

Service offer to employers

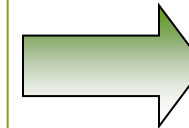
PES to PES

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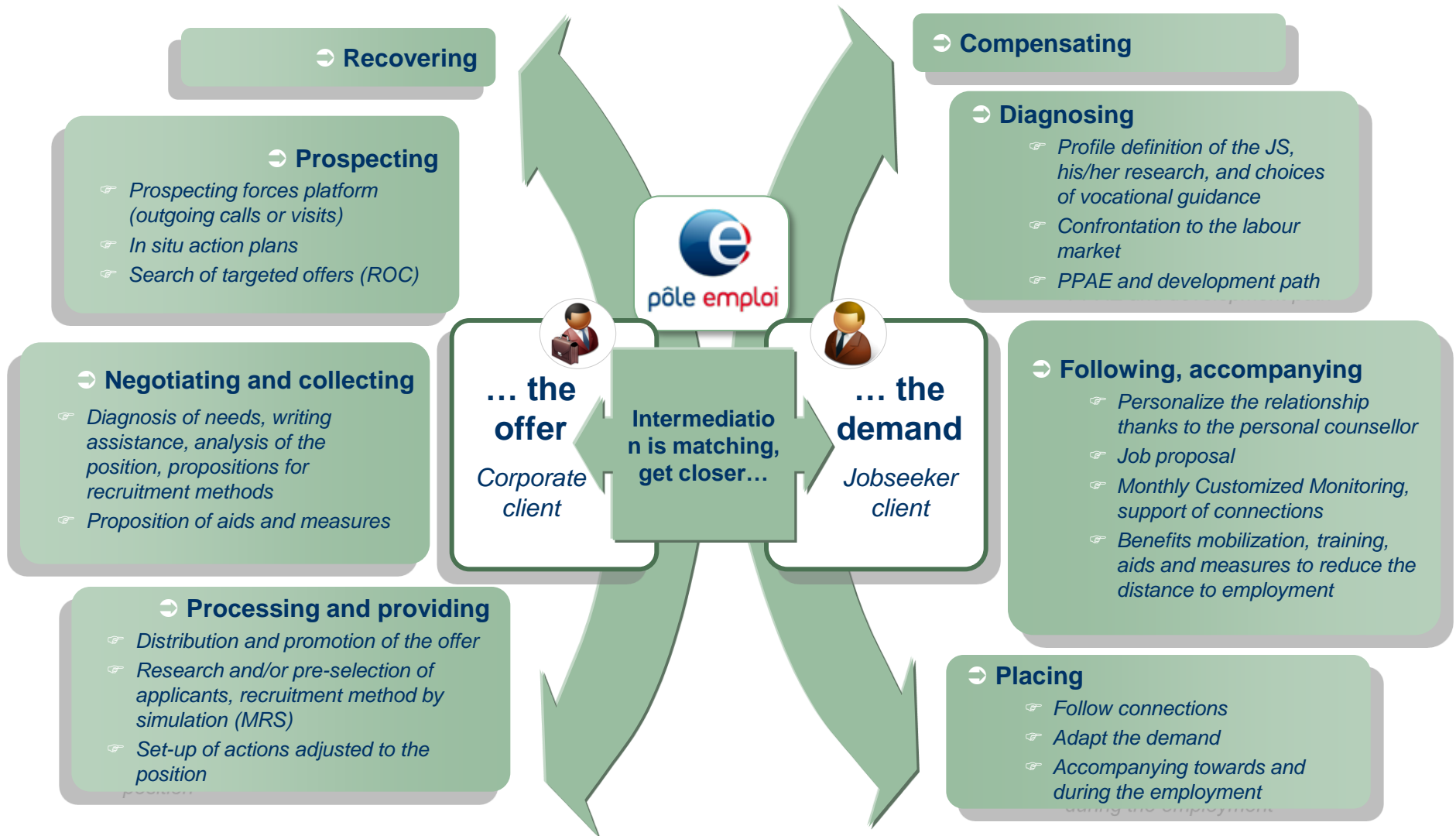
Pôle emploi ensures six missions:

- Reception, information and registration of jobseekers
- Study of rights and payment of benefits to insured jobseekers
- Support for jobseekers until they return to work
- Exploration of the labour market and collection of job offers
- Assistance to companies in their recruitment by advice, connection between supply and demand and active anti-discrimination policy
- Data collection and analysis of labour market, employment and compensation



**These missions
give the structure
to the
service offer**

Pôle emploi's service offer revolves around the principle of matching employment offer and demand



Pôle emploi's strategy

The objective of Pôle emploi is to create the conditions for effective intermediation, accelerating the return to work. To this end, the service offer to companies is set according to jobseekers' needs.

The matter is to guarantee:

- a universal service to all employers;
- an enhanced service to the most in need employers and those offering sustainable jobs that could be filled by jobseekers.

III- 1- Pôle emploi's strategy towards companies: Prospecting



Prospecting

Development of action plans

- ☞ Action plans developed at the local level targeting corporate clients or non-clients according to the criteria of companies segmentation.

Implementation of physical prospecting actions (visits)

These visits are carried out either:

- ☞ By versatile counsellors, managing both a portfolio of jobseekers and a portfolio of companies.
- ☞ Or by specialized counsellors, “**prospecting forces**”, pooled at the local and sub-regional levels, mainly responsible for prospecting non-client companies.

Implementation of prospecting actions by telephone

- ☞ Call campaigns are conducted by telephone prospecting teams, pooled at the regional level

Agents specialized in the relationship with companies, (telephone or physical prospecting forces), represent approximately 400 people.

