

## CASE STUDY

# Air Line Pilots Association



Deeper member engagement



Time savings through process streamlining and automation



Better access to data through easy-to-use reports

## ALPA partners with Aptify to build solutions that meet the needs of modern unions

Today's tech-savvy union members have high expectations when it comes to accessing the benefits and meeting the requirements of membership. The Air Line Pilots Association (ALPA), the world's largest airline pilot union, recognized the need to meet modern demands by abandoning the organization's traditional enterprise resource planning (ERP) system and moving to Aptify, a membership management software solution.

In partnership with Aptify, ALPA has taken a huge step forward, giving members easier access to membership benefits, facilitating participation in union-sponsored programs, and making it easier for staff to access important data.



### Solutions

Aptify® membership management software for unions

"I would highly recommend Aptify to other unions. The flexibility of the platform to effectively perform the features and functions that a union needs has been just wonderful."

### Lee Norstern

IT Manager, ALPA

## Challenge

ALPA was using a traditional ERP system with limited membership management functionality. The organization wanted a more flexible system with greater membership capabilities that staff members could easily use without needing to rely on ALPA's IT team.

## Solutions

ALPA implemented Aptify membership management software and now takes advantage of core functionality, including community management tools, member participation tracking, targeted marketing, process automation, and easy-to-use reports.

## Results

ALPA has deepened member engagement and now provides members with convenient self-service tools. The organization also has seen significant efficiencies through billing and payment process automation, streamlined processes around sponsored insurance products, and easier access to data.



We really needed a more flexible system in-house. Something that our end users could use more readily and didn't have to rely on IT to do most of the support with, and so we were really looking for a product for our team to be able to utilize.

**Lee Norstern**  
IT Manager, ALPA

## About Air Line Pilots Associations



ALPA represents and advocates for more than 66,000 pilots at 40 U.S. and Canadian airlines, making it the world's largest airline pilot union. ALPA provides three critical services to its members: airline safety, security, and pilot assistance; representation; and advocacy.

**66k**  
PILOTS

**40**  
US AND CANADIAN  
AIRLINES

**80+**  
YEARS

