



THE DUTCH PES CARRIED OUT A 30 MONTH LONG RCT FOR GATHERING SCIENTIFIC EVIDENCE TO TEST THE EXTENT TO WHICH INTENSIFIED FACE-TO-FACE SERVICES, IN THE INITIAL PHASE AFTER REGISTRATION AS AN UNEMPLOYED JOBSEEKER, LEADS TO A FASTER AND MORE SUSTAINABLE INTEGRATION INTO THE LABOUR MARKET IN COMPARISON TO DIGITAL ONLY SERVICES.

PROMISING PES PRACTICE¹ Evidence based PES services: RCT for the scientific evaluation of the impact of intensified face-to-face services.

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THE NETHERLANDS

The Dutch PES strives to deliver evidence-based PES services. Changes related to the implementation of ALMPs and the way services are offered to the customers are (increasingly) measured systematically, using best practice evaluations to provide evidence of effectiveness and efficiency. Using this approach, the Dutch PES intends to further turn into becoming a knowledge organisation that can easily make its added value transparent to society.

A good example is the evaluation of the Dutch PES' new service concept for unemployment benefit recipients. In 2016, the Dutch PES implemented its existing service model. The PES went from a digital-first strategy (the previous service concept was focused almost exclusively on digital services for unemployed jobseekers closest to the labour market) to tailored, blended service delivery. An online profiling tool is used to support job counsellors in determining jobseekers' needs.

Face-to-face support was added to digital services in order to adjust the service model as needed.

A year after the implementation of the further developed service model, the Dutch PES began the randomised control trial (RCT).

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| Name of the PES | Dutch PES (UWV WERKbedrijf) |
| Scope of measure | Pilot project |
| When was the practice implemented? | The project started in 2017, after the implementation of a new service concept for unemployment benefit recipients. For customers with a high likelihood of return into employment, up until 2017 services were offered (only) via a digital channel within the first three months after registration. Following other research results, intensified face-to-face services could help to significantly increase the return into the labour market. For having clear evidence on this, the RCT research project was launched. |
| What was the driver for introducing the practice? Was it internal or external? | The driver for starting a long-term RCT was the Dutch PES' ambition to have clear scientific evidence of the added-value of services which are delivered to customers. |
| Which organisation was involved in its implementation? | The Dutch PES' Head Office, district offices and regional offices. |
| Which groups were targeted by the practice? | Dutch PES staff at all levels, registered jobseekers (unemployment benefit recipients). |
| What were the practice's main objectives? | The main objective is to gain scientific evidence on net effects of intensified face-to-face services to registered jobseekers. |
| What activities were carried out? | Design, conceptualisation, implementation and follow-up of the RCT on intensified face-to-face services to unemployed jobseekers. The implementation was accompanied by information from employment officers. |

¹ Practices referring to promising changes/reforms/approaches.

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| What resources and other relevant organisational aspects were involved? | The project was organised by the Dutch PES, integrating all organisational and regional levels. |
| What were the source(s) of funding? | Costs are covered by the Dutch PES budget. |
| What were the outputs of the practice: people reached and products? | For bringing staff on the pathway towards a future-proof, evidence-based PES the Dutch PES invested a lot of time and effort in the implementation process. The PES involved all levels of staff across the organisation: a roadshow (in 11 districts) was organised to explain why and how the RCT was going to be conducted, supported by a video message of the board of directors and a personal e-mail by the general director. Management was informed regularly throughout the whole process (design, implementation, execution). In addition, a toolbox was developed for all staff, with detailed FAQ's and other relevant information. |
| What outcomes have been identified? | The first results of the RCT will be available by the end of 2019 |
| What are the lessons learnt and success factors? | One important lesson learnt was that it payed off to invest a lot of time and efforts in involving all staff and key stakeholders. Because an impact- and risk analysis was carried out before the implementation started, all stakeholders (including the Ministry of Social Affairs) were aware of the impact and potential risks before the implementation of the RCT started. This also contributed to a feeling of shared ownership and responsibility. Another important success factor is the 'control-room formula' that the Dutch PES applies: the progress of the RCT is monitored on a weekly basis. |



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