DIGITAL PEER TO PEER WORKER PLATFORM

Developed by Organization United for Respect

WorkIt is a digital platform that provides people with instant information and support from trusted peers, augmented by Artificial Intelligence (AI), on how to deal with economic instability and workplace challenges that are a daily reality in low-wage jobs. WorkIt consumes vast, complex, and fluctuating collections of information on employment policy and rights and uses machine learning to create intelligent models to help serve, interpret, and distribute that information to users quickly, efficiently, and at scale. Users are able to access the information via a smartphone-based tool and SMS, which is the best way to reach workers with unpredictable schedules and disparate work sites in real time.

WorkIt's basic premise is to provide clear, relevant information to workers; connect them to peers to help collectively strategize towards a solution; connect individuals to a community of support to share lessons and look for opportunities to shift working conditions for a broader network; gather insights and analyze trends; and find new opportunities to apply data driven resources.

The **WorkIt** platform includes 2 user access platforms (mobile app access via Android / iOS and SMS access) with a third under development (website bot). There is also backend web based portal designed to assist staff and volunteers in the management of the overall service. The backend portal provides the interface to manage questions, answers, and users, as well as the retraining of the natural language classifiers / bots.

In these times, finding tools that increase communication and connection among your members or communities, while freeing up resources to focus on campaign work could not be more important. We believe in the potential of the **WorkIt** platform to transform how organizations support their members; reach new audiences; connect people to one another, as well as the work of your organization; and create a new, collective voice of power. WorkIt was developed by the Organization United for Respect (OUR), based on years of analysis, research, experience, and vision of reshaping practices to provide economic security for people in hourly jobs.

WorkIt is available as a white label product for organizations who wish to harness that potential. It can be configured and customized to serve your organization's content, brand, and membership, in order to maximize your impact by leveraging new communication pathways through mobile technology, machine learning, and messaging.

Reveille has a partnership with OUR to further develop and roll out **WorkIt** in Australia.

The first Australian iteration of **WorkIt** is now in live testing for United Voice casino members, under development for the SDA, and in early development for a range of other unions here.

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