

PES to PES Dialogue Dissemination Conference  
Brussels, 9 September 2011

## Multi-channelling at VDAB Belgium

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Expert Webservices

[www.vdab.be](http://www.vdab.be)  
0800 30 700

# Multi-channelling strategy

- The customer chooses the channel he prefers.
- The customer can switch channels anytime.
- Every service should be available through every channel: some services are typical for one medium and cannot be offered by the other channels. Sometimes jobseekers receiving benefits are compelled to come to our offices.
- Letting customers take over routine jobs, provides advisers with more time for specialized or personal guidance.
- Empowerment of both jobseekers and employers by offering them selfservice tools.
- Unique files and databases

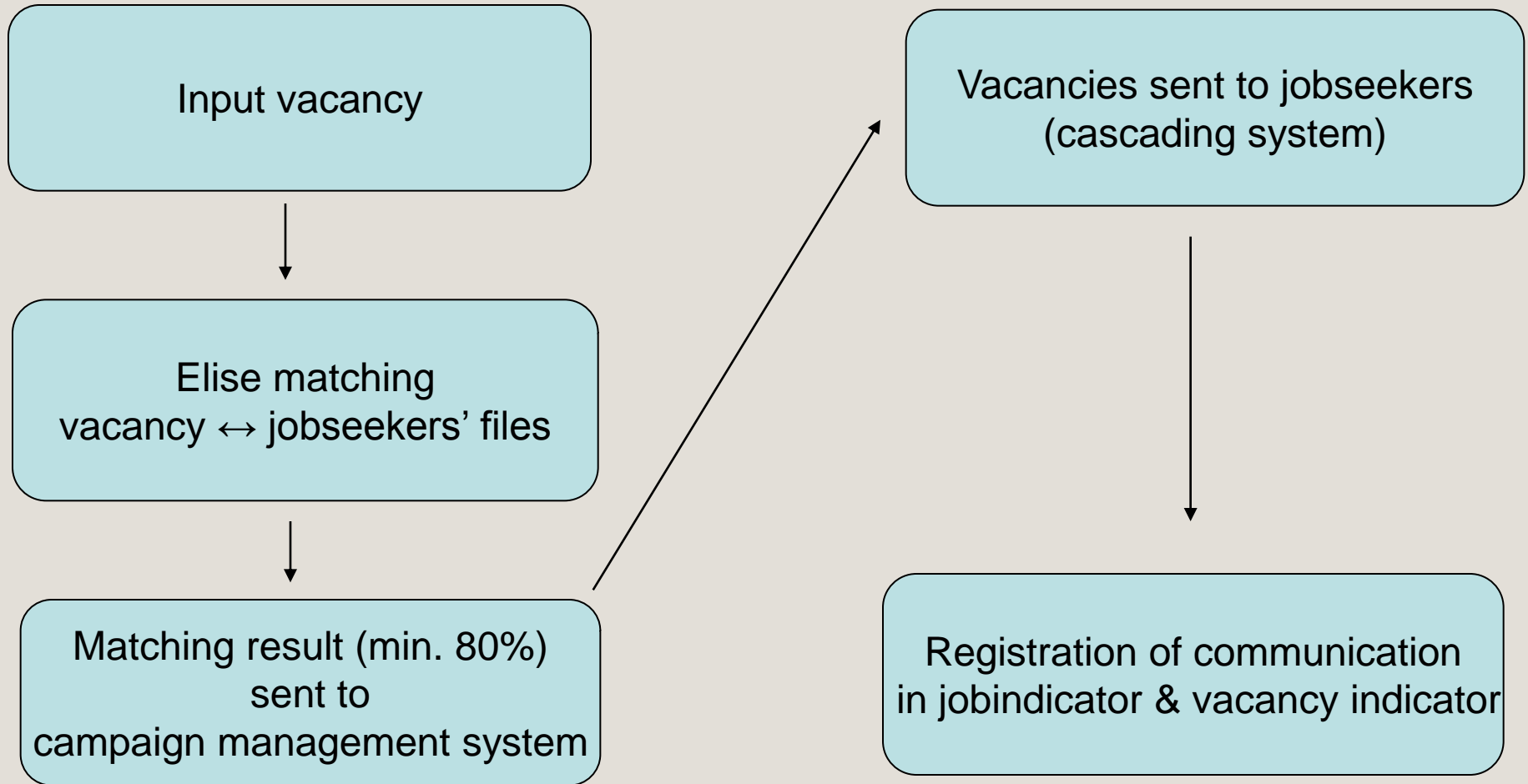
# Channels

- Face-to-face (jobshops)
- Website & Jobcomputers (kiosks)
- Call centre (Servicelijn)
- Mobile website
- Digital tv
- Social media
- Podcasts

# Automated matching

- Use of Elise software
- Matching between vacancies and jobseekers' files
- Launched automatically after input vacancy or registration jobseeker
- Can be launched manually by jobseeker or jobadviser (starting from jobseeker's file)

# Automated matching - campaign



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# Jobindicator - summary

- Overview of vacancies and communication sent to jobseeker through different channels (automated matching, communication, referral by job adviser...)
- Accessible via search, dashboard or from individual jobseeker's file
- Check whether vacancy has been viewed (e-mail)
- Send e-mails or sms
- Detect which jobseekers have not yet received vacancies  
→ possible actions:
  - check and adjust jobseeker's file
  - suggest training course to improve competences...