The segmentation of companies: a prospecting tool



In 2010, in order to boost its prospecting actions, Pôle emploi has developed a more structured and systematic approach to collecting job offers from companies with high recruitment potential, by the establishment of a market segmentation.

A segmentation tool enables each organization in an area to be assigned to one of eight segments, defined by three criteria:

- **the hiring potential**, which is measured by the number of people hired during the previous reference period;
- **difficulties in recruitment**. These are known by various sources (indicators of tension between offers and demands of employment or hiring intentions expressed by companies in the annual survey “Labour needs“, etc...);
- **the proximity to Pôle emploi**. It is measured by the number of job offers made by each company to Pôle emploi.

III-2- Pôle emploi's service offer to companies: Collecting offers



Negotiating
and
collecting

The collection of the employment offer

☞ Different channels of collecting offers: telephone platforms (3995), website, agencies' hotlines, collecting offers, automated transfer of offers from "major companies" via pole-emploi.fr

Information

☞ Information concerning the labour market on the website pole-emploi.fr

Diagnosis of recruitment needs

- ☞ Definition of applicants' profile according to the position and skills
- ☞ Definition of the recruitment method
- ☞ Assistance in writing job offers
- ☞ Position analysis

Proposal of aids and measures

☞ Information and prescription of aids and measures in favour of companies

III-3- Pôle emploi's service offer to companies: processing offers



Processing and providing

Diffusion of offers through an increased transparency of the labour market

- ☞ Diffusion of job offers on the website pôle-emploi.fr
- ☞ Promotion of jobs: forum, EMT, Web TV
- ☞ Promotion of job offers towards jobseekers
- ☞ Provision of job seekers' profiles on pôle emploi.fr
- ☞ Implementation of a mobile application

Presentation of applicants as part of an enhanced service offer

- ☞ Pre-selection of applicants on CVs
- ☞ Selection of applicants (after interview or tailored evaluation performance)
- ☞ Recruitment by simulation (MRS)
- ☞ Set-up of adaptation actions to adjust jobseekers profile for the position (adaptation training AFPR or POE)

Integration of the salaried

- ☞ Definition of the integration path of a new salaried
- ☞ Provision of support during the employment

Mobilization of aids and measures

- Implementation of aids and measures for employment ; the Single Integration Contract aimed at the most vulnerable)
- Prescription of alternating training contracts (apprenticeship and professionalization contracts)

Management and treatment of job offers is performed by versatile agents in local agencies

- Expectations and needs of large companies with high potential for employment are specifically taken into account, by the implementation of a “key accounts“ policy, resulting in national or regional agreements (50 agreements to date), and a National HR club and regional HR Clubs.
- “Key accounts“ teams are responsible for regional level agreements signed between Pôle emploi and large companies, on the transmission of all their job offers to Pôle emploi, and the establishment of a specific service offer.
- These agreements also anticipate that companies benefiting from these specific services are committed to implement a recruitment policy in favour of the most vulnerable jobseekers in the labour market (young people without qualification, long-term jobseekers, disabled workers, seniors ..) and to promote diversity within the company.

Pôle emploi concludes and implements partnerships with:

- **Professional associations, federations and trade unions** in order to develop employment, promote the implementation of skills-training schemes and block-release training (sandwich courses).
- **Chambers of commerce and chambers of trade** in order to develop a coordinated service offer towards entrepreneurs and very small businesses (craft industry...).
- **Regional councils and joint organizations** who receive funds for vocational training can also allow to adjust the sectoral and territorial training offer in order to improve training for jobseekers and better satisfy the skill needs of companies.
- **Temporary employment agencies** on advertising vacancies and searching for applicants.
- **Media (television and radio)** in order to collect job offers, promote businesses that are recruiting.

■ **Specialized counsellors**

- Within teams of prospecting forces, counsellors receive internally specific business training for a period of 9.5 days/person
- On "Recruitment method by simulation" platforms, they are offered specific training for a period of 12 days/person

■ **Generalist counsellors**

- All employment counsellors receive initial training in "job offer processing and relationship with companies". This initial training corresponds to a period of 13 days/person

IV- The placing of most the vulnerable jobseekers and fight against discrimination



Counsellors can mobilize various specific services, depending on companies' needs and jobseekers profiles

- Measures and services in order to facilitate the evaluation of applications (Evaluations in working conditions) and adaptation of jobseekers profiles to companies' needs (Training Action for the Recruitment Preparation – AFPR – and Operational Preparation for Employment – POE -: short training schemes in order to be adapted to working conditions).
- Recruitment Method by Simulation (MRS). Based on the detection of skills, this method allows companies to recruit without a CV and thus allow access to employment for people who could have been pushed aside by more classic methods of recruitment
- Specific measures to assist the hiring, as the single contract of integration for the public with the most difficulties, or professional contract in alternation, allowing young people to accede to a qualification.

Perspectives

The **new tripartite agreement for the period 2012-2014** provides central objectives to Pôle emploi: promote the access or return to employment for jobseekers. In this perspective, three priorities are set to Pôle emploi:

- **Personalization of the service offer:** jobseekers and companies do not require a uniform service. Even if Pôle emploi ensures - and will continue to ensure - a universal public service, the needs and aspirations of the public are different and require, for each, personalized responses. Concerning employers, very diverse by their sizes and line of businesses, the service offer will be adjusted in order to further assist companies whose needs are the largest and to increase the chances of return to employment of seekers registered at Pôle emploi;
- **A higher proximity with territories:** In the next years, Pôle emploi will seek larger fluidity and better adaptability of its service offer, based on territorial realities, whether the characteristics of the labour pool or presence of partners with whom cooperation can be established.
- **The continuation of the optimizing effort of means:** Pôle emploi will continue the efforts of rationalization of its organization, by appointing progress made in terms of efficiency to the accompanying of jobseekers.