# Personal Service Online and Recruitment Meetings Online

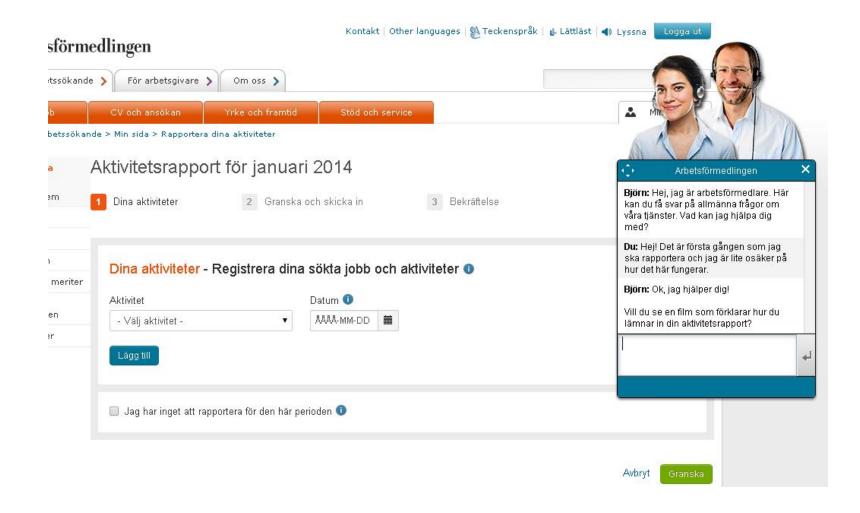
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A personal meeting between a customer and a PES officer, live at Arbetsförmedlingen's web page. They can chat, use video call, send files and co-browse.





### **Outcomes**

- 91% of customers are satisfied with service via co-browsing
- PES officers can serve double the amount of customers by co-browsing compared to using telephone
- PES officers are pleased: a fun and efficent way to serve customers
- Possible to manage multiple cases simultaneously (depending on the nature of the cases, up to five)
- Co-browse with skill-based routing different groups of PES officers serve different groups of customers (languages, different trades, vocational guidance, employers)
- When identified via e-Identification, the customer can get more detailed service

#### Challenges

- New technology meets old technology
- Traditions of building web pages, inhouse vs procurement

## **Arbetsförmedlingen**

# Recruitment meetings online

- Pilot project:
  - Customers were very satisfied (both job seekers and employers)
  - A Norwegian hotel recruited youths from Sweden using this method

- Building a permanent version
- No travel costs
- The meeting is set up by a PES officer
- A tool for selecting candidates, used by the employer in an early stage of recruiting















