ACTIVATION OF JOBSEEKERS BY DIGITALISING REGISTRATION, PROFILING, SEARCH AND INTEGRATION ACTIVITIES

The 'Work Profiler' and the 'Personal Work Folder' – a digitalised master plan for integration into the labour market

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In order to maintain effective services for customers throughout the country after the close of a number of regional PES offices, digital e-services were developed and implemented. As a result, virtually all registered unemployed persons are served electronically within the first three months following registration. E-services comprise an online-based profiling tool and a digital platform for each jobseeker for structuring search and integration activities. The activities are monitored by employment advisors who give advice and other forms of support to jobseekers for an effective job search.

Name of the PES	UWV WERKBedrijf
Scope of measure (a pilot project or a national reform)	Improving profiling and activation of jobseekers
When was the practice implemented?	2015
What was the driver for introducing the practice? Was it internal or external?	The main reason for implementing digitalised services was to ensure that the increasing number of jobseekers continue to receive orientation, guidance and support after registration, at a high standard and in a structured way despite the closing down of regional PES offices. Another important reason was to activate as much as possible the jobseekers' own potential for a successful integration into the labour market.
Which organisation was involved in its implementation?	Headquarters, district offices, and regional offices.
Which groups were targeted by the practice?	Employees at all levels of the organisation and customers.
What were the practice's main objectives?	The main objectives were to guarantee an easy registration process for all jobseekers, a systematic, science-based profiling of jobseekers, and depending on the result of the profiling, the implementation of a targeted strategy for the activation and integration of jobseekers.
What activities were carried out?	The activities carried out included the development and implementation of the Work Profiler and of the Personal Work Folder. The *Personal Work Folder* is a digital personal job plan for each individual jobseeker which focuses on jobseeking activities. It is the main communication platform between the jobseeker and the employment advisor (work coach). Components include registration of a CV, matching activities, access to e-learning modules, and other job-finding activities. Such data and activities can be monitored by the work coach via a dashboard. The dashboard is an overview of all personal e-folders for the work coach. All jobseeking activities of a personal job plan have a deadline and are indicated by a colour, and the jobseeker has an overview of all activities/deadlines in his personal e-folder. If the jobseeker misses a deadline, a reminder will be sent by the work coach; in cases where the jobseeker does not respond, sanctions may follow (enforcement). For the PES, using the dashboard is a very efficient way of monitoring jobseeking activities. The *Work Profiler* is a questionnaire with 19 questions; it is used as a selection and skills diagnosis tool in order to tailor services to the jobseeker who receives unemployment benefits. The questionnaire has been developed in close collaboration with a university and it predicts the likelihood of work resumption within one year or registering with the PES. The questionnaire includes questions on, for example, health perception, view on work resumption, etc.
What resources and other relevant organisational aspects were involved?	In 2016 face-to-face service delivery was enlarged, but it was also blended with greater digitalisation for the first three months of a person's unemployment. The Work Profiler is the most important instrument to diagnose whether or not the customer will receive face-to-face services (starting with a work orientation conversation). It is also the basis for diagnosing which (evidence-based) services can be deployed most effectively.

What were the source(s) of funding?	PES budget
What were the outputs of the practice: people reached and products?	Around 80 % of all registered unemployed are only served electronically in the first three months following registration. The system has successfully been implemented and allows employment advisors to focus on the individual integration process by acting as job coaches.
What outcomes have been identified?	One very important outcome is that nearly 60 % of all registered unemployed only served electronically find a job within three months after registration. The timeframe for successful integration into the labour market for the remaining 40 % is much longer.
What are the lessons learnt and success factors?	The digital services are monitored and revised constantly. For the 40 % of registered jobseekers making use of digital services who are not successful in their search activities, it is planned to (re-) introduce face-to-face contacts earlier than three months after registration in order to give more targeted and effective support for their labour market integration.

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