

Peer-to-peer review

Multi-channelling

Antwerpen, 30 June-1 July 2011

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0800 30 700

# Multi-channelling at VDAB

**General strategy**

**Results and market shares**

**Acceptance by staff**

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# Mission VDAB

As a public service provider we want to realize a **transparent and dynamic labour market** in Flanders for jobseekers, employees and employers, playing both a director's and an actor's role in co-operation with the **partners**, and this **with a social conscience**.

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# Objectives

- Optimize the match between supply and demand on the labour market
- Complete overview of job offers, candidates and training courses through partnerships → **transparency of the labour market**
- Provide quality information and extra tools for selection, recruitment, job application and learning
- Portal for the labour market: [www.vdab.be](http://www.vdab.be) = the place to be
- Increase **empowerment** of our customers by offering them selfservice tools
- More time for job advisers for personalized guidance

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# 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 specialised or personal guidance.
- Empowerment of both jobseekers and employers by offering them selfservice tools.
- Unique files and databases

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# 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

# Market share channels

Results 2011, use of channels for:

## For input jobs

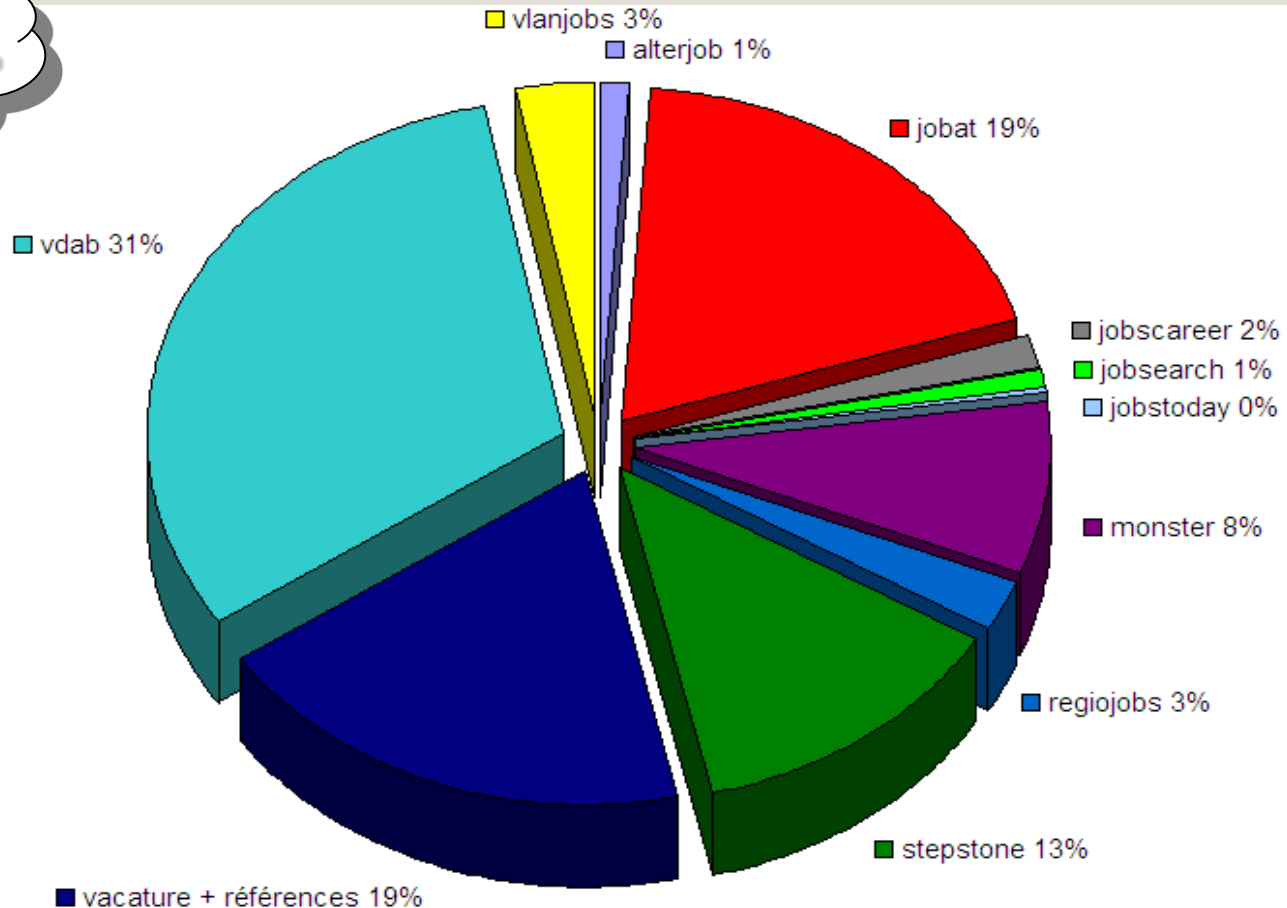
- 10% via counsellor
- 4% via call centre
- 86% via website

