickly go out to the shops to buy their much-desired electronic gadgets and home appliances. Instead, they waited till last weekend where “Only For U: An Exclusive Electronics & IT Sale” at Downtown East offered them the best bargains and they could shop to their heart’s desire.

The sale was organised by NTUC’s Membership Department and UWEEI, and of course, UWEEI members were given the first bite of the bargains – in a three-and-a-half-hour preview ahead of the public.

UWEEI President Francis Lim said: “We were surprised that a queue of about 100 had formed at the entrance way before the start of the members’ preview. It shows this is what members appreciate and we will definitely be organising more of such events for our members.”

Over two days, 9 and 10 January 2010, more than 5,000 bargain hunters went through Philips, Hewlett-Packard and JVC branded items and enjoyed as much as 60 per cent off flat screen television sets, laptops and digital cameras.

As union members were allowed to bring their family and friends to the sale, NTUC’s Membership staff took the opportunity to promote union membership to them. Besides new member sign-ups, Uplus and NTUC Income’s LUV Plan also enjoyed plenty of sign-ons.

UWEEI also set up a desk to add members and friends on its account on Facebook, a social networking website, so that they could be regularly updated on any union activities. In addition, UWEEI gave away 1,000 blue and white plastic fans, its corporate colours, which had union benefits printed on them.



One Event, Two Targets

“It’s important that we provide services that benefit our existing members and at the same time attract new members. We also want to help members stretch their dollar. They got very good discounts at the sale as the gadgets and appliances were factory-priced. This was also the first point of contact to encourage PMETs to sign up for union membership. Here, we introduced other benefits we have for PMETs such as representation and courses and programmes.”

Halimah Jacob, NTUC Deputy Secretary-General and UWEEI Executive Secretary



Exclusivity And Association

“This will be one of our signature events in the new year and there will be more to come. A focus is the PMET market. As the educational level and the demographics in the labour force changes, we definitely want to reach out to PMETs through such exclusive membership initiatives and encourage a strong sense of association with the union.”

Daren Kang, NTUC Membership Deputy Director

Branding Benefits

“This is a mutually beneficial collaboration; it helps us to boost our sales through the union’s huge database and it also serves as an incentive for UWEEI to attract more members. As most of the shoppers here are from the electronics sector, we are also increasing our brand exposure among the people in this industry.”

Kara Tay, Key Account Manager, Philips Electronics Singapore Pte Ltd

Buying And Bringing

“I bought a JVC video recorder. I look forward to more of such opportunities for union members to enjoy. I will bring my friends to future events and I believe they will also be attracted to join the union.”

Ng Yew Pheng, 55, Customer Service Officer



Easy Updates

“I became a UWEEI Friend on Facebook today because I want to know more about the events and happenings with the union and NTUC.”

Nyimas Zulkhairiany (above), 47, Marketing Executive

Earn LinkPoints In Bali

A holiday in Bali, Indonesia, can now earn union members 1,000 LinkPoints. All they have to do is to make reservations directly with the four participating hotels – Bali Dynasty Resort, Bali Mandira Beach Resort & Spa, Keraton Jimbaran Resort & Spa and Ocean Blue Hotel – and present their LinkPoints Card upon check-in.

Once they check out and make payment, they will receive a LinkPoints Awards voucher. The next step is to register their LinkPoints earning via the stipulated SMS service within 10 days upon completion of transaction; LinkPoints will be credited within three weeks. This LinkPoints Award is applicable only for hotel stay and the promotion ends on 30 June 2010. Visit www.linkpoints.com.sg for promotion details.