

# Mail.net

EVERY COUNSELLOR SUPPORTING JOBSEEKERS IS GIVEN A SPECIFIC EMAIL ADDRESS. IT ALLOWS FOR DIRECT PERSONAL MAIL CONTACTS TO/FROM EVERY SINGLE JOBSEEKER IN HIS/HER CASELOAD. IT IS THE SAME FOR EMPLOYERS' COUNSELLORS

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## FRANCE

Evolutions both in user's expectations and the call for the provision of individual supports tailored to their needs, make it necessary to provide every registered jobseeker with the public email address of his/her personal job counsellor. It is the same for employers.

Name of the PES

Pôle emploi

When was the practice implemented?

This practice was implemented in January 2015 for jobseekers and in December 2015 for employers.

What were the practice's main objectives?

The main objective of '*mail.net*' is to increase the satisfaction of jobseekers through enhanced personalisation. It is also to simplify and modernise the relationship between French PES (Pôle emploi) and its users. Besides, it reinforces the role of the personal counsellor and strengthens the service relationship.

For the jobseeker, the practice aims at enabling contact directly to his/her counsellor at any time or from any place while securing a precise and relevant answer within 72 business hours.

What activities were carried out?

*mail.net* can be used:

- ▶ to answer emails (including attached files) from jobseekers in caseloads dealing with benefits or transition into employment (first level of information or update on support provided);
- ▶ to initiate contacts for service proposals (such as workshops, meeting with counsellors etc.), provided the jobseeker has a valid email address;
- ▶ to make appointments between the jobseeker and his/her counsellor;
- ▶ to attach documents.

*The messages sent to jobseekers through mail.net are enforceable (bear legal value).*

*mail.net* cannot be used for administrative formalities, such as:

- ▶ updating the jobseeker's situation with regards to registration or benefits claims;
- ▶ carrying out actions or updating individual action plans;
- ▶ applying for financial subsidies or allowances (those which cannot yet be sent by pole.emploi.fr and 'gestion électronique des documents').

The management of incoming emails is carried out through the software used to plan counsellors' activities. Different time frames are defined. In local offices, team managers organise the response, linking the personal counsellor with other counsellors who have valuable expertise (in benefits processing, training, target groups etc.). In the absence of the personal counsellor, the team manager can choose another counsellor to answer.

Through *mail.net*, French PES is committed to answering the question within 72 business hours. If the counsellor is unable to answer within the timeframe, the jobseeker is informed before expiry and a new contact is scheduled.

All French PES counsellors may access and read exchanges between jobseekers and their personal counsellor. All mail exchanges are archived and can be accessed by the counsellor and the managers. The software delivers statistics to enable managers to measure the number of emails, those received and those without answers. They can read the mails to challenge the way they are written and the quality of the answer.

The public email address of the personal counsellor is made available to the jobseeker either in his/her personal space on [www.pole-emploi.fr](http://www.pole-emploi.fr) or on paper mails. Neither the counsellor nor the jobseeker are required to give their consent to email exchanges. If the jobseeker has no email address, the counsellor can help him create one during a visit to the local office.

What outcomes/results have been achieved?	<ul style="list-style-type: none"> <li>▶ Much more simplicity for jobseekers and the employers to contact their counsellor.</li> <li>▶ Bigger reactivity to deliver them information or counsel.</li> <li>▶ Better user satisfaction.</li> <li>▶ Much more direct relationships to enable French PES to change the PES's organisation and focus more of a counsellor's time on personal counselling, and higher added-value in diagnostic and professional mobility.</li> <li>▶ Fewer phone calls on 'Freephone 3949' meaning decreasing costs for the PES.</li> </ul>
What are the lessons learnt and success factors?	<ul style="list-style-type: none"> <li>▶ Change management to empower individual counsellors in writing mails and linking them together.</li> <li>▶ Repository of answers to help counsellors provide reasoned replies and send along legal texts if necessary.</li> <li>▶ Managing piloting phase and response time are crucial.</li> <li>▶ Analysing emails together with counsellors and identifying those who receive less e-mails compared to others in order to support changing posture.</li> <li>▶ Simplicity for counsellors to access (archived) user's emails.</li> </ul>



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