## For registration jobseekers

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

# Market share of the Belgian jobsites

**VDAB 31%**



**VDAB = most visited jobsite!**

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Source: [www.cim.be](http://www.cim.be)



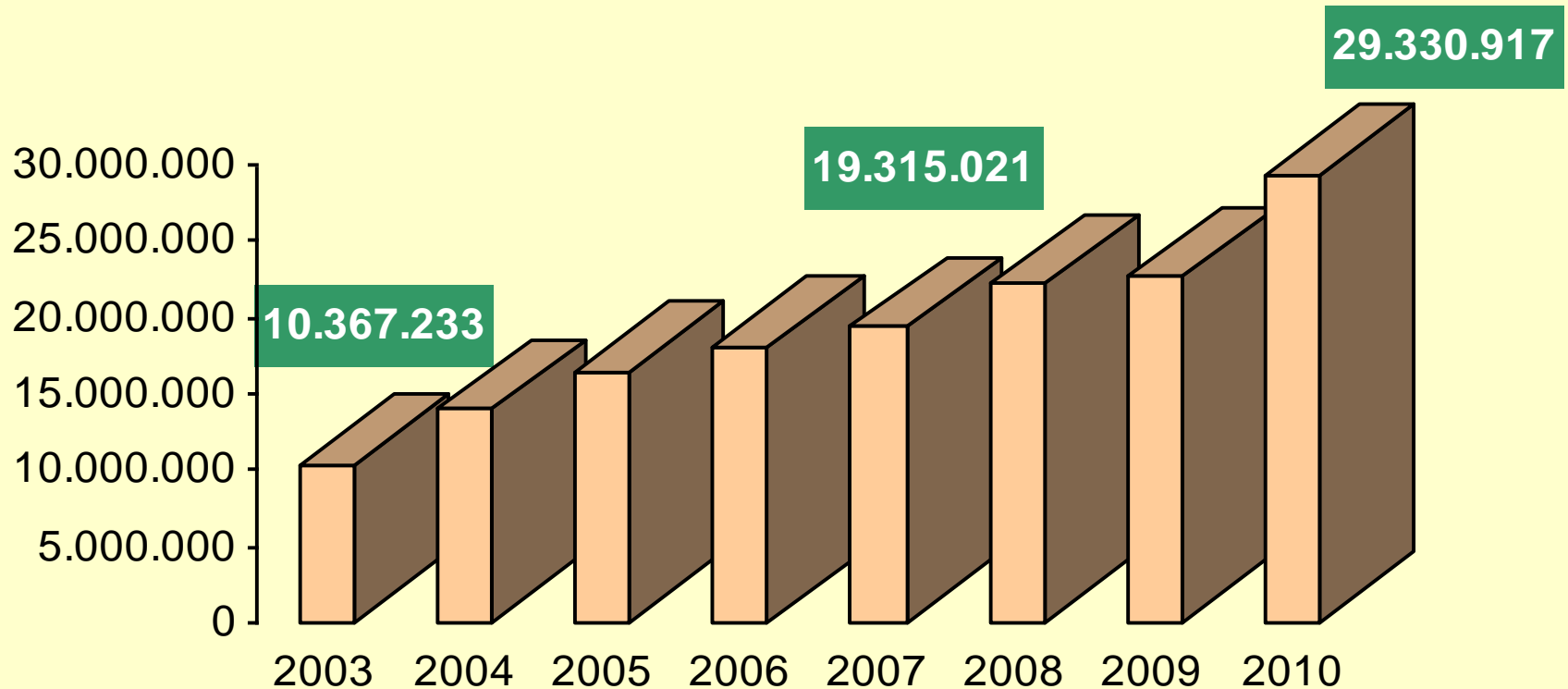
# Acceptance by staff

- VDAB staff is used to working in a permanently changing environment (new legislations & applications, jobhopping...)
- First milestones: selfservice kiosks and cv databases in the 90ties: fear with some staff for job loss
- Applications must work flawlessly and be userfriendly: joined effort of ICT & business
- Staff must see the advantage of new way of working
- Introduction accompanied by communication plan and training programmes
- Job content can become more challenging, less routine  
Examples:
  - VDAB Webservices (business) and Serviceline (call centre): many staff formerly had a classical VDAB job
  - Job advisors: more time for specialized and personalized guidance

