



# CallCemm – E-centre for labour market services

IMPROVING THE QUALITY,  
ACCESSIBILITY AND SPEED OF  
DELIVERY OF PES SERVICES

Information review: October 2015

## ROMANIA

The 'E-centre for labour market services' (CallCemm) was designed to provide the Public Employment Service (PES) of Cluj County with an innovative, flexible and user-friendly call centre-type platform.

The downsizing and closure of companies in 2012 led to major layoffs in Cluj County: 18 000 redundancies were registered with the PES of Cluj County in early 2012. Despite this, the unemployment rate has been persistently low in the county. The practice contributed to reduce the local unemployment rate by 3.9%.

Name of the PES

Agentia Judeteana pentru de Ocupare a Fortei de Munca Cluj  
County Employment Agency Cluj

When was the practice implemented?

2010 – on-going

Which organisation was involved in its implementation?

SC Psihoselect SRL – a private company, provides the operational staff for the call centre. The PES office of Alba County is responsible for providing data about the labour market demand and supply to the PES office in Cluj County.

Which social groups were targeted by the practice?

Jobseekers:  
► All unemployed in Cluj and Alba counties

What were the practice's main objectives?

The practice seeks to improve the quality, accessibility and speed of delivery of PES services, in particular matching.

What activities were carried out?

The activities of CallCemm are:

- Registering jobseekers' personal information in the system database. The call centre agents initiate the registration process by calling jobseekers.
- Registering vacancies on the system database. Vacancies are automatically transferred to the call centre from a platform where employers post their vacancies (either online or via an info-touch system belonging to PES). The call centre agents then contact these employers to get further information about the vacancy, with a view to the matching process.
- Matching jobseekers' profiles with the job vacancies in the database; if a possible match is found, the employer and the jobseeker are put in touch with one another by call centre agents.
- Once registered with the system, the jobseeker has access to information about the vacancies, conditions of employment, and the short-listing of candidates who fit the job description.
- Designing individual matching plans for jobseekers, based on the information that is recorded in the system and follow-up enquiries with the clients.

What resources and other relevant organisational aspects were involved?

The practice is managed and operated by the Cluj PES office, in partnership with a private matching provider, SC Psihoselect SRL, and the Alba PES Office. The Cluj PES has core responsibility for the proper operation and management of CallCemm.

Sixteen call centre agents hired by SC Psihoselect SRL work for CallCemm and are coordinated by a supervisor on behalf of the PES. The Alba PES is responsible for providing data to CallCemm for matching. Cluj PES is the main body responsible for the call centre service implementation, and is in charge of maintaining its technical aspects. Monitoring is undertaken monthly, in progress reports and during team meetings. The call centre platform runs a labour force matching application, which makes the system technically innovative and unique in Romania.

Source(s) of funding

National budget  
European Social Fund  
Budget of the responsible body, Cluj PES

What were the outputs of the practice: people reached and products?	<p><b>People reached:</b></p> <p>The practice has exceeded expectations in terms of the number of people involved (registered jobseekers) (data from April 2013):</p> <ul style="list-style-type: none"> <li>▶ Some 42 371 jobseekers had been registered on the database (84.7% of the planned results).</li> <li>▶ A total of 89 864 vacancies had been registered on the database (790% of planned results).</li> <li>▶ Some 11 105 jobseekers had accessed the pre-registered area (100% of the planned results).</li> <li>▶ The call centre could automatically identify 11 105 callers by their telephone number (100% of the planned results).</li> <li>▶ In all, 2 000 individual matching plans had been drawn up (100% of the planned results).</li> <li>▶ Some 9 547 updates to the database had been conducted (compared to 1 500 planned).</li> <li>▶ A total of 114 802 people had been informed of the employment services (through e-centre employment-related information browsing) (229% of the planned results).</li> </ul> <p><b>Products:</b></p> <ul style="list-style-type: none"> <li>▶ Real-time and updated database of labour demand and supply</li> <li>▶ Call centre</li> <li>▶ A promotional video</li> <li>▶ A website: <a href="http://www.callcemm.ajofmcj.ro">www.callcemm.ajofmcj.ro</a> (in Romanian)</li> </ul>
What outcomes have been identified?	<p>Based on the evaluation and monitoring data, the following outcomes are highlighted (April 2013):</p> <ul style="list-style-type: none"> <li>▶ The number of workers hired through PES services reached 16.9% (compared to 30% planned).</li> <li>▶ The practices contributed to reducing the local unemployment rate by 3.9% (33.5% of the planned results).</li> </ul>
What are the lessons learnt and success factors?	<p>The innovative dimension of the practice lies in the real-time electronic matching and referral of jobseekers to employers. Whereas traditionally, the client received information about jobs once a month, when he went to the PES to comply with the mandatory formalities, now this matching-oriented call centre seeks to provide information on a daily basis. To improve the quality and speed of delivery of the matching, the call centre takes account of a jobseeker's skills, as well as his education and experience (validation of non-formal skills and competences).</p>
More information on the practice	<p><a href="http://ec.europa.eu/employment_social/empl_portal/weesp/RO-5.pdf">http://ec.europa.eu/employment_social/empl_portal/weesp/RO-5.pdf</a></p>



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