# Vacancy indicator - summary

- Overview of vacancies
  - Searchable by location, vacancy number or job adviser
  - Number of views on the internet and kiosks
  - Number of notifications via cms
  - Number of applications
- If not many campaign messages or applications  
→ take specific action, contact employer etc.

# Market share main channels

Results 2011, use of channels for:

## For input jobs

- 10% via counsellor
- 4% via call centre
- 86% via website

## For registration jobseekers

- 55% via counsellor
- 6% via call centre
- 39% via website



# Digital tv

- vacancies
- videos about occupations and other work-related issues
- contact information
- news



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# Mobile web

- Find a job
- Find a training course
- Watch video
- News
- Look & feel adjusts itself to phone model
- Specific iPhone application to be developed in 2011

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# Social media

- Use of social media is allowed, but not integrated in applications
- Share button on vacancy and course description on VDAB website
- Guidelines for staff with do's and don'ts

# vdab.be on Facebook

facebook

Zoeken



Startpagina



## VDAB

Publieke organisatie · Brussels Hoofdstedelijk Gewest · [Info bewerken](#)



### Prikkbord

VDAB · Meest recent

Delen: [Status](#) [Foto](#) [Link](#) [Video](#) [Vraag](#)

Schrijf iets...



### VDAB

Terug naar school!? Alle info over opleidingscheques op een rijtje  
<http://bit.ly/pR6czS>



### Premies

vdab.be

Opleidingscheques: volg een opleiding aan 50% van de prijs.  
Bestel hier je opleidingscheques als je werknemer bent.

3 uur geleden · [Vind ik leuk](#) · [Reageren](#) · [Delen](#)

[Freddy Van Groens](#) vindt dit leuk.

Schrijf een reactie...



### VDAB via Eures Maas-Rhein

Gezocht: 35 call center operatoren in Maastricht.

[www.arbeitsagentur.de](http://www.arbeitsagentur.de)  
[www.arbeitsagentur.de](http://www.arbeitsagentur.de)

EURES organiseert am Montag, 15.08.2011 eine Informationsveranstaltung für Arbeitssuchende, die sich für eine sehr interessante Tätigkeit im Customer

### Prikkbord

Verborgene berichten

- [Info](#)
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### Over

[Bewerken](#)

De VDAB (Vlaamse Dienst voor Arbeidsbemiddeling en Beroepsopleiding) is de...

[Lees meer](#)

1.202 personen vinden dit leuk

### Favorieten

[Alles weergeven](#)

# vdab\_be on Twitter

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## VDAB

[@vdab\\_be](#) Brussel, Belgium

Vlaamse Dienst voor Arbeidsbemiddeling en Beroepsopleiding

<http://www.vdab.be>

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Terug naar school!? Alle info over opleidingscheques op een rijtje [bit.ly/pR6czS](http://bit.ly/pR6czS) #vdab #opleiding

3 hours ago



**EURES\_Aachen** Egon Vanwersch ↻ by [vdab\\_be](#)

35 Callcenter-Agents f. Maastricht gezocht. Sprachen: F/D/NL-D. Infoveranstaltung 15.08.11 Agentur für Arbeit Aachen - [bit.ly/pLEf2X](http://bit.ly/pLEf2X)

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Op zoek naar werk? Vergeet je online netwerk niet! [bit.ly/qP19WT](http://bit.ly/qP19WT) #vdab #solliciteren

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**Federgon** Federgon

Federatie van de HR-dienstverleners - Fédération des...



**FonsLeroyVDAB** Fons Leroy

Gedelegeerd bestuurder Vlaamse Dienst voor Arbeid...



**ViA\_Vlaanderen** Vlaanderen in Actie

Vlaanderen in Actie(ViA)is het toekomstproject van ...

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[Resources](#) © 2011 Twitter

# Follow-up & monitoring

- Use of shortened bit.ly links
- TweetDeck to monitor reactions
- Twitter search to detect if VDAB mentioned
- When useful, reaction on messages and questions → reputation management

# How to fight the digital divide?

- Availability of selfservice pc's in the jobshops; coaching possible
- Training sessions for target groups
- Jobcomputers with easy-to-use button menu and touchscreen
- Possibility to stick to face-to-face channel