# Visits VDAB website

## visits site

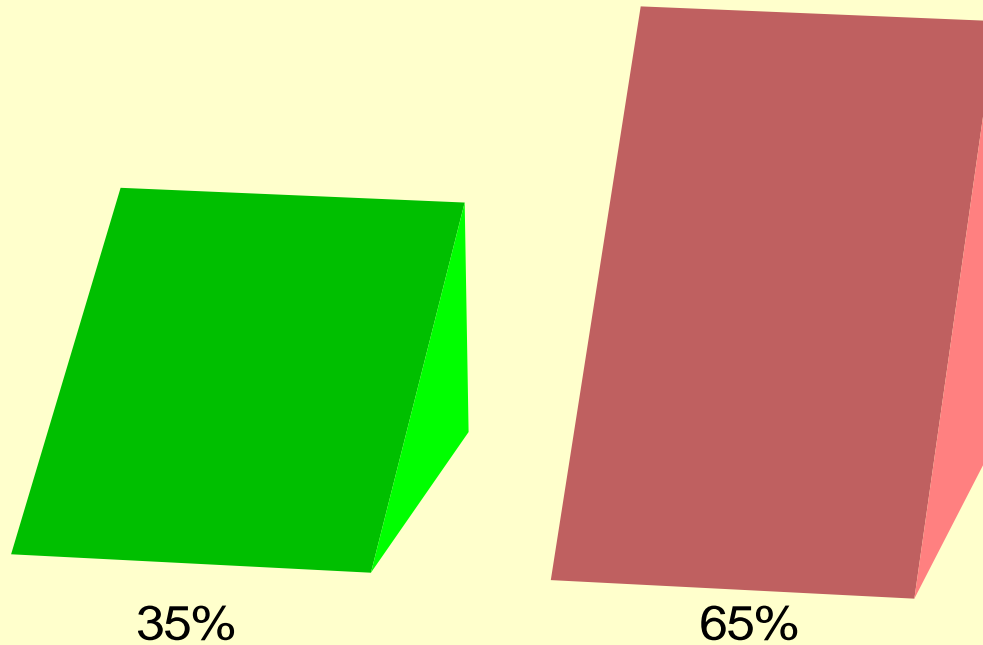
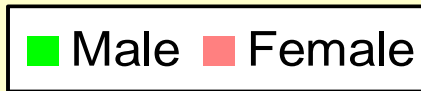
(source: [www.cim.be](http://www.cim.be))



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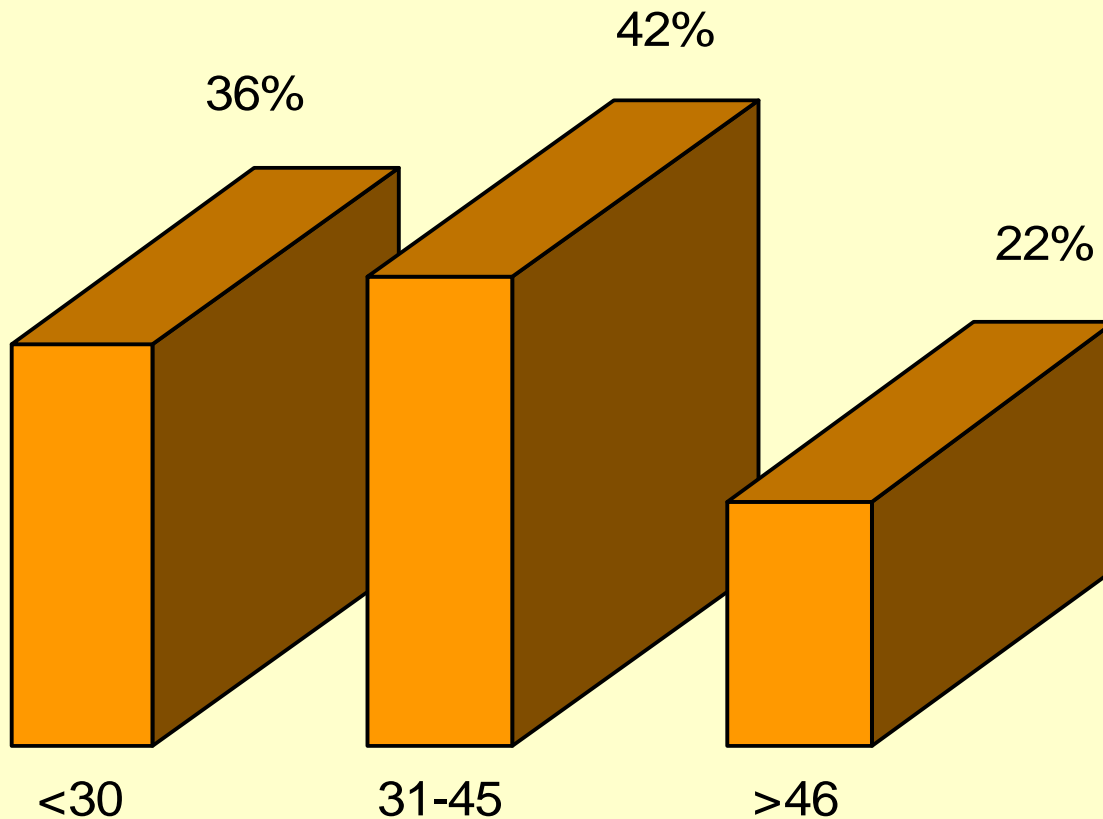
# Visits VDAB website

## Visits per gender



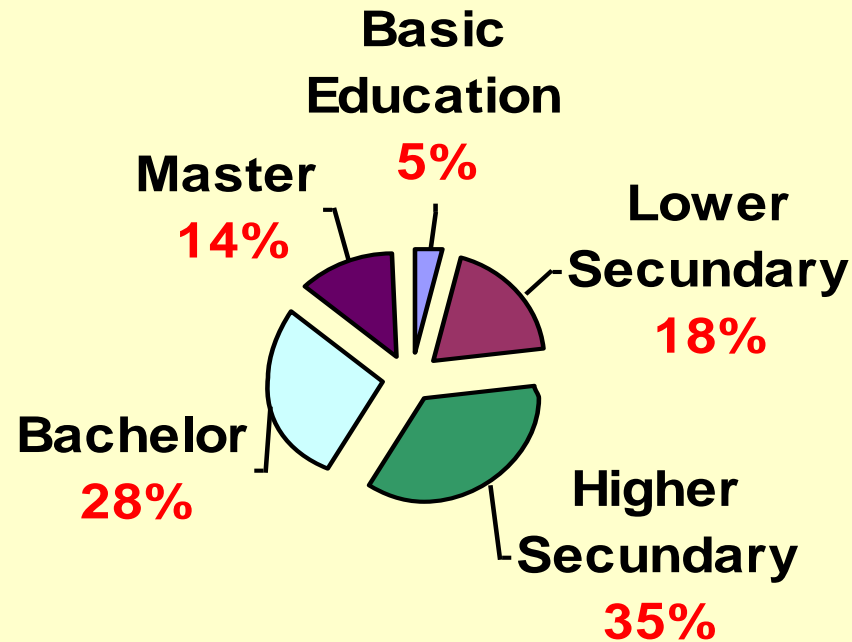
# Visits VDAB website

## visits per age group



# Visits VDAB website

## visits per level education level

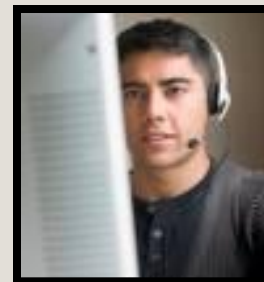


# VDAB also on...

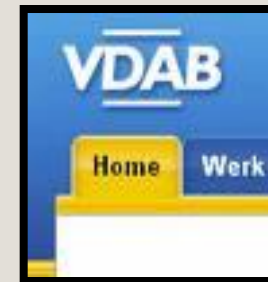
Where do you find VDAB?



VDAB local offices  
Jobshop



Call centre  
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Website  
E-mail/SMS/RSS



VDAB.tv



Kiosk



i-DTV



Smartphones



Social media

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# Under construction: new VDAB portal

## Homepage – Standard – candidate

The screenshot shows the VDAB homepage with a navigation bar at the top containing 'Home', 'Over VDAB', 'Werkloos', 'Contact', and 'Steun'. A search bar is located on the right. Below the navigation bar are tabs for 'Jobs', 'Opleidingen', 'Begeleiding en oriëntatie', 'Nieuws', 'Werkgevers', 'Partners', and 'Mijn ruimte'. The main content area features a 'Welkom bij vdab.be' section with a search box for 'Zoek een job:'. To the right is a large banner with the text 'VDAB ook voor werknemers'. Below the banner are three article teasers: 'MagEzine: groen ontspant', 'Adviseur Luc: burn-out', and 'Jobdag medische beroepen'. Annotations with arrows point to the 'Welkom' section, the banner, and the article teasers.

Welcome for all the individual visitors

Wheel with changing content. Also separately clickable.

Recent information

Colour indicates the target group. Entry for the individual, employer and partner. Flexible content fields

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